

**CITY OF GLENDALE-FIESTA BOWL AGREEMENT**  
**Youth Sports Fields – College Football's Biggest Party**  
**Expo Center – VIP Party**  
**Street Light Post Banners**  
**Parking Structure Use Agreement**

This City of Glendale-Fiesta Bowl Agreement ("Agreement") is entered into as of \_\_\_\_\_, 2006 (the "Effective Date"), between the City of Glendale, an Arizona municipal corporation ("City") and Fiesta Events, Inc., an Arizona nonprofit corporation, (hereinafter, "Fiesta Events") for the use by Fiesta Events, or any of its related entities (The Arizona Sports Foundation d/b/a Fiesta Bowl, Valley of the Sun Bowl Foundation d/b/a Insight Bowl, The Arizona College Football National Championship Foundation (collectively the "Organization") (Fiesta Events and the Organization are collectively referred to herein as the "Fiesta Bowl") of the Youth Sports Field situated at the northwest corner of the intersection of Bethany Home Road and 91<sup>st</sup> Avenue and which is shown as cross-hatched on Exhibit A attached hereto and made a part hereof by this reference (the "Youth Sports Fields" or "YSF"), the City of Glendale Expo Center situated at the northeast corner of the intersection of Maryland Road and 95<sup>th</sup> Avenue, which is shown as cross-hatched on Exhibit B attached hereto and made a part hereof by this reference (the "Expo Center") (the Youth Sports Fields or YSF and the Expo Center are collectively referred to as the "Event Facilities"), certain street light posts in and around the University of Phoenix Stadium for Fiesta Bowl and BCS Game banner placements as more particularly shown on Exhibit C attached hereto and made a part hereof by this reference ("Street Light Posts"), and use of that certain parking structure and surface parking lot generally located at the northeast corner of 95<sup>th</sup> and Maryland Avenues as more particularly shown on Exhibit D attached hereto and made a part hereof by this reference (the "Parking Structure").

**RECITALS**

- A. The City owns the YSF, the Expo Center, the Street Light Posts, and the Parking Structure.
- B. Fiesta Bowl desires to use the YSF and Expo Center to hold game day events, to use the Street Light Posts to install Fiesta Bowl and BCS Game (a "Game" if singular or the "Games" if plural) related banners for a set period prior to and after the Games.
- C. This Agreement sets out the terms and conditions pursuant to which the City will permit Fiesta Bowl to use such City facilities for the purposes set forth herein.

## AGREEMENT

Now therefore, it is agreed as follows:

1. Use of the Event Facilities. The Fiesta Bowl's use is now and hereinafter forevermore conditioned upon Fiesta Bowl's agreement:
  - A. To conduct its activities in, at or on the Event Facilities in a careful and safe manner;
  - B. To comply with all laws and regulations, and with the policies and regulations of the City pertaining to the use and occupancy of the Event Facilities;
  - C. To exercise due caution and apply good and diligent care in the use of the Event Facilities and to maintain the Event Facilities in good order and condition while it is using the Event Facilities, and to return the Event Facilities to the City in its original condition as when delivered to Fiesta Events and/or the Organization;
  - D. To not use or allow the Event Facilities to be used for any unlawful purposes and to not commit or allow to be committed any waste or nuisance in or about the Event Facilities or subject the Event Facilities to any use that would damage the Event Facilities or raise or violate any insurance coverage maintained by Fiesta Event's or the Organization or the City;
  - E. That the City may terminate or preclude any use immediately upon a determination by the City, in its sole discretion and consistent with its police powers, that such a use would endanger the public or be inconsistent with the health, safety and general welfare of the public; and
  - F. That nothing within this Agreement shall be construed to have created a tenancy of any type or manner.
  - G. That use of the Youth Sports Fields and of Lots G and H adjacent to the Jobing.com Arena for game day related events displaces approximately 2500 parking spaces that could be used for game-related parking, that such non-parking use by Fiesta Bowl for such game day events shall not create an obligation for the City to provide any replacement parking, and that nothing herein shall preclude the City from charging for parking in or on parking lots owned by the City that are not included in the required 25,000 parking spaces to be provided by the City.
  
2. Exclusive Use of the Youth Sports Fields. Fiesta Bowl shall have the right of exclusive use of the Youth Sports Fields to hold its College Football's Biggest Party ("CFBP"), including set up and take down, during the times and in the manner as provided in Section 3 below.

3. Times and Manner of Use of Youth Sports Fields.

- A. During years where both the Fiesta Bowl Game and the BCS College Football Championship Game ("BCS Championship Game") are played at the University of Phoenix Stadium, Fiesta Bowl shall have exclusive right to use the Youth Sports Fields from 12:01 a.m. three days prior to the day of the Fiesta Bowl Game through midnight of the second day following the BCS Championship Game for purposes of set up, holding the CFBP, and take down and clean up of the Youth Sports Fields.
- B. During years where only the Fiesta Bowl Game is played at the University of Phoenix Stadium, Fiesta Bowl shall have exclusive right to use the Youth Sports Fields from 12:01 a.m. three days prior to the day of the Fiesta Bowl Game through midnight of the second day following the Fiesta Bowl Game for purposes of set up, holding the CFBP, and take down and clean up of the Youth Sports Fields.

4. Term. The term of the license granted to the Fiesta Bowl for use of the YSF shall be through January 15, 2016 ("Term"), and will be renewable upon mutual agreement of the parties for an additional ten (10) year period.

5. YSF User Fees. As partial consideration for Fiesta Event's one-time use and development fee of Five Hundred Thousand and 00/100 Dollars (\$500,000.00) paid to the City as a contribution toward the development of Youth Sports Fields, the City shall not charge Fiesta Bowl a user or license fee for the use of the Youth Sports Fields as set forth herein during the Term of this Agreement.

6. Exclusive Use of Expo Center. Fiesta Bowl shall have the right of exclusive use of the Expo Center to hold a BCS Championship Football Game VIP Party ("VIP Party") during the times and in the manner as provided in Section 7 below (the CFBP and the VIP Party are collectively referred to as "Game Day Events").

7. Time and Manner of Use. On January 8, 2007, the BCS College Football Championship Game ("BCS Championship Game") will be played at the University of Phoenix Stadium. Fiesta Bowl shall have exclusive right to use the Expo Center from for purposes of setting up and holding a VIP Party at the Expo Center beginning at 8:00 a.m. on January 5, 2007. Fiesta Bowls' use rights hereunder shall terminate at 11:59 p.m. on January 8, 2007; provided however, that for any future year's use of the Expo Center by Fiesta Bowl as provided below, such use rights shall begin earlier than 12:01 a.m. on the day prior to the day of the event to be held at the Expo Center. Fiesta Bowl acknowledges that that part of the Expo Center known as the media center will house media members working the BCS Championship

Game. Fiesta Bowl and the City agree to work out as far in advance as feasible the configuration of the VIP Party so that the uses mutually coexist with each other. During any other year during the term of this license in which the Fiesta Bowl desires to use the Expo Center for a VIP Party prior to the Fiesta Bowl or BCS Championship Game, Fiesta Bowl shall provide not less than 180 days written notice to the City at which point the Fiesta Bowl shall have exclusive use of the Expo Center under the same terms and conditions as provided herein.

8. Term. The term of the license granted herein for use of the Expo Center shall be through January 15, 2016 ("Term"), and will be renewable upon mutual agreement of the parties for an additional ten (10) year period.

9. Expo Center User Fees. Fiesta Bowl agrees to pay the City a user fee for use of the Expo Center for the January 8, 2007 BCS Championship Game VIP Party the amount of \$10,000. Within three (3) months following the January 8, 2007 BCS Championship Game VIP Party, the City and Fiesta Bowl agree to mutually evaluate the user fee for the Expo Center for future years' use and use best efforts to arrive at a mutually agreeable fee.

10. Other Conditions for Use of the Event Facilities.

- A. Fiesta Bowl may charge for admission for entry into the CFBP or VIP Party.
- B. Fiesta Bowl agrees to use the tag line "Game Day in Glendale" or some similar tag line including the word "Glendale" on promotional materials related to the Fiesta Bowl Game, the BCS Championship Game, the CFBP and the VIP Party during the Term of this Agreement.
- C. Fiesta Bowl shall not be required to secure any special event permit from the City for any the use of the Event Facilities as contemplated herein.
- D. Fiesta Bowl shall be fully responsible for all costs of the events at the Event Facilities. As provided in Paragraph 1(G) above, the City shall have no obligation to provide any additional or replacement parking as a result of the Game Day Events. To the extent Fiesta Bowl desires or is required to provide any additional or replacement parking by the AZSTA, Fiesta Bowl shall be solely responsible for the providing of any such additional parking, replacement parking, shuttle buses or other transportation needs (including directional and traffic temporary signage).
- E. Fiesta Bowl agrees to reimburse the City for all costs incurred by the City arising out of the Game Day Events, including, but not limited to the costs of restoring the Event Facilities to their original condition prior to the time of delivery to Fiesta Bowl, for any damages and repairs to the Event Facilities caused during the occupancy by Fiesta Bowl, and providing City public safety personnel, traffic management, sanitation before, during and after Game Day Events. All such costs paid by the Fiesta Bowl must be reasonable and reflect

the actual costs incurred by the City as a result of the Game Day Events. In all future years of this Agreement, the City will endeavor to provide Fiesta Bowl with an estimate of costs not later than June 15<sup>th</sup> for the following year's events.

11. Condition of the Event Facilities. The City makes no warranties or representations that the Event Facilities is a particular condition or suitable for any particular use. Fiesta Bowl assumes sole and full responsibility to inspect and investigate the Event Facilities to assure its use can and will be conducted in a safe manner. Any deficiency perceived by Fiesta Bowl shall be immediately brought to the City's attention. The City may, at its sole option, address the condition of concern or notify Fiesta Bowl that it elects not to correct the condition. Should the City elect not to correct the condition and Fiesta Bowl decides to proceed with the use, Fiesta Bowl assumes full responsibility for the condition and indemnifies the City as set forth below. Should the City elect not to correct the condition and Fiesta Bowl decides not to proceed with the use, Fiesta Bowl may cancel this Agreement as to that facility or those facilities with the perceived deficiencies, and this Agreement shall be terminated and cancelled as to that facility or those facilities. The remainder of the Agreement as to other acceptable facilities shall remain in full force and effect for the remainder of the term hereof.

12. Exclusive Use of Street Light Posts. During the term of this license, Fiesta Bowl shall have an exclusive use of 49 Street Light Posts as shown on Exhibit C for the purpose of installing Game-related banners as provided below.

13. Time and Manner of Use. Fiesta's Bowl Exclusive use of the Street Light Posts shall begin at 12:01 a.m. on December 1 and terminate at 11:59 p.m. on January 10 during the term of this license for purposes of installing Game-related banners. All banners installed on the Street Light Posts shall conform to the specifications set forth on Exhibit E attached hereto and made a part hereof by this reference.

14. Term. The term of the license granted herein for use of the Street Light Posts shall be through January 10, 2016 ("Term"), and will be renewable upon mutual agreement of the parties for an additional ten (10) year period.

15. Street Light Post User Fees. Fiesta Bowl agrees to compensate the City for use of the Street Light Posts by providing a credit of not less than eight thousand dollars (\$8000) worth of advertising space to the City in the Fiesta Bowl game program, the BCS Championship game program, and/or the Fiesta Bowl entertainment guide (collectively "Advertising Media") per year. The City shall have the sole discretion to choose one or more of the Advertising Media in which to use its credit. For future years, the City will receive that amount of ad space in the Advertising Media equivalent to the then market rate for the banner space.

12. Exclusive Use of Parking Structure. During the term of this license, Fiesta Bowl shall have an exclusive use of the Parking Structure for the purpose of Game-related parking.

13. Time and Manner of Use.

- A. During years where both the Fiesta Bowl Game and the BCS Championship Game are played at the University of Phoenix Stadium, Fiesta Bowl shall have exclusive right to use the Parking Structure from 12:01 a.m. on the day of the respective Game through 11:59 p.m. of that day.
- B. During years where only the Fiesta Bowl Game is played at the University of Phoenix Stadium, Fiesta Bowl shall have exclusive right to use the Parking Structure from 12:01 a.m. on the day of the Fiesta Bowl Game through 11:59 p.m. on that day.

14. Term. The term of the license granted herein for use of Parking Structure shall be through January 10, 2016 ("Term"), and will be renewable upon mutual agreement of the parties for an additional ten (10) year period.

15. Parking Structure User Fees. Fiesta Bowl agrees to compensate the City for use of the Parking Structure the amount of Sixty Dollars (\$60.00) per parking space in the Parking Structure used per Game. Within ten (10) business days following the day of each of the Games, Fiesta Bowl will provide the City with a verified count of how many spaces it used for the respective game together with a payment amounting to \$60.00 per space used.

16. Insurance. The Fiesta Bowl, at its expense, agrees to procure and maintain during the term a policy of commercial general liability insurance in an amount of not less than One Million and <sup>00</sup>/<sub>100</sub> Dollars (\$1,000,000.00), single limit, against claims for bodily injury, death and Event Facilities damage occurring in connection with Fiesta Bowl's use of the Event Facilities. The policy and the insurer shall be acceptable to the City.

- a) This insurance must name the City of Glendale as additional named insured;
- b) Insurance must be issued by an insurer authorized to do business in the State of Arizona; and
- c) Fiesta Bowl must provide City with a certificate evidencing this insurance coverage no later than the first day of Fiesta Bowl's use of the Event Facilities.

17. Indemnification. Fiesta Bowl agrees to indemnify, defend, and save harmless the City from any and all claims, demands, suits, actions proceedings, losses, costs, and damages of every kind and description, including attorneys' fees and litigation expenses, which may be brought or made against or incurred by the City as the result of (i) any injuries to or death of a person, (ii) and any loss or damage to Event Facilities, or (iii) any breach or default in the performance of any obligation on Fiesta Bowl's part, including any claims of a purported third party beneficiary of this Agreement, and which are or asserted to be or have been caused by, arising out of, or contributed to, in whole or in part, by reason of any act, omission, professional error, fault, mistake, or negligence of Fiesta Bowl, its agents, employees, representatives, subcontractors) or invitees, in connection with or incidental to

any the use, authorized or unauthorized, or any occupancy of the Event Facilities. Fiesta Bowl's obligation hereunder shall not extend to any liability resulting from the negligence of the City (such negligence shall exclude liability arising as a result of a non-delegable duty.) Fiesta Bowl's and the City's obligation under this provision shall survive the termination or expiration of this Agreement regardless of the purpose of the termination.

18. Prohibitions.

- A. Fiesta Bowl shall not permit any advertising on the Event Facilities without the prior approval of the City, which consent may be granted or withheld in City's sole discretion;
- B. Fiesta Bowl shall not permit any alcohol to be sold, consumed, stored, or transported in, upon or through the Event Facilities without first obtaining a "special event" liquor license from the Arizona Department of Liquor License and Control; provided however, that if the Event Facility is a "licensed premises" as that term is used in Title 4, Arizona revised Statutes, Fiesta Bowl may contract with the holder of that license for purposes of its Game Day Events;
- C. Fiesta Bowl shall not permit any activity at the YSF that involves the sale or promotion of tobacco;
- D. Fiesta Bowl shall not permit any firearms, other weapons, or dangerous objects to be possessed in or upon the Event Facilities;
- E. Fiesta Bowl shall not construct or cause to be constructed any permanent improvements to the Event Facilities. All temporary structures installed at the Event Facilities shall meet the then current building, fire and other applicable health and safety codes.
- F. Fiesta Bowl will not permit any Hazardous Substance to be used, stored, generated or disposed of on, in or about, or transported to or from, the Event Facilities, by Fiesta Bowl and/or the Fiesta Bowl's agents, employees, contractors, invitees, subtenants, concessionaires, or Fiesta Bowl without first obtaining City's written consent, which City may give or withhold in its sole discretion, or revoke at any time. If City consents, all Hazardous Substances must be handled at Fiesta Bowl's sole cost and expense, in compliance with all applicable state, federal or local governmental requirements, using all necessary and appropriate precautions. Without limitation, if Fiesta Bowl causes or permits the presence of any Hazardous Substance on, in or about the Event Facilities and this results in contamination of any part of the Event Facilities, Fiesta Bowl will promptly, at its sole cost and expense, take all necessary actions to return the Event Facilities and any adjacent Event Facilities to the condition existing prior to the presence of any Hazardous Substance; provided, however, Fiesta Bowl shall first obtain City's approval for any such remedial action. The City represents and warrants that to the best of its knowledge, the Event Facilities is free from Hazardous Substances. "Hazardous Substance" means any substance regulated by any local government, the State of Arizona or the United States government. "Hazardous Substance" includes any

material or substances which are defined as "hazardous material," "hazardous waste," "extremely hazardous waste" or a "hazardous substance" pursuant to state, federal or local government law. "Hazardous Substance" includes but is not restricted to asbestos, polychlorobiphenyls and petroleum.

19. Assignment. Fiesta Bowl does not have the right, except to related parties, to assign this Agreement or, except as provided in this Agreement, allow any other person or entity to use or occupy any of the Event Facilities (except for the Fiesta Bowl's agents, employees, invitees, customers, officers, directors, shareholders, partners, members, personal representatives, and contractors) without the prior written consent of City, which consent may be granted or withheld in City's sole discretion.

20. Default. If the Fiesta Bowl fails to pay any sum required to be paid by Fiesta Bowl when due, or otherwise fails to comply with or observe any other provision of this Agreement or the City's policies, and such failure continues for a period of thirty (30) days after written notice thereof from City to the Fiesta Bowl (except that if the nature of the Fiesta Bowl's noncompliance is such that more than thirty (30) days are reasonably required for its cure, then the Fiesta Bowl shall not be deemed to be in default or breach if the Fiesta Bowl commenced such cure within said thirty (30) day period and thereafter diligently prosecutes such cure to completion) in addition to any other remedy that may be available to City, whether at law or in equity, City may terminate this Agreement and all rights of the Fiesta Bowl.

21. Interpretation. This Agreement constitutes the entire agreement and understanding of the parties with respect to its subject matter. No prior or contemporaneous agreement or understanding will be effective. This Agreement may not be modified or amended except by written instrument signed by both parties. The laws of Arizona, the courts of which shall have jurisdiction over its subject matter, shall govern this Agreement.

22. Relationship. Neither Fiesta Bowl nor any organization or any personnel of Fiesta Events and/or its Organization will for any purpose be considered employees or agents of City. Fiesta Bowl assumes full responsibility for the actions of Fiesta Bowl's personnel, and is solely responsible for their supervision, daily direction and control, payment of salary (including withholding income taxes and social security), worker's compensation and disability benefits.

23. Authority. The individual signing below on behalf of Fiesta Bowl hereby represents and warrants that s/he is duly authorized to execute and deliver this Agreement on behalf of Fiesta Bowl and that this Agreement is binding upon Fiesta Bowl in accordance with its terms.

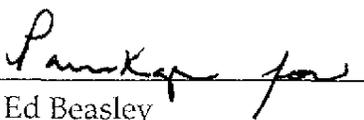
24. Miscellaneous.

- A. Fiesta Bowl agrees to comply with all federal laws, rules, regulations and executive orders governing equal employment opportunity, immigration, nondiscrimination, including the Americans with Disabilities Act, and affirmative action.
- B. This Agreement is subject to Section 38-511, Arizona Revised Statutes. This Agreement may be canceled if any person significantly involved in initiating, negotiating, securing, drafting or creating this Agreement on behalf of City is an employee, consultant, or agent of any other party to this Agreement.
- C. If City's performance under this Agreement depends upon the appropriation of funds by the City Council, and if the City Council fails to appropriate the funds necessary for performance, either the City or Fiesta Bowl may provide written notice of this to the other party and cancel this Agreement without further obligation of the parties.

FIESTA EVENTS, INC.

By:   
Its: President

CITY OF GLENDALE

By:   
Ed Beasley  
City Manager

ATTESTED:

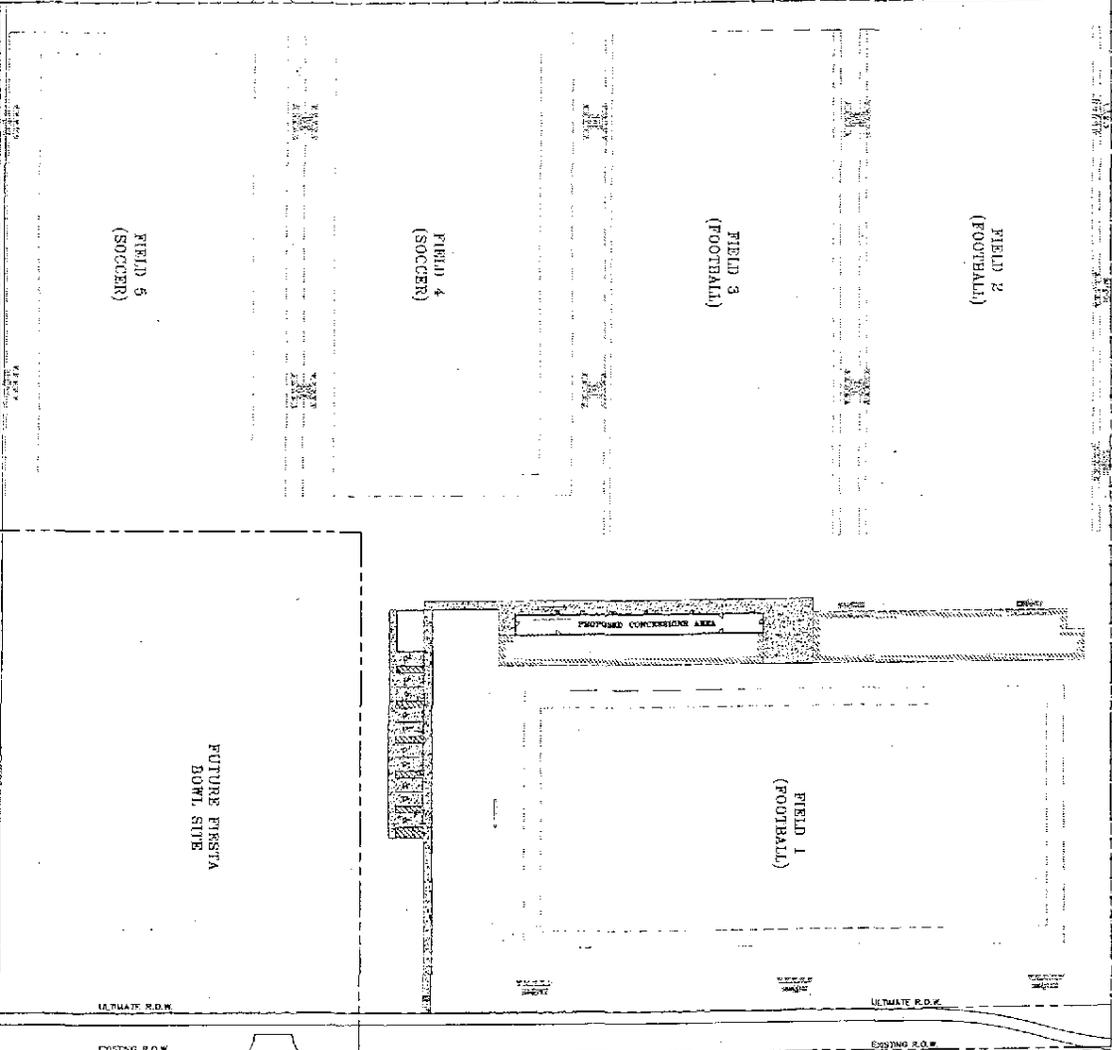
\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

  
Craig D. Tindall  
City Attorney

Exhibit A  
Youth Sports Fields

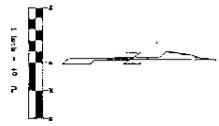
CARDINALS STADIUM



91ST AVENUE

ROVEY AVENUE

**PARKING:**  
 148 - 818 1/2 HOUR PARKING PLACES  
 10 - 1 HOUR PARKING PLACES  
 10 - 15 MINUTE PARKING PLACES



DATE: 03/15/2009  
 DRAWN BY: J. L. WOODRUFF  
 CHECKED BY: J. L. WOODRUFF



**WOODRUFF**  
 ENGINEERING  
 2801 W. WALKER AVENUE  
 PHOENIX, AZ 85018  
 TEL: 602.998.8888  
 FAX: 602.998.8889

**PROJECT NO. 034009**  
**PENDERGAST YOUTH FIELD**  
 6222 NORTH 91ST AVENUE  
 PARKING EXHIBIT

NO.	DATE	DESCRIPTION
1	03/15/09	ISSUED FOR PERMITS
2	03/15/09	REVISED PER COMMENTS
3	03/15/09	REVISED PER COMMENTS
4	03/15/09	REVISED PER COMMENTS
5	03/15/09	REVISED PER COMMENTS

DESIGNED BY: SAA  
 DRAWN BY: JLN  
 CHECKED BY: JLN  
 DATE: 03/15/09

**CITY OF GLENDALE**  
 ENGINEERING DEPARTMENT  
 6450 W. GLENDALE AVE.  
 GLENDALE, ARIZONA 85301 (602) 950-3630



PRELIMINARY  
 NOT FOR  
 CONSTRUCTION  
 OR RECORDING

Exhibit B  
Expo Center



Exhibit C  
Street Light Posts

# STREET BANNER POLE LOCATION - FIESTA BOWL 2007

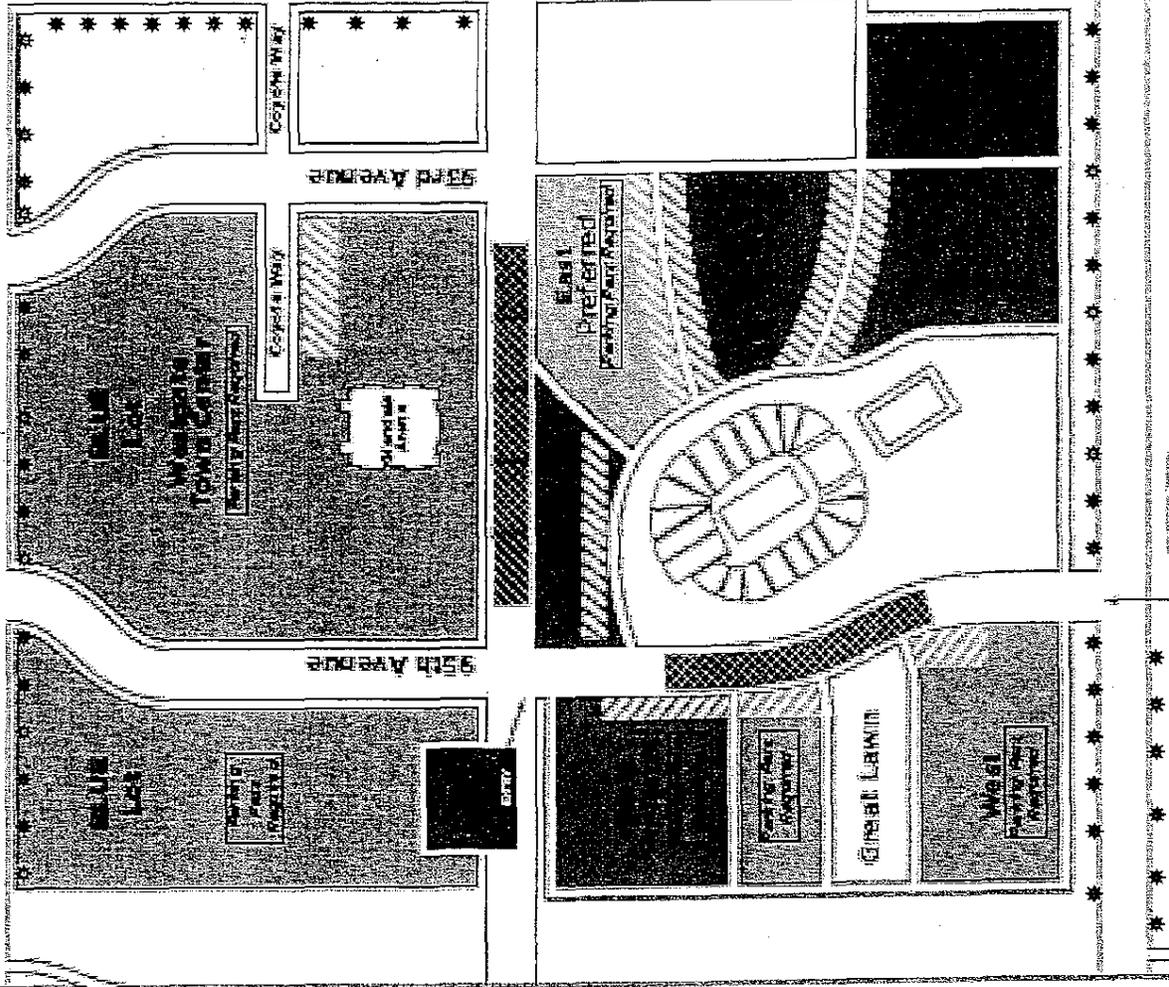
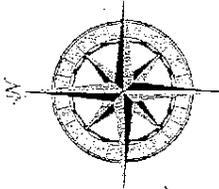
Glendale Avenue

- \* 49 - Fiesta Bowl
- \* 14 - Glendale

Maryland Avenue

No Vehicle Access

Glendale Home PCL



LOOP 101

11/23/07 11:23:07 AM

11/23/07 11:23:07 AM

11/23/07 11:23:07 AM

11/23/07 11:23:07 AM

Location	Pole Number	Fiesta (F) or Glendale (G)
Bethany Home Road, South Side, Loop 101 to 95th Ave all round poles	GL 243772 GL243773 GL243774 GL243775 GL243776 GL243777	
Bethany Home Road, North Side, Loop 101 to 95th Ave all round poles	GL238422 GL238423 GL238424 GL238425 GL238426 GL238427	
Bethany Home Road, North side, going west from 91st to 101 all round poles	GL238439 GL238438 GL238437 GL238436 GL238435 GL238434 GL238433 GL238432 GL238431 GL238430 GL238429 GL238428	
Glendale Avenue, North Side, 95th to 91st Ave all square poles no pole numbers	1 2 3 4 5 6 7 8 9 10 11	

Location	Pole Number	Fiesta (F) or Glendale (G)
Bethany Home Road, South Side, Loop 101 to 95th Ave all round poles	GL 243772	
	GL243773	
	GL243774	
	GL243775	
	GL243776	
Bethany Home Road, North Side, Loop 101 to 95th Ave all round poles	GL238422	
	GL238423	
	GL238424	
	GL238425	
	GL238426	
Bethany Home Road, North side, going west from 91st to 101 all round poles	GL238439	
	GL238438	
	GL238437	
	GL238436	
	GL238435	
	GL238434	
	GL238433	
	GL238432	
	GL238431	
Glendale Avenue, North Side, 95th to 91st Ave all square poles no pole numbers	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9	
	10	
	11	

Glendale Avenue, South Side, Loop 101 to 91st Ave	GL216112	
all square poles	GL216113	
	GL216114	
	GL216115	
	GL216116	
	GL216117	
	GL216118	
	GL216119	
	GL216120	
	GL216121	
	GL216122	
	GL216123	
	GL216124	
	GL216125	
GL216126		
GL216127		
GL216128		
91st Avenue		
7 Round poles from Glendale Avenue to Coyote Blvd on the west side of 91st all Fiesta Bowl		
4 Round poles from Coyotes Blvd to Maryland Ave on the west side of 91st Ave. all Fiesta Bowl		
		
Total Banners: 63		

Glendale Avenue, South Side, Loop 101 to 91st Ave	GL216112	
all square poles	GL216113	
	GL216114	
	GL216115	
	GL216116	
	GL216117	
	GL216118	
	GL216119	
	GL216120	
	GL216121	
	GL216122	
	GL216123	
	GL216124	
	GL216125	
GL216126		
GL216127		
GL216128		
91st Avenue		
7 Round poles from Glendale Avenue to Coyote Blvd on the west side of 91st all Fiesta Bowl		
4 Round poles from Coyotes Blvd to Maryland Ave on the west side of 91st Ave. all Fiesta Bowl		
		
Total Banners: 63		

Exhibit D  
Parking Structure



## Exhibit E

### Street Light Post Banner Specifications

#### Banner Fabrication Requirements

- Minimum of 16-ounce material
- Double Sided
- 4-color process
- 2 inch double - stitched pocket at top and bottom
- Opaque, non-shrinking, water, tear and fade resistant material
- Background non-reflective
- UV Ink

#### Banner Design

- Recognition of a corporation or business sponsoring the cost of a banner for an applicant shall be allowed but shall be no larger than 20% of the banner area and shall be placed at the bottom of the banner. Sponsor identification should not be the predominant element of the design
- Prohibiting banners with a political or religious theme, or any banner advertising a business or product
- Requirement that banners directly relate to the activity or event being promoted

#### Size

30"x96" (2.5' X 8')

#### Installation and Removal Information

Fluoresco Lighting & Signs  
3000 E. Chambers Street  
Phoenix, AZ 85040

#### Contacts:

Gary Gryder  
Vice President-Sports Promotion  
ggryder@fluoresco.com  
Phone: 602.276.0600  
Fax: 602.470.1313

Daniel Kleiman  
Project Development  
[dkleiman@fluoresco.com](mailto:dkleiman@fluoresco.com)  
Phone: 602.276.0600 x 8667  
Fax: 602.470.1313

#### Boundary

Arena/Stadium/Westgate – Bounded by 91<sup>st</sup> Avenue on the east, Glendale Avenue on the north, Loop 101 on the west, and Bethany Home Road on the south