

Partnership Agreement



- Exclusive partnership with volume commitment of 20,270 FTN Gallons + 69,190 bottle/can cases* or 10 Years, whichever occurs last
- Beverages exclusions are:
 - Alcoholic beverages, non-alcoholic beer and wine, Non bottled or canned: Fresh Lemonade, hot coffee and/or Hot tea
- Funding: Annual Sponsorship of \$20,000 & Marketing Funds(Managed by Coca-Cola) – Recycling Bins in Years 1,4 & 8
- Full Service Vending commissions at 0%
- Bottle/Can Equipment: minimum 4 Glass Front Vendors with credit card readers and 17 coolers for concessions to be used for Coca-Cola products only.
- Fountain Equipment: 16 Drop-in Fountain Units and 3 bar guns for mobile bars
- Fountain Service: 3 free calls per machine per year, repeat calls for same issue will not be billed, 18 fountain units equates to a total of 54 free calls annually.
- Marketing Partnership Provided by the Fresno Convention and Entertainment Center - In market promotions, access to 8 complimentary tickets per event to be used for off site retail tie in promotions.
- Discuss details for Coca-Cola signage throughout arena and inside/out of each concession in venues – Logo and combo meals

Year	1	2	3	4	5	6	7	8	9	10
Annual Fixed Sponsorship	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Marketing Fund(Coca-Cola Managed)	\$4,000	\$1,500	\$1,500	\$4,000	\$1,500	\$1,500	\$1,500	\$4,000	\$1,500	\$1,500
Total Value	\$24,000	\$21,500	\$21,500	\$24,000	\$21,500	\$21,500	\$21,500	\$24,000	\$21,500	\$21,500

*Estimated volume based on 2016 sales - volume includes concessions & catering

