

**RESOLUTION AUTHORIZING CONTRACT FOR PURCHASE OF ADVERTISING AND PROMOTION OPPORTUNITIES WITH THE TRI-CITY VALLEY CATS**

**WHEREAS**, the Rensselaer County Industrial Development Agency (the “Agency”) has been solicited by the Tri-City Valley Cats to purchase advertising and promotional opportunities for the upcoming 2023 season; and

**WHEREAS**, such advertising and promotional opportunities have proven in prior years to be successful community outreach programs for the Agency, providing positive occasions for the Agency to showcase business and tourism opportunities within Rensselaer County; and

**WHEREAS**, the Agency has negotiated the following advertising and promotion package for the 2023 season:

- 7’X14’ outfield fence sign
- “Rensselaer County Night” promotion
- Link and Agency information on Valley Cats Website Main Page
- Half page Full Color Playbill Advertisement
- Live radio mentions during each game – full season (approximately 48 games)
- Twice-nightly 30 second radio spot broadcast during all (approximately 48) home games
- 1 PA announcement nightly (full season)

**WHEREAS**, the Tri-City Valley Cats organization has offered the following complimentary items in connection with the purchase of the above described advertising and promotional opportunities:

- 4000 grandstand tickets to games throughout the 2023 season (total 4000 tickets), now, therefore, be it

**RESOLVED**, that the Executive Director of the Agency is hereby authorized to enter into an agreement with the Tri-City Valley Cats organization to purchase the above described advertising and promotional opportunities at a cost not to exceed Eighteen Thousand Seven Hundred-Fifty Dollars (\$18,750.00).

**Resolution ADOPTED by the following vote:**

**Ayes: 5**

**Nays: 0**

**Abstain: 0**

**April 13, 2023**



# Tri-City ValleyCats

P.O. Box 694  
 Troy N.Y. 12181  
 (518) 629-2287  
 fax (518) 629-2299  
 www.tcvalleycats.com



Rensselaer County Economic Development & Planning

COMPANY/ORGANIZATION:

Robert Pasinella  
 REPRESENTATIVE

1600 7th Avenue  
 ADDRESS

Troy NY 12180  
 CITY STATE ZIP CODE

April 1, 2023

DATE

(518) 270-2915  
 PHONE

(518) 270-2981  
 FAX

rpsinella@renesco.com  
 EMAIL

## Advertising/Sponsorship

**Signage Inventory:** Outfield Fence Sign Size: 7' x 14'  
**Promotion:** Rensselaer County Night Date: TBD  
**Website Inventory:** Link and Company Information on Main Page  
**Print Inventory:** Half Page Full Color Playbill Advertisement  
**Radio Inventory:** 48 (or however many games are played) Live Radio Mentions During Season  
**Radio Sponsorship:** Two :30 Spot For All 48 Home Games.  
**In-Game Inventory:** 1 PA Announcement Nightly (Full Season)  
**Ticket Component:** 4,000 Grandstand Tickets

**Advertising Artwork:** Will Provide Artwork / VC Will Develop Artwork (Please Circle One)

Amount	Due Date	Notes
\$18,750	6/1	Amount Due Upon Receipt of Invoice

SERVICE FEE **WAIVED**

**TOTAL: \$18,750.00**

**Special Notes:** Please have all artwork (.pdf/.psd/.eps, 300 dpi) submitted to the Tri-City ValleyCats by April 15th, 2023.

By affixing my signature below, I understand that I agree to the following terms:  
 - We agree to indemnify the Tri-City ValleyCats and also hold the Tri-City ValleyCats harmless from any claims against the Tri-City ValleyCats arising from or relating to our advertisement.  
 - I fully understand that the deposit of first payment is due within 30 days of the date of this authorized contract (unless otherwise stated above), in order to avoid forfeiture of this contract for the season.  
 - The ValleyCats have the right to cancel this agreement at anytime (a) if we default in the payment of any money due or (b) if we breach any terms of this agreement.  
 - All cancellations must be rescheduled or the ValleyCats reserve the right to retain fifty percent (50%) of the full payment.

X- \_\_\_\_\_  
 Robert Pasinella-Rensselaer County IDA

X- \_\_\_\_\_  
 Rick Murphy-ValleyCats, President

Authorized for Ball Club

For Office Use Only:	Date Recv'd _____
Seat Location:	Recv'd By _____
	ID # A-0328