

# Agreement Highlights

- Ting has the right to name NMAC as a whole and stadium area
- Name shall be the like of “Ting Park” and “Ting Stadium”, or similar combination
- Town has the right to reject any name at its sole discretion
- Town agrees to participate in the new branding by referring to the chosen name it in its publications, materials, oral announcements, etc.
- Term shall be 3 years, commencing with the installation of a large structural sign (6 month goal)
- Cost of naming rights is \$330,000 plus share of signage costs
  - Year 1 - \$100,000 (at large structural sign installation)
  - Year 2 - \$110,000
  - Year 3 - \$120,000
  - 25% of total cost for large structural sign (up to max of \$75,000)
  - 100% of smaller Ting-specific signs (approximately \$20,000)
- Town and Ting will work together on signage design and production
- Ting can schedule 2 use-times annually, consisting of 4 hours each, for Ting-sponsored events
- Town and Ting will work on any press announcements regarding naming of NMAC