



Legislation Details (With Text)

File #: ID#18-4963 **Version:** 1 **Name:** ESPN Agreement
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File created: 8/9/2018 **In control:** Parks & Recreation
On agenda: 9/6/2018 **Final action:** 9/6/2018
Title: Approve Production Sponsorship Agreement from February 1, 2019 through April 1, 2021 with ESPN Production, Inc. to host three softball events at the Eddie C. Moore Softball Complex and authorize the appropriate officials to execute same. (consent)

Sponsors:

Indexes:

Code sections:

Attachments: 1. ESPN Productions Inc Sponsorship Agreement.pdf

Date	Ver.	Action By	Action	Result
9/6/2018	1	City Council		
9/4/2018	1	Council Work Session		

SUBJECT/RECOMMENDATION:

Approve Production Sponsorship Agreement from February 1, 2019 through April 1, 2021 with ESPN Production, Inc. to host three softball events at the Eddie C. Moore Softball Complex and authorize the appropriate officials to execute same. (consent)

SUMMARY:

ESPN approached the City to host a Division I Women's Softball Kickoff for the 2019 season due to the City's past success in holding major tournaments, along with our relationships with colleges and universities across the country, as well as international teams throughout the world.

The City has hosted many important softball events and tournaments over the past several years, including the WBSC Jr. Women's World Softball Championship, the USF Series, the Michele Smith Pediatric Tournament, and now the City has the opportunity to host an event that will be produced and broadcast on ESPN.

The first event to be held will be the St. Petersburg Clearwater Elite Invitational Tournament at the Eddie C. Moore Complex in February 2019.

Teams that have accepted invitations to this inaugural event include the 2018 NCAA Division I Women's College Softball Champion Florida State Seminoles and the 2016 and 2017 NCAA Division I Champion Oklahoma Sooners, along with the PAC 12 Champions the Oregon Ducks and the Tennessee Volunteers.

The City will provide event support and maintenance of the fields for the tournament. Also, staff will work with ESPN Production Staff to maximize exposure for the City of Clearwater and our local business partners in the community.

The three softball events will occur in 2019, 2020 and 2021. ESPN reserves the right to cancel or postpone the event(s).

All costs associated with the event will be covered from revenue generated by the event including gate admissions, advertising, merchandising, and concessions.