



Desert Ice Castle  
Sponsorship Agreement

This Sponsorship Agreement between the City of Cathedral City (City) and Desert Ice Castle is for center ice placement of the City’s logo and Desert Ice Castle’s annual community commitments. The resulting sponsorship is hereby known as the “Diamond Package/Center Ice Logo Sponsorship.”

The Diamond Package/Center Ice Logo Sponsorship includes:

- The City’s logo facing the bleachers and stenciled in a 30-foot diameter circle under the center ice.
- The City’s logo as a banner on Desert Ice Castle’s website homepage ([www.deserticecastle.com](http://www.deserticecastle.com)) that links to the [www.DiscoverCathedralCity.com](http://www.DiscoverCathedralCity.com) website.
- One two-hour event to be held annually on the first Thursday of December as part of the City’s “Seasonal Lights, Santa and Skating on Ice” whereby 300 tickets will be provided to the City for distribution for free skate time and skate rental.
- One two-hour event to be held annually during July in concert with the City’s Parks and Community Events Committee whereby 175 tickets will be provided to the City for distribution for free skate time and skate rental.
- City residents will be given 50 percent off the regular ticket price and skate rental on the first Tuesday of every month, excluding holidays, with proof of City residency.

This Agreement is for a period of five (5) years beginning July 1, 2017, and ending June 30, 2022. Payments by the City for the Diamond Package/Center Ice Logo Sponsorship will be made on the following schedule:

• Year 1 – July 1, 2017 through June 30, 2018	\$8,000.00
○ Payable by July 31, 2017	
• Year 2 – July 1, 2018 through June 30, 2019	\$5,000.00
○ Payable by July 31, 2018	
• Year 3 – July 1, 2019 through June 30, 2020	\$5,000.00
○ Payable by July 31, 2019	
• Year 4 – July 1, 2020 through June 30, 2021	\$5,000.00
○ Payable by July 31, 2020	
• Year 5 – July 1, 2021 through June 30, 2022	\$5,000.00
○ Payable by July 31, 2021	
SPONSORSHIP TOTAL	\$28,000.00

Payments shall be made to Desert Ice Castle.

In the event of event of a default by Desert Ice Castle, Desert Ice Castle will rebate to the City the remaining pro-rated portion of that year's sponsorship fee.

In the event of a default by the City, the City will pay Desert Ice Castle \$5,000.00 as compensation for time and effort to replace the logo with that of another sponsor. No further payments would be required.

The terms of this Sponsorship Agreement are renewable for a period of up to five (5) years upon written request by the City provided to Desert Ice Castle within six (6) months prior to the expiration date of June 30, 2022.

**DESERT ICE CASTLE**

**CITY OF CATHEDRAL CITY**

\_\_\_\_\_  
Anthony Lui  
Owner

\_\_\_\_\_  
Charles P. McClendon  
City Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date