

## NORTH SOUND MEDIA SPONSORSHIP SALES AGREEMENT

This Sponsorship Sales Agreement ("**Agreement**") is dated for reference purposes May 16, 2025, and is by and between the City of Everett ("**Everett**") and NORTH SOUND MEDIA ("**NORTH SOUND MEDIA**").

1. PURPOSE. The purpose of this Agreement is for NORTH SOUND MEDIA to sell sponsorship radio spots, advertising and related items (collectively, "**Sponsorships**") for Everett's 4th of July Colors of Freedom Festival, and Fireworks on July 4, 2025 (the "**Event**"). Persons purchasing Sponsorships are referred to as "**Sponsors**."

2. SPONSORSHIP SALES. NORTH SOUND MEDIA will sell Sponsorships for the Event. For each Sponsorship, NORTH SOUND MEDIA must obtain the Everett Project Manager's pre-approval of the Sponsor, the Sponsorship price, and Sponsorship terms and conditions.

3. SPONSORSHIP PAYMENT. No later than September 30, 2025, NORTH SOUND MEDIA will pay Everett an amount equal to 40% of the total amount that NORTH SOUND MEDIA receives in payment from all Sponsors for Event Sponsorships. Upon request, NORTH SOUND MEDIA will provide Everett reasonable back-up information to demonstrate that NORTH SOUND MEDIA's payment to Everett is accurate.

4. EVERETT PROJECT MANAGER. Tyler Chism, [tchism@everettwa.gov](mailto:tchism@everettwa.gov).

5. MISCELLANEOUS. This Agreement represents the entire agreement between the parties relating to the subject matter herein and supersedes all other agreements and representations made prior hereto. No amendment hereof shall be binding on either party unless and until approved in writing by both parties. This Agreement may be signed in counterparts. Scanned copies of a signature or an e-signature on this Agreement will be considered the same as an ink signature.

*[signatures on following page]*

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date set forth above.

**CITY OF EVERETT**



Cassie Franklin, Mayor

**05/20/2025**

**NORTH SOUND MEDIA**



Name: Chuck Maylin

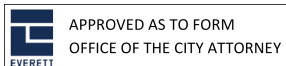
Title: General Manager

**05/20/2025**

**ATTEST**



Office of the City Clerk













# North Sound Media Sponsorship Sales Agreement 2025\_05162025\_SD

Final Audit Report

2025-05-21

|                 |  |
|-----------------|--|
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Agreement completed.

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