

## NORTH SOUND MEDIA SPONSORSHIP SALES AGREEMENT

This Sponsorship Sales Agreement ("**Agreement**") is dated for reference purposes as of last signature below, 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, 2026 (the "**Event**"). Persons purchasing Sponsorships are referred to as "**Sponsors**."

2. SPONSORSHIP SALES. NORTH SOUND MEDIA shall have the exclusive rights to 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 PAYMENTS. No later than 30 days after the receipt of any payment from a Sponsor for Event Sponsorship, NORTH SOUND MEDIA will pay Everett an amount equal to 40% of the payment received from the Sponsor. Upon request, NORTH SOUND MEDIA will provide Everett reasonable back-up information sufficient to demonstrate that the total of NORTH SOUND MEDIA's payments to Everett equals 40% of the total amount that NORTH SOUND MEDIA has received in payment from all Sponsors for Event Sponsorships.

4. EVENT CANCELLATION. If Everett cancels the Event, then NORTH SOUND MEDIA will provide a refund to each Sponsor for the amount(s) paid by the Sponsor to NORTH SOUND MEDIA, with Everett paying 40% of each refund and NORTH SOUND MEDIA paying 60% of each refund. Unless otherwise agreed in writing by Everett's Project Manager and NORTH SOUND MEDIA, each Sponsor will receive a 100% refund, less the value of air-time and promotional value already received. Upon request, NORTH SOUND MEDIA will provide Everett reasonable back-up information sufficient to demonstrate that such refunds have been made.

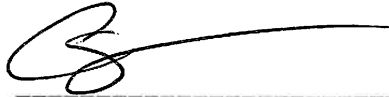
5. EVERETT PROJECT MANAGER. Tyler Chism, [tchism@everettwa.gov](mailto:tchism@everettwa.gov).

6. 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

09/08/2025  
Date: \_\_\_\_\_

**NORTH SOUND MEDIA**



Name: Chuck Maylin

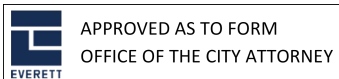
Title: G.M.

Date: 8/13/2025

**ATTEST**



Office of the City Clerk














# North Sound Media\_09032025\_SD

Final Audit Report

2025-09-08

Created:	2025-09-04
By:	Marista Jorve (mjorve@everettwa.gov)
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Transaction ID:	CBJCHBCAABAAj7ROJ72hb26fsmLXTHd-gHAeTEU6RIGJ

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-  Document created by Marista Jorve (mjorve@everettwa.gov)  
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 Document e-signed by Marista Jorve (mjorve@everettwa.gov)

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 Agreement completed.

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