

## NORTH SOUND MEDIA SPONSORSHIP SALES AGREEMENT

This Sponsorship Sales Agreement ("**Agreement**") is dated for reference purposes October 20, 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 Wintertide Tree Lighting Kickoff on November 28, 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 December 12, 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

**NORTH SOUND MEDIA**

Chuck Maylin

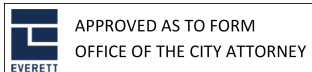
\_\_\_\_\_  
Name: Chuck Maylin

Title: General Manager

ATTEST



\_\_\_\_\_  
Office of the City Clerk













# North Sound Media Sponsorship Sales Agreement 2025\_10.20.2025\_SD

Final Audit Report

2025-10-22


Created:	2025-10-21
By:	Marista Jorve (mjorve@everettwa.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAPBjBmoD2gKtXhon7l8mr9D6-_cQicvyB

## "North Sound Media Sponsorship Sales Agreement 2025\_10.20.2025\_SD" History


-  Document created by Marista Jorve (mjorve@everettwa.gov)  
2025-10-21 - 4:40:15 PM GMT
-  Document emailed to Kathleen Vandermeer (KVandermeer@everettwa.gov) for approval  
2025-10-21 - 4:40:38 PM GMT
-  Email viewed by Kathleen Vandermeer (KVandermeer@everettwa.gov)  
2025-10-21 - 5:49:14 PM GMT
-  Document approved by Kathleen Vandermeer (KVandermeer@everettwa.gov)  
Approval Date: 2025-10-21 - 5:49:58 PM GMT - Time Source: server
-  Document emailed to Tyler Chism (TChism@everettwa.gov) for approval  
2025-10-21 - 5:50:00 PM GMT
-  Email viewed by Tyler Chism (TChism@everettwa.gov)  
2025-10-21 - 6:06:11 PM GMT
-  Document approved by Tyler Chism (TChism@everettwa.gov)  
Approval Date: 2025-10-21 - 6:06:21 PM GMT - Time Source: server
-  Document emailed to chuck.maylin@northsoundteam.com for signature  
2025-10-21 - 6:06:23 PM GMT
-  Email viewed by chuck.maylin@northsoundteam.com  
2025-10-21 - 7:39:46 PM GMT
-  Signer chuck.maylin@northsoundteam.com entered name at signing as Chuck Maylin  
2025-10-21 - 7:41:19 PM GMT

 Document e-signed by Chuck Maylin (chuck.maylin@northsoundteam.com)


Signature Date: 2025-10-21 - 7:41:21 PM GMT - Time Source: server

 Document emailed to Tim Benedict (TBenedict@everettwa.gov) for approval

2025-10-21 - 7:41:27 PM GMT

 Email viewed by Tim Benedict (TBenedict@everettwa.gov)

2025-10-21 - 9:00:19 PM GMT

 Document approved by Tim Benedict (TBenedict@everettwa.gov)

Approval Date: 2025-10-21 - 9:00:32 PM GMT - Time Source: server

 Document emailed to Cassie Franklin (cfranklin@everettwa.gov) for signature


2025-10-21 - 9:00:35 PM GMT

 Email viewed by Cassie Franklin (cfranklin@everettwa.gov)

2025-10-22 - 5:24:34 PM GMT

 Document e-signed by Cassie Franklin (cfranklin@everettwa.gov)

Signature Date: 2025-10-22 - 5:25:41 PM GMT - Time Source: server

 Document emailed to Marista Jorve (mjorve@everettwa.gov) for signature

2025-10-22 - 5:25:43 PM GMT

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

Signature Date: 2025-10-22 - 5:28:01 PM GMT - Time Source: server

 Agreement completed.

2025-10-22 - 5:28:01 PM GMT