



MEMORANDUM

To: Hartford Parking Authority Commissioners

From: Paddi LeShane, Committee Chair
Carey E. Redd, II, CAPP, Acting CEO/Executive Director

Re: Marketing Report

Date: July 29, 2012

Promotions and Partnerships:

IN 2012-2013 HPA reached out to UConn Athletics about forming a partnership for the purposes of providing affordable convenient parking at the HPS operated garages.

The result of that partnership with UConn licensee manager IMG have been assessed and the HPA finds it was a positive and successful partnership.

HPA reached back to IMG and have been discussing a similar partnership for the 2013-2014 athletic season. Attached please find the proposed terms for a new and expanded partnership agreement (see Exhibit A attached). The HPA/UConn partnership agreement tracks the previous terms with two additional enhancements:

- a. HPA's \$6.50 non-event rate at Church St. & MAT garages will be promoted by IMG to UCONN Basketball season ticketholders for XL games. Parking (voucher) packages would be sold on a pre-paid basis by HPA parking operators.
- b. A full-page HPA ad in the 2013 UCONN Football program (in addition to Basketball program ad) at seven (7) Rentschler Field home games (August – December)

The in-kind services proposal (attached) would continue to provide HPA the rights to use the Husky logo in conjunction with the term "Proud Partner of UConn Athletics", a full-page HPA color ad in UCONN's Game Day publication for the season, and an ad on the scoreboard JumboTron at every Men's/Women's basketball game in exchange for 10 monthly parking passes at the Church St. Garage for twelve (12) months. The value of in-kind services from UCONN is estimated at \$18,000 and the value of ten (10) unused parking spaces at Church Street is \$18,000. Any costs related to parking promotions, printing, banners etc. (as approved by the Marketing Committee) would be determined within our annual marketing budget.



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During the one (1) year term of this agreement (November 1, 2013 through October 31, 2014, HPA shall receive the following:

Basketball - Men's	Print	Playbill Full-Page Ad	1	Season
Basketball - Men's	Video board	Video board Spot	1	Season
Basketball - Women's	Print	Playbill Full-Page Ad	1	Season
Basketball - Women's	Video board	Video board Spot	1	Season
Corporate	Rights	Use of Marks & Logos	1	Season
Football	Print	Playbill Full-Page Ad	1	Season

The Marketing Committee recommends that the Board approve, by a motion and vote, the new UCONN-HPA Partnership Agreement.



**IMG and Hartford Parking Authority
UCONN Sports Marketing Promotional Partnership
EXHIBIT A, DRAFT 07-17-13**

HPA DELIVERABLES	Type	Duration	Comments
Church Street Garage Parking for IMG staff members	10 monthly parking spaces @ \$150/month x 12 months = \$18,000	11/1/2013 – 10/31/2014 (one year)	Assigned vehicle registration required for each space. All standard parking facility policies apply. Parking access cards enable 24-hour access to the Church Street Garage.
HPA will promote its \$10 Event Rate at the Church Street and MAT Garages, as well as a discounted \$6.50 Event Rate Parking offer at the Church Street and MAT Garages exclusively for UCONN Men’s & Women’s Basketball Season Ticketholders to 2013-2014 XL Center games; parking sales to be managed by Hartford Parking Authority	Promotional opportunities include: offer promoted in UCONN’s direct mail/email/game program communications with Basketball ticketholders, exterior banner on HPA’s Church Street Garage, HPA garage interior/exterior posters, HPA parking meter decals, HPA website banners, HPA email newsletters	11/1/2013 – 4/1/2014	Offer to be developed jointly with and exclusively for UCONN Men’s and Women’s Basketball games at the XL Center during the 2013-14 season. Restriction: event parking rates are effective after 5pm only.
Total value			\$18,000



IMG DELIVERABLES	Type	Duration	Comments
Rights for HPA to use the Husky marks and logo in conjunction with the term “Proud Partner of UCONN Athletics”	Promotional rights for use of UCONN marks include: promotion in UCONN’s direct mail/email/game program communications with Basketball ticketholders, exterior banner on HPA’s Church Street Garage, HPA garage interior & exterior posters, HPA-produced handbill/card for fan distribution at games, HPA parking meter decals, HPA website banners, HPA email newsletters	11/1/2013 – 10/31/2014 (one year)	Official artwork to be provided by IMG/UCONN
HPA ad in Game Day publication for 2013-2014 UCONN Football and Basketball games	Full-page, 4-color	11/1/2013 – 4/1/2014	
HPA ad on the scoreboard JumboTron at every Men’s and Women’s basketball game	Graphics and/or video with live announcements	11/1/2013 – 4/1/2014	
Total value			\$18,000