



City of Santa Clara

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Agenda Report

20-1036

Agenda Date: 11/17/2020

REPORT TO STADIUM AUTHORITY BOARD

SUBJECT

Request from the Stadium Manager for Authority to Execute an Agreement with Silicon Valley Business Journal for Non-NFL Catered Events Advertising

BOARD PILLAR

Ensure Compliance with Measure J and Manage Levi's Stadium

DISCUSSION

The Stadium Manager submitted the attached email to request for authority to execute an agreement for a not-to-exceed amount of \$10,800 with Silicon Valley Business Journal (SVBJ). The one-year agreement with SVBJ is for two separate e-blast campaigns that will focus on Non-NFL Events. Each e-blast campaign is priced at \$5,400.

ATTACHMENTS

1. Stadium Manager Agenda Email Request and SVBJ Agreement