

**ADVERTISING AND POURING RIGHTS AGREEMENT AT THE ALLIANT
ENERGY CENTER OF DANE COUNTY**

As part of the Alliant Energy Center's contract with Centerplate for food, beverage and merchandise rights, the Center retained the pouring and serving rights. This allows the Center to determine the brand of product served, within certain guidelines. The current agreement with WP Beverages, LLC expires on June 30, 2019. A new seven-year agreement has been negotiated with WP Beverages that includes a minimum of \$25,000 in the first year for exclusive non-alcoholic beverage pouring rights. Additionally, the Center sells advertising signage on its exterior marquee and Coliseum scoreboards and message boards. The agreement will extend the Center's signage agreement with WP Beverages, LLC. The Center will receive \$50,000 in the first year for electronic signage advertising at the Center.

NOW, THEREFORE BE IT RESOLVED, that an agreement for advertising and exclusive non-alcoholic beverage pouring rights be awarded to WP Beverages LLC, 6176 Pepsi Way, Windsor WI 53598, expiring on June 30, 2026.

BE IT FINALLY RESOLVED, that the County Executive and County Clerk are authorized to sign the contract documents.

Submitted By