

Resolution No.: 14-78 | Advertising Agreement Delegation

Responsible Department: Business Development

Effective Date: December 16, 2014

Supersedes: July 17, 2012 (Res.12-49)

Personnel Covered: All Employees

POLICY STATEMENT

It is the policy of Phoenix-Mesa Gateway Airport Authority (PMGAA) to delegate authority to the Executive Director/CEO to approve, execute, and amend advertising agreements equal to or less than \$50,000 in annual revenues to PMGAA and with terms equal to or less than one-year.

PURPOSE & SCOPE

The purpose of this policy is to offer our advertising customers expedient access to advertising opportunities

PROCEDURE

- A. The Director of the Business Development Office (BDO) will develop and periodically update a Terminal Advertising Program that lists opportunities and current market rates for the review and approval by the Executive Director.
- B. BDO designated staff will sell available advertising space in the Charles L. Williams Passenger Terminal or other PMGAA locations as outlined in the Terminal Advertising Program.
- C. BDO will finalize an Agreement Terms Summary with the prospect.
- D. An Advertising Agreement will be drafted based on the Agreement Terms Summary utilizing the template that has been approved by legal counsel, and that consists of the requirement for PMGAA to approve content.
- E. After a prospect has signed the agreement and the applicable security deposit has been received, the agreement will be presented to the Executive Director/CEO for execution.