

**RATIFY ENTERING INTO A SPONSORSHIP AGREEMENT WITH WALGREENS CO.
RELATING TO THE CPS CALENDAR AND ADVERTISING**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Ratify entering into a Sponsorship Agreement with Walgreens Co. to partner with Chicago Public Schools ("CPS") on the production of the CPS Calendar and the CPS Back to School advertising campaign. A written agreement is currently being negotiated. The authority granted herein shall automatically rescind in the event a written agreement is not executed within 90 days of the date of this Board Report. Information pertinent to this agreement is stated below.

SPONSOR: Walgreens Co.
200 Wilmot Road
Deerfield, IL 60015
Bonnie Gordon
847.914.2726

USER: Communications Department
125 S. Clark Street, 6th Floor
Elizabeth Alexander
773.553.1625

PROGRAM DESCRIPTION: The goal of this sponsorship program is to eliminate costs associated with the production of the CPS calendar and Back to School advertising campaign. In exchange, Sponsor will:

- (a) receive logo exposure in the CPS calendar;
- (b) receive logo exposure in the Back to School advertising campaign; and
- (c) receive logo exposure on two health information pieces.

TERM: The term of this agreement shall commence on May 1, 2008 and shall end on April 30, 2010. The Board shall have two (2) options to renew the agreement for periods of two (2) years each.

RESPONSIBILITIES OF PARTIES: Sponsor will be responsible for: 1) designing, delivering and financing the production of 500,000 copies of the CPS calendar each school year; 2) designing, delivering, financing and printing no more than 405,000 copies each of a Spring Health Tip and a Fall Health Tip each school year; and 3) financing the CPS Back to School advertising campaign, including placing marketing messages with a value of at least \$100,000 and also promoting the Back to School campaign in its stores. The Board is responsible for providing the content for the CPS calendar and the advertising campaign and making the health information pieces available to CPS parents.

FINANCIAL: Sponsor will pay for all costs associated with the design, printing and delivery of the CPS calendars to CPS. Sponsor will underwrite \$100,000 worth of Back to School advertising in media to be jointly determined by CPS and Sponsor.

AUTHORIZATION: Authorize the General Counsel to include other relevant terms and conditions in the written agreement including any indemnities to be provided to Sponsor related to use of the CPS logo. Authorize the President and Secretary to execute the agreement. Authorize the Director of Communications to execute all ancillary documents required to administer or effectuate this agreement.

AFFIRMATIVE ACTION: Not Applicable.

LSC REVIEW: Local School Council approval is not applicable to this report.

FINANCIAL: Credit to Office of Communications, Special Income Fund 124, Marketing, for distribution to Board programs.

GENERAL CONDITIONS:

Inspector General – Each party to the agreement shall acknowledge that, in accordance with 105 ILCS 5/34-13.1, the Inspector General of the Chicago Board of Education has the authority to conduct certain investigations and that the Inspector General shall have access to all information and personnel necessary to conduct those investigations.

Conflicts – The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their terms of office.

Indebtedness – The Board’s Indebtedness Policy adopted June 26, 1996 (96-0626-PO3), as amended from time to time, shall be incorporated into and made a part of the agreement.

Ethics – The Board’s Ethics Code adopted June 23, 2004 (04-0623-PO4), as amended from time to time, shall be incorporated into and made a part of the agreement.

Contingent Liability – The agreement shall contain the clause that any expenditure beyond the current fiscal year is deemed a contingent liability, subject to appropriation in the subsequent fiscal year budget(s).

Approved for Consideration:



Hill Hammock
Chief Operating Officer

Approved:



Arne Duncan
Chief Executive Officer

Within Appropriation:



Pedro Martinez
Chief Financial Officer

Approved as to legal form: 



Patrick J. Rocks
General Counsel