



Letter of Agreement (LoA)  
Between

Waukesha Parks, Recreation & Forestry Department (WPRF)  
And

Waukesha County Parks (MAJOR PARTNER)

**Purpose & Scope:** The purpose of this LoA is to clearly identify the roles and responsibilities of each party as they relate to the 2017 JanBoree produced by WPRF. The goal of the JanBoree is to provide a high quality community-based event open to youth and adults. JanBoree is southeastern Wisconsin's premier 3-day winter festival. The event is open to the public, offering primarily free children's events.

**Term:** It is mutually understood and agreed by the parties the term of this agreement is for the 2017 JanBoree event and will be evaluated following the event. Either party reserves the right to terminate this LoA following the 2017 JanBoree.

1. WPRF Responsibilities:

- a. Coordinate logistics of the activities hosted by WPRF.
- b. Coordinate JanBoree partners.
- c. Promote the JanBoree event in the WPRF Winter Activity Guide.
- d. Promote the JanBoree event on the dedicated JanBoree.org website.
- e. Print and distribute JanBoree brochures to partner sites, businesses, and Waukesha residents in the Winter Activity Guide. The brochure will include all activities (received by October 14, 2016 determined to be designated as partner events).
- f. Create and distribute press releases and media kits to include Major Partner listing.
- g. Coordinate media partnerships.
- h. Coordinate JanBoree advertising.
- i. Coordinate JanBoree sponsorship agreements for overall JanBoree sponsors (not site sponsors).
- j. Process program registrations when necessary.
- k. Coordinate and pay for all temporary wages including mascot appearances at all JanBoree events.
- l. Maintain JanBoree mascots.
- m. Provide Saturday trolley to identified events.
- n. Provide photographer for JanBoree events.
- o. Provide signage & banners for all events including general JanBoree promotional street banners & light post banners as well as banners to the Major Partner events identifying the Major Partner at the Major Partner events.
- p. Provide promotion of the JanBoree at other WPRF and City events.
- q. Support of Parks & Forestry staff to maintain JanBoree park sites.

- r. Provide logo identification on event program for Major Partner as a Major Partner both inside the program and on the back cover as well as the website sponsor page, and press releases. Every consideration will be given for on-air event time on Friday evening to Major Partner, a visual demonstration would be required for on-air time. This is not a guarantee of air time based on the Media Partner's participation including changes in broadcast schedule, equipment malfunction, and weather considerations.

2. Major Partner Responsibilities:

- a. Active participation in JanBoree Committee, completing committee tasks/objectives.
- b. Coordinate logistics of the activities hosted by Major Partner.
- c. Pay all expenses related to the Major Partner-sponsored activity.
- d. Major Partner not-for-profit sponsors may be listed in the program and on the website. For-profit sponsors wishing to be included in the JanBoree brochure, will pay a fee of \$500 to WPRF to contribute to marketing related expenses. Program content will be limited by 280 character count.
- e. Provide detailed activity information, including logos and Partner event information to WPRF by October 14, 2016 to be included in print materials. Information/logos provided after October 14, 2016 may not be included in promotion materials.
- f. Major Partner must provide a minimum of five different activities over at least two days of JanBoree weekend to include one new event each year to maintain Major Partner status. An event will be considered "new" if it is an entirely original or different event from previous years or if it is an innovative or fresh approach to an existing event. The WPRF Special Events Coordinator will assist with this determination with insight and suggestion from the JanBoree Committee.
- g. Use media kit provided by WPRF, including fonts/logos of JanBoree and WPRF whenever promoting JanBoree and JanBoree Major Partner events and include links to JanBoree.org when linking is possible.
- h. All activities deemed to be JanBoree events must be held, regardless of extreme weather unless mutually agreed upon by WPRF and Major Partner.
- i. Coordinate needed equipment (when approved) with WPRF.
- j. Provide copies of all JanBoree Major Partner related event promotion.
- k. Maintain public-liability insurance with limits of not less than One Million Dollars per occurrence.
- l. Major Partner will defend, indemnify and hold the City of Waukesha, WPRF, and all of its officials, officers, employees, departments and boards harmless from and against all liability, claims, demands, judgments, costs and expenses, including attorney's fees (collectively "Claims") due to death, personal injury and/or property damage arising from Major Partner's actions or inactions in relation to Major Partner's JanBoree events and programs, except to the extent such Claims are caused by the action or inaction of the City of Waukesha or WPRF. Notwithstanding the forgoing, nothing herein shall be construed to constitute a waiver by Major Partner or any immunity, liability limitation, limitation on the amount recoverable, or other protections available to Major Partner under Section 893.80, Wis. Stats, or under any other applicable statute or law.

3. Effective Date and Signature: This LoA shall be effective upon the signature of WPRF and MAJOR PARTNER authorized officials. It shall be in force from October 14, 2016 to January 31, 2017.

Waukesha County



By Paul Farrow, County Executive  
Date: 10/4/16

Attest:

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City of Waukesha

By Shawn N. Reilly, Mayor  
Date:

Attest:

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