

TO: John Szerlag, City Manager  
John Lamerato, Assistant City Manager/Finance

FROM: Cindy Stewart, Community Affairs Director

RE: Street Banners

Date: December 20, 2005

OK  
No advertising  
Banners Donated  
to City  
JS

The City of Troy has been approached by the Super Bowl XL Committee requesting to have approximately 50 street banners along Big Beaver Road for 30 days preceding the Super Bowl (February 5, 2006).

These banners would be installed and removed at no cost to the City. They would install 6 banners on 3 poles from Rochester to Livernois; 8 banners on 4 poles from Livernois to Crooks; 20 banners on 10 poles from Crooks to Coolidge; and 8 banners on 4 poles from Coolidge to Adams. Number could vary depending on bracket availability. The Super Bowl banners would be interspersed with our City of Troy banners.

According to our sign ordinance 85.01.05, "banners advertising civic events may be permitted on lighting poles within the median of Big Beaver Road, between Rochester Road and Cunningham Drive, for a period not to exceed thirty days, subject to the approval of the City Manager."

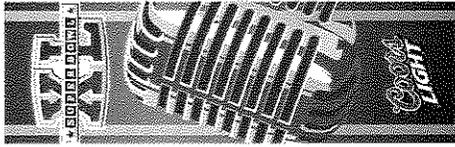
Since this request from the Super Bowl Committee falls in that category of our sign ordinance, I am requesting your approval for the Super Bowl banners.

The banners would be similar to the artwork attached and there would be no sponsor logo on the banners as indicated unless you would approve such advertising. If approved, our advertising would not be Coors, but could possibly be Gatorade, IBM, Motorola, or Visa.

The exposure of Super Bowl XL alone will bring revenue, tourists and popularity to Detroit and the surrounding suburbs such as Troy. Since the Super Bowl will be attracting people from all over the country and many of these people will be utilizing our hotels and restaurants, it will mean increased revenue to our hotels, restaurants and shopping centers.

The banners along Big Beaver would be a great way for the City of Troy to promote this major event. Birmingham has submitted a proposal to the National Football League for permission to raffle off their football banners after the Super Bowl as a way to raise money for their Historical Museum and other community groups. We could also submit a similar proposal.

NFL + SUPER BOWL XL  
STREET BANNERS R7  
Complete Street Banner System



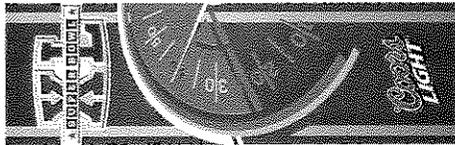
CHEWSTICKS  
0 - Back



CHICKENBRETS  
2 - Back



CITY SHEETS  
0 - Front



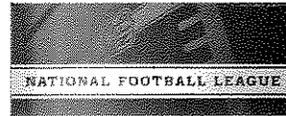
CITY SHEETS  
0 - Front



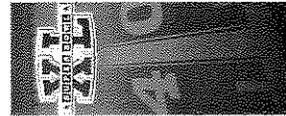
PRO SCAN  
02



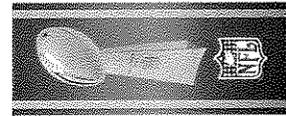
PRO SCAN  
17



STICKER  
0 - Back



STICKER  
0 - Front



STICKER  
0 - Back



STICKER  
0 - Front

APPROVED

DATE

INITIALS



801 WEST 10TH STREET  
DETROIT, MI 48207-4510

INFINITE SCALE DESIGN GROUP  
300 EAST 10TH STREET, SUITE 200  
DETROIT, MI 48207-4510

# ACORD. CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
12/20/2005

**PRODUCER**  
**THE MCLEOD-KOSKI AGENCY INC.**  
 6001 N Adams #201  
 Bloomfield Hills, MI 48304  
 (248) 540-1020

**INSURED** **IMPATTO CUSTOM MARKETING, INC.**  
 28182 SCHOOLCRAFT  
 LIVONIA, MI 48150

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, ALTER OR EXTEND OR CHANGE THE COVERAGE AFFORDED BY THE POLICIES BELOW.

**INSURERS AFFORDING COVERAGE**

INSURER A: **STATE AUTO INSURANCE CO**

INSURER B: **ACCIDENT FUND COMPANY**

INSURER C:

INSURER D:

INSURER E:

### COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

CLASSIFICATION	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR	BOP 2045865	04/01/05	04/01/06	EACH OCCURRENCE \$ 1,000,000
					TRUCKS TO RENTED PREMISES (Ea occurrence) \$ 50,000
					MED EXP (Any one person) \$ 5,000
					PERSONAL & ADV INJURY \$ 1,000,000
					GENERAL AGGREGATE \$ 2,000,000
					PRODUCTS - COMPROP AG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS	BAP 2045867	04/01/05	04/01/06	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000
					BODILY INJURY (Per person) \$
					BODILY INJURY (Per accident) \$
					PROPERTY DAMAGE (Per accident) \$
	GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$
					OTHER THAN AUTO ONLY: EAA \$, A \$, G \$
A	EXCESS/UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$	BOP 2045865	04/01/05	04/01/06	EACH OCCURRENCE \$ 4,000,000
					AGGREGATE \$ 4,000,000
					\$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below OTHER	WCV 330282	04/01/05	04/01/06	<input checked="" type="checkbox"/> WC STATUTORY LIMITS \$
					E.L. EACH ACCIDENT \$ 500,000
					E.L. DISEASE - EA EMPLOYEE \$ 500,000
					E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS

### CERTIFICATE HOLDER

**INSURED AS CERTIFICATE HOLDER**

### CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO ADVISE THE CERTIFICATE HOLDER BY WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT. FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE: *John Koski*