

RESOLUTION NO. 2016-27

RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF HIALEAH, FLORIDA, AUTHORIZING THE MAYOR AND THE CITY CLERK, AS ATTESTING WITNESS, ON BEHALF OF THE CITY, TO ENTER INTO A SPONSORSHIP AGREEMENT WITH SIMPLY HEALTHCARE PLANS, INC., IN SUBSTANTIAL CONFORMITY WITH THE AGREEMENT ATTACHED AND MADE A PART HEREOF AS EXHIBIT "1", TO BECOME A HIALEAH PILLAR PARTNER AND BE DESIGNATED THE OFFICIAL DOMINO PARTNER OF THE GOODLET ADULT CENTER, FOR A TERM OF THREE YEARS, COMMENCING ON APRIL 1, 2016 THROUGH MARCH 31, 2019, WITH THE OPTION TO RENEW FOR AN ADDITIONAL THREE-YEAR TERM, UNDER SIMILAR TERMS AND CONDITIONS IN EXCHANGE FOR A TOTAL SPONSORSHIP FEE OF \$75,000, A MARKETING BUNDLE INCLUDING ON-SITE, MEDIA, INTERNET, AND DIRECT-MAIL ADVERTISING OPPORTUNITIES, PRESENTATION AT SPECIAL EVENTS AND PROGRAMS, VIP PARKING, PRESENTING SPONSOR AT DESIGNATED EVENTS, SIGNAGE ON HIALEAH TRANSIT BUSES, IN RECEIPT OF OTHER PROMOTIONAL ITEMS IN CONNECTION WITH SPECIAL EVENTS, FOR THE DURATION OF THE AGREEMENT.

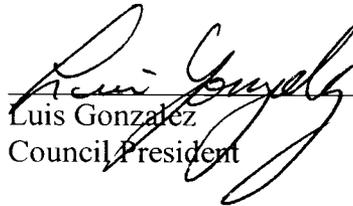
**WHEREAS**, the City of Hialeah finds it in the best interest of the community to enter into sponsorship agreements to promote and fund the operation of special municipal events and programs for the community at large; and

**WHEREAS**, the City of Hialeah finds it in the best interest of the health, safety and welfare of the community to enter into a Hialeah Pillar Marketing Partnership bundle Agreement with Simply Healthcare Plans, Inc. and designate Simply Healthcare Plans, Inc. as Official Domino Partner of the Goodlet Adult Centers.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF HIALEAH, FLORIDA, THAT:

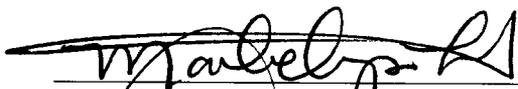
**Section 1:** The City of Hialeah, Florida hereby authorizes the Mayor and the City Clerk, as attesting witness, on behalf of the City, to enter into a sponsorship agreement with Simply healthcare Plans, Inc., in substantial conformity with the Agreement attached and made a part hereof as Exhibit "1", to become a Hialeah Pillar Partner and be designated the Official Domino Partner of the Goodlet Adult Centers for a term of one year, commencing on April 1, 2016 through March 31, 2019, with the option to renew for an additional three-year term, under similar terms and conditions, in exchange for a total sponsorship fee of \$75,000.00, a marketing bundle including on-site media, internet, and direct-mail advertising opportunities, presentation at special events and programs, VIP parking, presenting sponsor at designated events, signage on Hialeah transit buses, in receipt of other promotional items in connection with special events and programs.

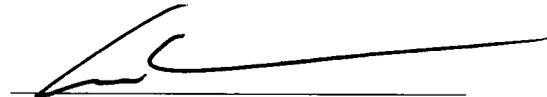
PASSED AND ADOPTED this 8 day of March, 2016.

  
Luis Gonzalez  
Council President

Attest:

Approved on this 15 day of March, 2016.

  
Marbelys Fatjo, City Clerk

  
Mayor Carlos Hernandez

Approved as to form and legal sufficiency:

  
Lorena Bravo, City Attorney

Resolution was adopted by a (6-0-1) vote with Councilmembers, Caragol, Cue-Fuente, Garcia-Martinez, Gonzalez, Lozano and Casáls-Muñoz voting "Yes". Councilman Hernandez absent.