



Legislation Details (With Text)

File #:	2025-1708	Version:	1
Type:	Resolution	Status:	Passed Finally
File created:	4/4/2025	In control:	Committee on Recreation, Youth, and Senior Services
On agenda:	4/8/2025	Final action:	4/22/2025
Enactment date:	4/29/2025	Enactment #:	260
Effective date:	4/29/2025		
Title:	Resolution authorizing the Mayor and the Director of Parks and Recreation to enter into multiple Sponsorship Agreements enumerated herein for the Richard S. Caliguiri Great Race.		
Sponsors:			
Indexes:	AGREEMENTS		
Code sections:			
Attachments:	1. 2025-1708 Cover Letter Great Race 2025 Sponsor Agreements Letter (Signed), 2. Summary 2025-1708		

Date	Ver.	Action By	Action	Result
4/22/2025	1	City Council	Passed Finally	Pass
4/22/2025	1	Mayor	Signed by the Mayor	
4/16/2025	1	Standing Committees	Affirmatively Recommended	Pass
4/8/2025	1	City Council	Read and referred	

Resolution authorizing the Mayor and the Director of Parks and Recreation to enter into multiple Sponsorship Agreements enumerated herein for the Richard S. Caliguiri Great Race.

WHEREAS, each September, the City presents The Richard S. Caliguiri City of Pittsburgh Great Race (“The Great Race”), an annual 10-kilometer foot race, which attracts racers from around the world; and

WHEREAS, Highmark desires to provide the City with financial sponsorship support for the Great Race and designated associated activities; and the parties wish to enter into a Presenting Sponsorship Agreement for the years 2025, 2026, and 2027; and

WHEREAS, Allegheny Health Network and Dollar Bank also desire to provide the City with financial sponsorship support for the Great Race and designated associated activities, and the parties wish to enter into separate Platinum Sponsorship Agreements for the years 2025, 2026, and 2027; and

WHEREAS, Audacy Pittsburgh desires to provide the City with in-kind sponsorship support for the Great Race and designated associated activities; and the parties wish to enter into a Sponsorship Agreement for the years 2025, 2026, and 2027; and

WHEREAS, Eat’n Park Restaurants desires to provide the City with in-kind sponsorship support for the Great Race and designated associated activities; and the parties wish to enter into a Sponsorship Agreement for the years 2025, 2026, and 2027.

Be it resolved by the Council of the City of Pittsburgh as follows:

Section 1. The Mayor and the Director of Parks and Recreation are authorized to enter into a Presenting Sponsorship Agreement with Highmark Blue Cross Blue Shield for The Richard S. Caliguiri Great Race and designated associated activities for three (3) years. The schedule of sponsorship fee payments due from Highmark is as follows:

2025: One Hundred Twelve Thousand Five Hundred Dollars (\$112,500.00)
2026: One Hundred Twelve Thousand Five Hundred Dollars (\$112,500.00)
2027: One Hundred Seventeen Thousand Five Hundred Dollars (\$117,500.00)

Section 2. The Mayor and the Director of Parks and Recreation are authorized to enter into a Platinum Sponsorship Agreement with Allegheny Health Network for The Richard S. Caliguiri Great Race and designated associated activities for one (1) year with an option to continue as a sponsor for up to two (2) additional years. The schedule of sponsorship fee payments due from Allegheny Health Network is as follows:

2025: Fifty Thousand Dollars (\$50,000.00)
2026: Fifty Thousand Dollars (\$50,000.00)
2027: Fifty-One Thousand Dollars (\$51,000)

Section 3. The Mayor and the Director of Parks and Recreation are authorized to enter into a Platinum Sponsorship Agreement with Dollar Bank for The Richard S. Caliguiri Great Race and designated associated activities for one (1) year with an option to continue as a sponsor for up to two (2) additional years. The schedule of sponsorship fee payments due from Dollar Bank is as follows:

2025: Forty-Eight Thousand Dollars (\$48,000.00)
2026: Forty-Eight Thousand Dollars (\$48,000.00)
2027: Fifty-One Thousand Dollars (\$51,000.00)

Section 4. All monies from the aforementioned sponsors will be deposited into the following JDE account: 5000731400.48106.00.

Section 5. The Mayor and the Director of Parks and Recreation are authorized to enter into an In-Kind Sponsorship Agreement with Audacy Pittsburgh for The Richard S. Caliguiri Great Race and designated associated activities for one (1) year with an option to continue as a sponsor for up to two (2) additional years. The In-Kind Sponsorship Terms, consisting of on-air and digital advertising opportunities, will provide an estimated annual total value of Forty-Two Thousand Dollars (\$42,000.00) in advertising to the City to support the Dollar Bank Junior Great Race and Richard S. Caliguiri City of Pittsburgh Great Race.

Section 6. The Mayor and the Director of Parks and Recreation are authorized to enter into an In-Kind Sponsorship Agreement with Eat'n Park Hospitality Group for The Richard S. Caliguiri Great Race and designated associated activities for one (1) year with an option to continue as a sponsor for up to two (2) additional years. The In-Kind Sponsorship Terms, consisting of cookies and gift cards, will provide an estimated annual total value of Fifteen Thousand Dollars (\$15,000.00) in prizes and refreshments to the City to support the Dollar Bank Junior Great Race and Richard S. Caliguiri City of Pittsburgh Great Race.

Section 7. The Presenting, Platinum, and In-Kind Sponsorship Agreements may also include a Right of First Refusal for any sponsor who elects to continue its sponsorship status for three (3) years to thereafter enter

into further negotiations with the City to continue its sponsorship status in a similar capacity, subject to further negotiations by the parties and further approval by City Council.

Section 8. All monies from the aforementioned sponsors will be deposited into the following JDE account: 5000731400.48106.00.

Section 9. Said Agreement(s) shall be in a form approved by the City Solicitor.