

City of Miami Beach and Coca-Cola Refreshments

Analysis of sponsorship contract

| ANNUAL REVENUE TO MIAMI BEACH | CASH | IN-KIND |
|---|-------------------|------------------|
| annual sponsorship | \$ 325,000 | |
| Marketing Value | | \$ 60,000 |
| Vending commissions <i>Average annual amounts - actuals may vary slightly per year</i> | \$ 40,000 | |
| Complimentary cases of product <i>450 Cases valued at approx 14.50 per case</i> | | \$ 6,525 |
| Less commissions to The Superlative Group <i>Annual payments made for the term of the contract</i> | (\$46,500) | |
| | \$ 318,500 | \$ 66,525 |

TOTAL CASH AND IN-KIND VALUE \$ 385,025

| ANNUAL BENEFIT TO COCA-COLA | CASH | IN-KIND |
|--|-------------------|-------------------|
| annual minimum cases to be purchased per the contract* <i>22,500 cases - average \$14.50/case</i> | \$ 326,250 | |
| 4 Special Event Permits** <i>estimated value of 60K per permit</i> | | \$ 240,000 |
| 28 Sampling Permits per Year** <i>approx value of \$2,500</i> | | \$ 120,000 |
| | \$ 326,250 | \$ 360,000 |

TOTAL CASH AND IN-KIND VALUE \$ 686,250

| COST-BENEFIT COMPARISON FOR MIAMI BEACH | CASH | IN-KIND |
|---|------------------|--------------------|
| CITY OF MIAMI BEACH | \$ 318,500 | \$ 66,525 |
| COCA-COLA | \$ 326,250 | \$ 360,000 |
| | (\$7,750) | (\$293,475) |

MISCELLANEOUS INFORMATION

Sign-on bonus \$ 475,000
 One-Time recycling donation \$ 17,500
 Annual rate increase for product purchases 4%

**This includes all parks, facilities, events and contractors that are required to purchase per the agreement such as MBCC, Golf Courses, City Facilities, Boucher Brothers, etc. The City has never had an issue meeting the minimum requirement of product purchases as these facilities and vendors purchase this product for their daily operations.*

*** Please see the attached report regarding the actual use of permits by Coca Cola*