

RESOLUTION NO. 74129

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE A TWO-YEAR SPONSORSHIP AGREEMENT WITH HILL'S PET FOOD COMPANY TO RECEIVE DOG AND CAT FOOD AT THE COST OF SHIPPING IN EXCHANGE FOR EXCLUSIVE PROMOTIONAL OPPORTUNITIES TO HILL'S PET FOOD AT THE CITY OF SAN JOSE'S ANIMAL CARE CENTER

WHEREAS, due to increasingly tight financial budgets for animal organizations, the Humane Society of the United States implemented the Shelter Partners program in 2001 to provide participating animal shelters with revenue-generating and cost-saving programs and discounts on products, services and training opportunities, including supplying Science Diet pet food by Hill's Pet Food Company ("Hill's") to animal shelters at the cost of shipping in exchange for exclusive promotional opportunities for Hill's; and

WHEREAS, based on the estimated number of animals that will be housed and adopted at the City of San José ("City")'s Animal Care Center, Hill's submitted to the City a proposed sponsorship program agreement wherein Hill's will provide pet food to the Animal Care Center at the cost of shipping (including a first bag of food for new pet owners), and the Animal Care Center will exclusively display Hill's products and provide Hill's with contact information of people who adopted animals and agreed to the release of their contact information so that Hill's may provide them with coupons and advertisements; and

WHEREAS, the City desires to negotiate and execute a two-year sponsorship agreement with Hill's Pet Food Company to receive Science Diet pet food at the cost of

shipping in exchange for providing Hill's with exclusive promotional opportunities at the Animal Care Center;

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SAN JOSE THAT:

The City Manager is hereby authorized to negotiate and execute a two-year sponsorship agreement with Hill's Pet Food Company to receive dog and cat food at the cost of shipping in exchange for providing exclusive promotional opportunities to Hill's Pet Food at the City of San José's Animal Care Center.

ADOPTED this 4th day of December, 2007, by the following vote:

AYES:	CAMPOS, CHIRCO, CHU, CONSTANT, CORTESE, OLIVERIO, PYLE, WILLIAMS; REED
NOES:	NONE
ABSENT:	LICCARDO, NGUYEN
DISQUALIFIED:	NONE

CHUCK REED
Mayor

ATTEST:

LEE PRICE, MMC
City Clerk