

235037

RECEIVED

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508 2002
County of Cook and State of Illinois

BOARD OF TRUSTEES

REVENUE & MARKETING AGREEMENT
HISPANOLINK
WYCC-TV, CHANNEL 20
DALEY COLLEGE

THE CHANCELLOR

REPORTS

that there is a need to enter into a contract with HispanoLink for revenue development and marketing with Chicago's Hispanic Community. HispanoLink will assist in the development of revenue opportunities, will write funding proposals, will develop funding relationships, will participate on sales calls, and will facilitate fulfillment of client requirements. HispanoLink will also develop media relationships, will write press releases, will create promotional materials, will coordinate talent appearances, will secure interview opportunities, and will stage promotional events.

RECOMMENDS

that the Board of Trustees authorizes the Chairman to enter into an Agreement with HispanoLink for a 14 month term, November, 2002 through December, 2003 at a monthly fee of \$1,650.00 per month for a total not-to-exceed \$23,100.00.

FINANCIAL

\$23,100.00 - #0005005 WYCC Promotions

CENTRAL OFFICE REVIEWS & DATES SIGNED:

<u>N/A</u> Purchasing Date	<u>DJ/RA</u> Treasurer	<u>[Signature]</u> Legal	<u>[Signature]</u> Board Office
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<u> </u> Admin. Svcs. Date	<u> </u> Academic Aff.	<u> </u> HR	<u>[Signature]</u> Finance 23-Oct-02
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Respectfully submitted,

[Signature]
Wayne D. Watson
Chancellor

November 7, 2002