



Monterey County Board of Supervisors

Board Order

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A motion was made by Supervisor Luis A. Alejo, seconded by Supervisor Wendy Root Askew to:

Agreement No.: A-15928

Approve and authorize the Monterey County Laguna Seca Representative to:

- a. Execute a five-year Sponsorship Agreement between Rolex Watch USA, Inc. and the County of Monterey for Calendar Years 2022 through 2026, including sponsorship and marketing-specific rights as Event Title Sponsor and Official Timepiece of the Monterey Motorsports Reunion for WeatherTech® Raceway at Laguna Seca, with a retroactive term beginning May 4, 2022 and ending December 31, 2026, for a total Sponsorship fee amount of \$1,975,000 over the initial term; and
- b. Execute an amendment to the Sponsorship Agreement to extend the term for four (4) additional years, should Rolex Watch USA, Inc. elect to exercise its renewal option.

PASSED AND ADOPTED on this 12th day of July 2022, by roll call vote:

AYES: Supervisors Alejo, Phillips, Lopez, Askew, and Adams

NOES: None

ABSENT: None

(Government Code 54953)

I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book 82 for the meeting July 12, 2022.

Dated: July 15, 2022
File ID: A 22-296
Agenda Item No.: ~~76~~ 74

Valerie Ralph, Clerk of the Board of Supervisors
County of Monterey, State of California

Julian Lorenzana, Deputy