



# County of Monterey

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

## Legislation Details

**File #:** A 22-296      **Name:** Approve and authorize the Monterey County Laguna Seca Representative to execute a five-year Sponsorship Agreement between Rolex Watch USA and the County of Monterey, with one right of first refusal option

**Type:** BoS Agreement      **Status:** Passed

**File created:** 6/1/2022      **In control:** Board of Supervisors

**On agenda:** 7/12/2022      **Final action:** 7/12/2022

**Title:** 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.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Board Report, 2. Attachment A-Proposed Sponsorship Agreement Rolex, 3. Completed Board Order Item No. 74

Date	Ver.	Action By	Action	Result
7/12/2022	1	Board of Supervisors	approved	Pass