



County of Monterey

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

Legislation Details

File #:	A 23-395	Name:	Sponsorship Agreement - Mission Foods at Laguna Seca
Type:	BoS Agreement	Status:	Passed
File created:	8/4/2023	In control:	Board of Supervisors
On agenda:	8/22/2023	Final action:	8/22/2023

Title: Approve and authorize the Monterey County Laguna Seca Representative to execute a five-year, five-month retroactive Sponsorship Agreement, effective August 1, 2023 through December 31, 2028, between Gruma Corporation, dba Mission Foods and the County of Monterey for the 2023-2028 Calendar Years, including sponsorship and marketing specific rights as Title Sponsor of the new Start/Finish Bridge and Official Tortillas and Tortilla Chips of WeatherTech® Raceway Laguna Seca, in the amount of \$225,000 for the remainder of calendar year 2023 and \$355,000 annually for calendar years 2024 to 2028 for an aggregate total of \$2,000,000 of Sponsorship revenue over the term.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Board Reports, 2. Attachment A - Mission Foods Sponsorship Agreement, 3. Completed Board Order Item No. 77

Date	Ver.	Action By	Action	Result
8/22/2023	1	Board of Supervisors		