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Contact:
Alex Roth – 619-980-2679

MAYOR JERRY SANDERS **FACT SHEET**

MAYOR ANNOUNCES NEW CORPORATE SPONSORSHIPS *Agreements with Toyota, Sprint will provide extra revenues*

Mayor Jerry Sanders is asking the City Council to approve corporate-sponsorship contracts with Toyota and Sprint that would provide the city an estimated \$345,000 a year.

“These sponsorships make good fiscal sense, especially in these challenging economic times,” the mayor said. “I’m confident the Council will see things the same way.”

Under the contract with Toyota, the car maker will provide San Diego’s lifeguards with 34 new vehicles for the next two years, saving the city an estimated \$245,000 a year that would have been spent to upgrade the lifeguards’ aging fleet of trucks and SUVs. The agreement, which would make Toyota the official vehicle of San Diego’s lifeguards, contains an option to be extended an additional two years.

The city had similar contracts with General Motors from 2002 to 2004 and McCune Chrysler Jeep Dodge from 2005 to 2007.

Sprint would pay the city \$100,000 annually for the next two years for the rights to market its products to the city’s employees. The agreement, which would make Sprint the city’s official wireless provider, contains an option to be extended for an additional three years via one year options.

The Council’s Budget and Finance Committee is scheduled to discuss the proposed contracts at its Wednesday meeting.

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