

EOS A27-26-014

MEMORANDUM OF UNDERSTANDING BETWEEN
INDIANA SECRETARY OF STATE
and the
INDIANA STATE FAIR COMMISSION
MOU202500011

This Memorandum of Understanding ("MOU") entered into by and between the Indiana Secretary of State: Voter Outreach Department ("Sponsor"), a unit of state government, and the Indiana State Fair Commission (the "Commission"), a state body corporate and politic, is executed pursuant to the terms and conditions set forth herein. In consideration of those mutual undertakings, the parties agree as follows:

I. Duties of the Commission

The Commission agrees to provide SOS with:

1. Commission to provide the Sponsor with space for **one (1) sign** inside the southwest infield walk tunnel:
 - a) Sign to be displayed January 1, 2026 – December 31, 2026.
 - b) Sign artwork specs are: 120" w x 72" h (Live area: 117" w x 69" h).
 - c) SOS has the option to update signage artwork one (1) time during the term of the Agreement.
 - d) Should the Sponsor wish to update the existing artwork, revised files must be submitted to the Commission at least four (4) weeks before the desired install date.
2. Commission to provide the Sponsor with space for **two (2) signs to be displayed year-round** inside the Indiana State Fairgrounds Coliseum:
 - a) Signage to be displayed January 1, 2026 – December 31, 2026.
 - b) Sponsor signage to be location and specs are listed below:
 - a. One (1) sign located in Level 200 Hallway – 96" w x 60" h
 - b. One (1) sign located in Arena Bowl (Level 300) – 180" w x 72" h.
 - b) SOS has the option to update signage artwork one (1) time during the term of the Agreement.
 - c) Should the Sponsor wish to update the existing artwork, revised files must be submitted to the Commission at least four (4) weeks before the desired install date.

II. Sponsorship Fee:

3. Sponsor to pay a total fee ("**Sponsorship Fee**") of \$37,500:
 - a) Payment is due on or before January 1, 2026.
 - b) Commission to invoice the Sponsor directly for each payment.

III. Term of this MOU

This MOU shall become effective upon signature by both parties and shall remain in effect until December 31, 2026, or until terminated by one of the parties as provided in Section IV.

IV. Termination

- A. This MOU may be terminated by either party for its convenience; provided, however, that the party terminating the MOU provides not less than sixty (60) days written notice of termination.

Such notice shall be sent via certified mail to:

Notice to SOS:

Indiana Secretary of State
Attn: Jerry Bonnet
200 W. Washington St., Room 201
Indianapolis, IN 46204
Phone: 317-232-6534
Email: jbonnet@sos.in.gov

Notice to the State Fair Commission:

Indiana State Fair Commission
Attn: Contracts – Admin Building
1202 East 38th Street
Indianapolis, IN 46205
Phone: (317) 927-7500
Email: contracts@indianastatefair.com

- B. In the event the Director of the State Budget Agency makes a written determination that funds are not appropriated or otherwise available to support continuation of performance of this MOU, this MOU shall be cancelled. A determination by the Director of the State Budget Agency that funds are not appropriated or otherwise available to support continuation of performance shall be final and conclusive.

[The remainder of this page is left intentionally blank.]

In Witness Whereof, the Commission and the Sponsor have, through their duly authorized representatives, entered into this Memorandum. The parties, having read and understood the foregoing terms of this Memorandum, do by their respective signatures dated below agree to the terms thereof.

For the Indiana Secretary of State: Voter Outreach Department:



Jerold A. Bonnet, Deputy Secretary of State

10-23-25

Date

For the State Fair Commission:

Cynthia C. Hoye, Executive Director

Date

For the State Budget Agency:

Chad Ranney, State Budget Director

Date

MEMORANDUM OF UNDERSTANDING BETWEEN
INDIANA SECRETARY OF STATE
and the
INDIANA STATE FAIR COMMISSION
MOU202500013

This Memorandum of Understanding ("MOU") entered into by and between the Indiana Secretary of State: Auto Dealer Services Division ("Sponsor"), a unit of state government, and the Indiana State Fair Commission (the "Commission"), a state body corporate and politic, is executed pursuant to the terms and conditions set forth herein. In consideration of those mutual undertakings, the parties agree as follows:

I. Duties of the Commission

The Commission agrees to provide Sponsor with:

1. Commission to provide Sponsor with the **presenting sponsorship** of both "\$2 Tuesdays" during the 2026 Indiana State Fair:
 - a) Commission to brand and promote "Day" as: *"\$2 Tuesday presented by the Indiana Secretary of State."*
 - b) The two (2) "\$2 Tuesdays" sponsorship dates to be:
 - i. Tuesday, August 11th
 - ii. Tuesday, August 18th
2. Commission to include the Sponsor on **signage** at all the main entrance gates on both "\$2 Tuesdays." (*Commission to create the artwork design and send to the Sponsor for approval.*)
3. Commission to include the Sponsor on the **Indiana State Fair Website**:
 - a) Corporate Sponsors' Logo Page with scroll-over script and Sponsor's URL.
 - b) All relevant sections promoting "\$2 Tuesdays."
4. Commission to include the Sponsor in the **Indiana State Fair Programs**:
 - a) Corporate Sponsors' Logo Page.
 - b) All relevant sections promoting "\$2 Tuesdays."
5. Commission to include the Sponsor in the **Daily Gate Sheets**:
 - a) Sponsor has the option to provide artwork for a **full-page back cover ad** to be included on both "\$2 Tuesdays" Daily Gate sheets.
 - b) Commission to send final ad specs to the Sponsor.
 - c) Sponsor to submit a .pdf file of the ad to the Commission by the requested date.

6. Commission to provide the Sponsor with **one (1) ten-foot by ten-foot (10' x 10')** **promotional booth space inside the Mercantile Building** all 15 days of the Indiana State Fair:
- a) Commission to determine final booth location.
 - b) Sponsor to staff booth during building hours.
 - c) Sponsor to be responsible for all costs associated with booth space which includes tables, chairs, etc.
 - d) Logistic orders are due directly to the Commission's vendors by the requested dates.
 - e) Sponsor representatives must confine all promotional activities to within the limits of the space allotted to them.
 - f) Exhibit cannot obstruct the flow of people through aisles or other passageways.
 - g) No roving, solicitor, or distributor of information, including those acting for a profit or non-profit organization, may be allowed to operate on the Fairgrounds unless otherwise approved by Commission.
 - h) Sponsor shall comply with all Indiana State Department of Health and Indiana State Fire Marshall regulations.
 - i) The Sponsor must ensure their booth space is clean and free of trash during exhibit hours.
7. Commission to provide the Sponsor with **one (1) ten-foot by ten-foot (10' x 10')** **outdoor promotional booth** all 15 days of the Indiana State Fair:
- a) Promotional booth to be located in Celebration Park.
(Note: Location to be as close to parade route as possible.)
 - b) Sponsor to staff booth displays from 9:00am - 9:00pm.
(Note: Vehicles must be off the main roads by 9:00am. Vehicles are not allowed to access the roads until 11:00pm. The Commission reserves the right to change road hours if needed for security purposes.)
 - c) The Commission reserves the right to pre-approve all promotional giveaway items.
 - d) Sponsor to be responsible for all costs associated with booth space which includes electricity, internet, Pepsi products, tent rental, tables, chairs, etc.
 - e) Logistic orders are due directly to the Commission's vendors by the requested dates.
 - f) Sponsor representatives must confine all promotional activities to within the limits of the space allotted to them.
 - g) Sponsor representatives are prohibited from operating in the aisles or street in such a way as to be a nuisance or interference to the public or to other sponsors and concessionaires.
 - h) Exhibit cannot obstruct the flow of people through aisles or other passageways.
 - i) No roving, solicitor, or distributor of information, including those acting for a profit or non-profit organization, may be allowed to operate on the Fairgrounds unless otherwise approved by Commission.
8. Commission to provide the Sponsor with the following **hospitality package**:
- a) One Thousand (1,000) Indiana State Fair Admission Tickets.
 - b) One Hundred (100) One-Day Parking Passes.
 - c) One (1) Lot 1 Parking Pass.
 - d) Two (2) Vendor ID Badges.

*(Note: Sponsor representatives must complete vendor training to receive badges.
Commission to send training link at the end of June/early July.)*

- e) Sponsor to purchase the following additional tickets and parking passes:
 - a. One Thousand (1,000) Admission Tickets at the \$2 Tuesday rate.
 - b. One Hundred (100) One-Day Parking Passes at the normal parking rate.
 - c. Commission to invoice the Sponsor as soon as order has been processed.

NOTE: *The Sponsor is responsible for sending all tickets and parking passes to the appropriate on-site representatives prior to the first day of the Fair or on-site staffing dates. All on-site booth workers must have an admission ticket to enter the Fairgrounds each day. If tickets and/or parking passes are not distributed by the Sponsor, they can be purchased at the gates at full price.*

II. Duties of Sponsor

Sponsor agrees to the following:

1. Option for the Sponsor to provide **one (1) written fifteen second (:15) script** to be included in the hourly recognitions on the public-address system to welcome Indiana State Fair guests on both "\$2 Tuesdays." *(Script is due to the Commission by the requested date.)*
2. Option for the Sponsor to provide **five hundred to seven hundred (500-700) hats** for Commission Gates and Parking personnel to wear on both "\$2 Tuesdays." *(Items are due to the Commission by the requested date.)*
3. Option for the Sponsor to **create multiple ten-foot by ten-foot (10' x 10') or ten-foot by twenty-foot (10' x 20') promotional displays on the north island of State Fair Boulevard** on both "\$2 Tuesdays."
 - a) Sponsor to staff booth displays from 9:00am - 9:00pm.
(Note: Vehicles must be off the main roads by 9:00am. Vehicles are not allowed to access the roads until 11:00pm. The Commission reserves the right to change road hours if needed for security purposes.)
 - b) The Commission reserves the right to pre-approve all promotional giveaway items.
 - c) Sponsor to be responsible for all costs associated with booth space which includes electricity, internet, Pepsi products, tent rental, tables, chairs, etc.
 - d) Logistic orders are due directly to the Commission's vendors by the requested dates.
 - e) Sponsor representatives must confine all promotional activities to within the limits of the space allotted to them.
 - f) Sponsor representatives are prohibited from operating in the aisles or street in such a way as to be a nuisance or interference to the public or to other sponsors and concessionaires.
 - g) Exhibit cannot obstruct the flow of people through aisles or other passageways.
 - h) No roving, solicitor, or distributor of information, including those acting for a profit or non-profit organization, may be allowed to operate on the Fairgrounds unless otherwise approved by Commission.

- i) *See Appendix A for layout of State Fair Blvd. and location on Fairgrounds.*
- 4. Option for the Sponsor to use the **Indiana State Fair Logo** on advertising and publicity materials (excluding sales materials). The Sponsor must send all artwork that includes Fair logo to Commission for final approval.
- 5. Option for the Sponsor to participate in all relevant social media content related to the Indiana State Fair, in accordance with the Indiana State Fair Commission's social media guidelines outlined below:
 - a) When posting on social media, Sponsor must tag the Indiana State Fair using the appropriate platform handles:
 - i. **Facebook:** @indianastatefair
 - ii. **Instagram and X (formerly Twitter):** @indystatefair
 - b) All social media content must specifically relate to the Indiana State Fair.
 - c) The Indiana State Fair Commission reserves the right to:
 - i. Review and approve all Sponsor-produced social media content prior to publication.
 - ii. Remove any tags or content that do not align with the Indiana State Fair Commission's brand standards.
 - d) For additional social media engagement opportunities, please contact your designated Indiana State Fair representative.
- 6. Option for the Sponsor to rent **one (1) golf cart** during the 2026 Indiana State Fair:
 - a) Golf cart rental is based on Commission approval and golf cart company's availability.
 - b) Sponsor to be responsible for all costs associated with golf cart rental. *(Note: final golf cart rental fee is to be determined based on golf cart company's pricing.)*
 - c) All Sponsor representatives who drive the golf cart must sign the rental waiver and abide by the Commission's and Golf Cart Company's rules. Commission reserves the right to revoke golf cart access if any Sponsor representative does not follow established rules.
 - d) Commission to invoice the Sponsor for golf cart rental post-Fair.

III. Sponsorship Fee:

- 1. Sponsor to pay a total fee ("**Sponsorship Fee**") of \$30,000:
 - a) \$15,000 due January 1, 2026.
 - b) \$15,000 due August 1, 2026.
 - c) Commission to invoice the Sponsor directly for each payment.

IV. Term of this MOU

This MOU shall become effective upon signature by both parties and shall remain in effect until August 23, 2026, or until terminated by one of the parties as provided in Section IV.

V. Termination

- A. This MOU may be terminated by either party for its convenience; provided, however, that the party terminating the MOU provides not less than sixty (60) days written notice of termination.

Such notice shall be sent via certified mail to:

Notice to Sponsor:

Indiana Secretary of State
Attn: Jerry Bonnet
200 W. Washington St., Room 201
Indianapolis, IN 46204
Phone: 317-232-6534
Email: jbonnet@sos.in.gov

Notice to the State Fair Commission:

Indiana State Fair Commission
Attn: Contracts – Admin Building
1202 East 38th Street
Indianapolis, IN 46205
Phone: (317) 927-7500
Email: contracts@indianastatefair.com

- B. In the event the Director of the State Budget Agency makes a written determination that funds are not appropriated or otherwise available to support continuation of performance of this MOU, this MOU shall be cancelled. A determination by the Director of the State Budget Agency that funds are not appropriated or otherwise available to support continuation of performance shall be final and conclusive.

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In Witness Whereof, the Commission and the Sponsor have, through their duly authorized representatives, entered into this Memorandum. The parties, having read and understood the foregoing terms of this Memorandum, do by their respective signatures dated below agree to the terms thereof.

For the Indiana Secretary of State: Auto Dealer Services Division:



Jerold A. Bonnet, Deputy Secretary of State

10-23-25

Date

For the State Fair Commission:

Cynthia C. Hoye, Executive Director

for

Date

For the State Budget Agency:

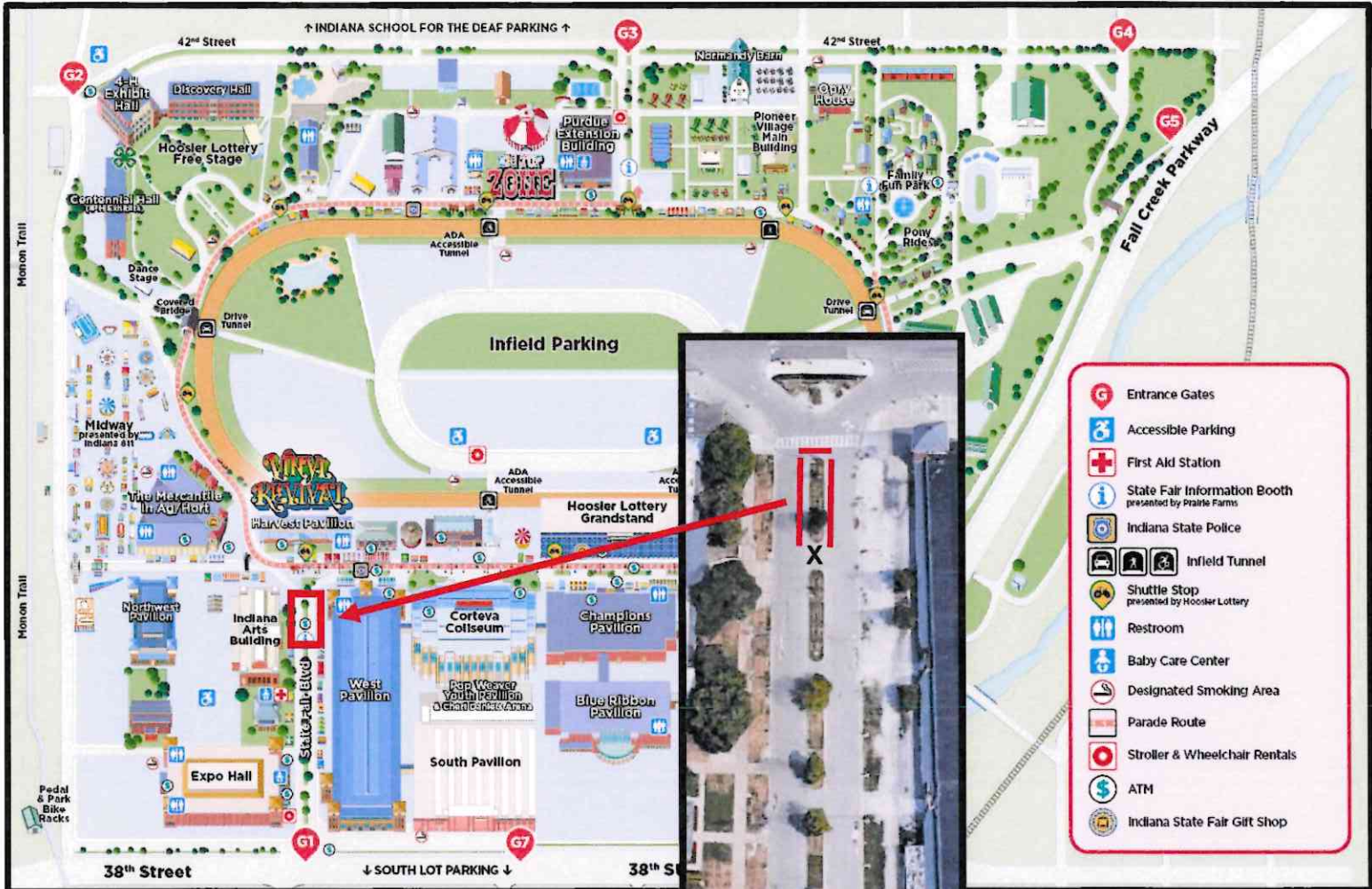
Chad Ranney, State Budget Director

for

Date

APPENDIX A

State Fair Blvd. Location & Layout



Note: Map is not drawn to exact

MEMORANDUM OF UNDERSTANDING BETWEEN
INDIANA SECRETARY OF STATE
and the
INDIANA STATE FAIR COMMISSION
MOU202500014

This Memorandum of Understanding ("MOU") entered into by and between the Indiana Secretary of State: Business Services Division ("Sponsor"), a unit of state government, and the Indiana State Fair Commission (the "Commission"), a state body corporate and politic, is executed pursuant to the terms and conditions set forth herein. In consideration of those mutual undertakings, the parties agree as follows:

I. Duties of the Commission

The Commission agrees to provide Sponsor with:

1. Commission to provide Sponsor with the **presenting sponsorship** of both "\$2 Tuesdays" during the 2026 Indiana State Fair:
 - a) Commission to brand and promote "Day" as: *"\$2 Tuesday presented by the Indiana Secretary of State."*
 - b) The two (2) "\$2 Tuesdays" sponsorship dates to be:
 - i. Tuesday, August 11th
 - ii. Tuesday, August 18th
2. Commission to include the Sponsor on **signage** at all the main entrance gates on both "\$2 Tuesdays." (*Commission to create the artwork design and send to the Sponsor for approval.*)
3. Commission to include the Sponsor on the **Indiana State Fair Website**:
 - a) Corporate Sponsors' Logo Page with scroll-over script and Sponsor's URL.
 - b) All relevant sections promoting "\$2 Tuesdays."
4. Commission to include the Sponsor in the **Indiana State Fair Programs**:
 - a) Corporate Sponsors' Logo Page.
 - b) All relevant sections promoting "\$2 Tuesdays."
5. Commission to include the Sponsor in the **Daily Gate Sheets**:
 - a) Sponsor has the option to provide artwork for a **full-page back cover ad** to be included on both "\$2 Tuesdays" Daily Gate sheets.
 - b) Commission to send final ad specs to the Sponsor.
 - c) Sponsor to submit a .pdf file of the ad to the Commission by the requested date.

6. Commission to provide the Sponsor with **one (1) ten-foot by ten-foot (10' x 10')** **promotional booth space inside the Mercantile Building** all 15 days of the Indiana State Fair:
 - a) Commission to determine final booth location.
 - b) Sponsor to staff booth during building hours.
 - c) Sponsor to be responsible for all costs associated with booth space which includes tables, chairs, etc.
 - d) Logistic orders are due directly to the Commission's vendors by the requested dates.
 - e) Sponsor representatives must confine all promotional activities to within the limits of the space allotted to them.
 - f) Exhibit cannot obstruct the flow of people through aisles or other passageways.
 - g) No roving, solicitor, or distributor of information, including those acting for a profit or non-profit organization, may be allowed to operate on the Fairgrounds unless otherwise approved by Commission.
 - h) Sponsor shall comply with all Indiana State Department of Health and Indiana State Fire Marshall regulations.
 - i) The Sponsor must ensure their booth space is clean and free of trash during exhibit hours.

7. Commission to provide the Sponsor with **one (1) ten-foot by ten-foot (10' x 10')** **outdoor promotional booth** all 15 days of the Indiana State Fair:
 - a) Promotional booth to be located in Celebration Park.
(Note: Location to be as close to parade route as possible.)
 - b) Sponsor to staff booth displays from 9:00am - 9:00pm.
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8. Commission to provide the Sponsor with the following **hospitality package**:
 - a) One Thousand (1,000) Indiana State Fair Admission Tickets.
 - b) One Hundred (100) One-Day Parking Passes.
 - c) One (1) Lot 1 Parking Pass.
 - d) Two (2) Vendor ID Badges.

*(Note: Sponsor representatives must complete vendor training to receive badges.
Commission to send training link at the end of June/early July.)*

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II. Duties of Sponsor

Sponsor agrees to the following:

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For the Indiana Secretary of State: Business Services Division:



Jerold A. Bonnet, Deputy Secretary of State

10-23-25

Date

For the State Fair Commission:

Cynthia C. Hoye, Executive Director

for

Date

For the State Budget Agency:

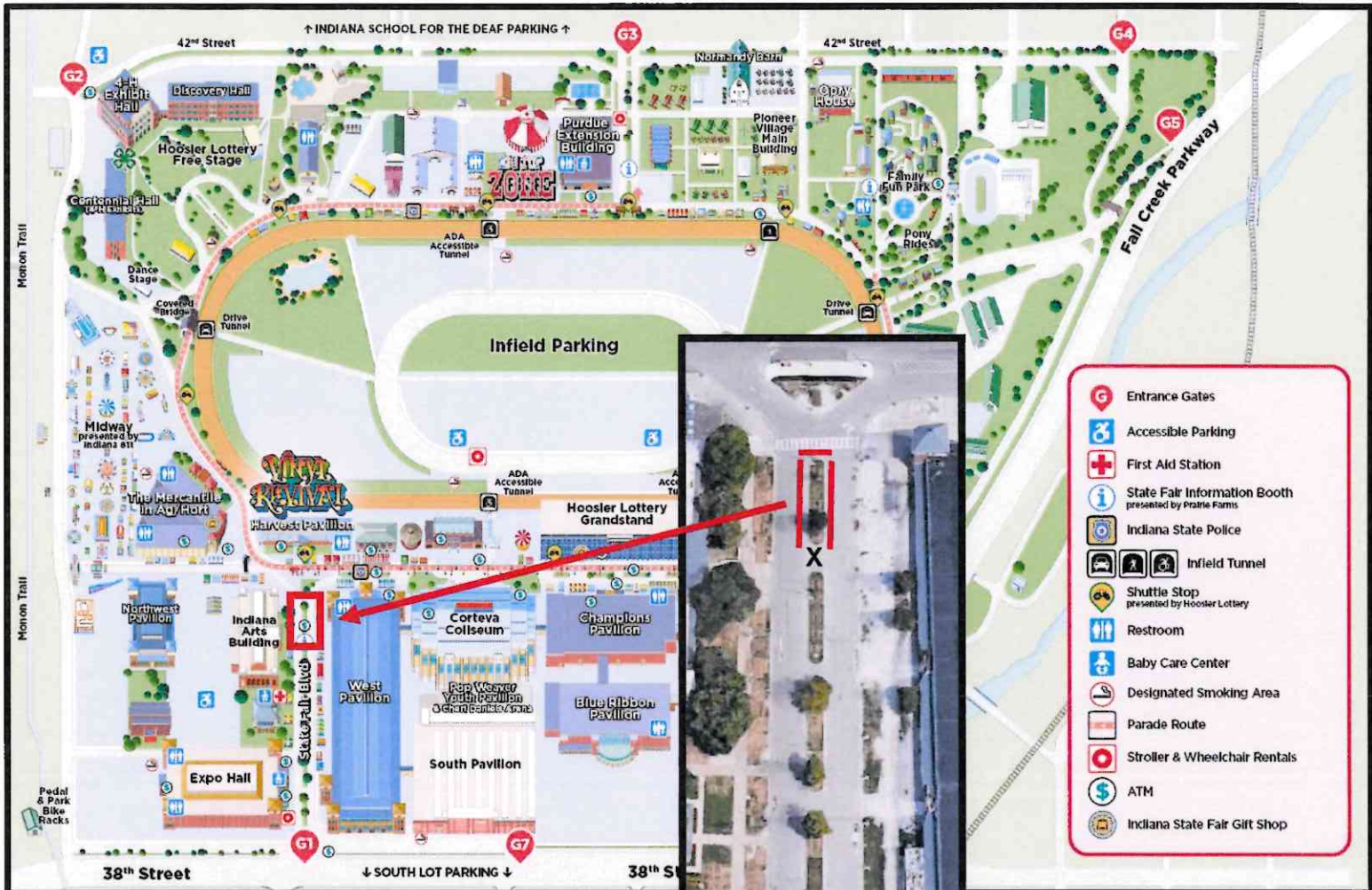
Chad Ranney, State Budget Director

for

Date

APPENDIX A

State Fair Blvd. Location & Layout



Note: Map is not drawn to exact

MEMORANDUM OF UNDERSTANDING BETWEEN
INDIANA SECRETARY OF STATE
and the
INDIANA STATE FAIR COMMISSION
MOU202500015

This Memorandum of Understanding ("MOU") entered into by and between the Indiana Secretary of State: Securities Division ("Sponsor"), a unit of state government, and the Indiana State Fair Commission (the "Commission"), a state body corporate and politic, is executed pursuant to the terms and conditions set forth herein. In consideration of those mutual undertakings, the parties agree as follows:

I. Duties of the Commission

The Commission agrees to provide Sponsor with:

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3. Commission to include the Sponsor on the **Indiana State Fair Website**:
 - a) Corporate Sponsors' Logo Page with scroll-over script and Sponsor's URL.
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 - h) Sponsor shall comply with all Indiana State Department of Health and Indiana State Fire Marshall regulations.
 - i) The Sponsor must ensure their booth space is clean and free of trash during exhibit hours.

7. Commission to provide the Sponsor with **one (1) ten-foot by ten-foot (10' x 10')** **outdoor promotional booth** all 15 days of the Indiana State Fair:
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 - c) One (1) Lot 1 Parking Pass.
 - d) Two (2) Vendor ID Badges.

*(Note: Sponsor representatives must complete vendor training to receive badges.
Commission to send training link at the end of June/early July.)*

- e) Sponsor to purchase the following additional tickets and parking passes:
 - a. One Thousand (1,000) Admission Tickets at the \$2 Tuesday rate.
 - b. One Hundred (100) One-Day Parking Passes at the normal parking rate.
 - c. Commission to invoice the Sponsor as soon as order has been processed.

NOTE: *The Sponsor is responsible for sending all tickets and parking passes to the appropriate on-site representatives prior to the first day of the Fair or on-site staffing dates. All on-site booth workers must have an admission ticket to enter the Fairgrounds each day. If tickets and/or parking passes are not distributed by the Sponsor, they can be purchased at the gates at full price.*

II. Duties of Sponsor

Sponsor agrees to the following:

1. Option for the Sponsor to provide **one (1) written fifteen second (:15) script** to be included in the hourly recognitions on the public-address system to welcome Indiana State Fair guests on both "\$2 Tuesdays." *(Script is due to the Commission by the requested date.)*
2. Option for the Sponsor to provide **five hundred to seven hundred (500-700) hats** for Commission Gates and Parking personnel to wear on both "\$2 Tuesdays." *(Items are due to the Commission by the requested date.)*
3. Option for the Sponsor to **create multiple ten-foot by ten-foot (10' x 10') or ten-foot by twenty-foot (10' x 20') promotional displays on the north island of State Fair Boulevard** on both "\$2 Tuesdays:"
 - a) Sponsor to staff booth displays from 9:00am - 9:00pm.
(Note: Vehicles must be off the main roads by 9:00am. Vehicles are not allowed to access the roads until 11:00pm. The Commission reserves the right to change road hours if needed for security purposes.)
 - b) The Commission reserves the right to pre-approve all promotional giveaway items.
 - c) Sponsor to be responsible for all costs associated with booth space which includes electricity, internet, Pepsi products, tent rental, tables, chairs, etc.
 - d) Logistic orders are due directly to the Commission's vendors by the requested dates.
 - e) Sponsor representatives must confine all promotional activities to within the limits of the space allotted to them.
 - f) Sponsor representatives are prohibited from operating in the aisles or street in such a way as to be a nuisance or interference to the public or to other sponsors and concessionaires.
 - g) Exhibit cannot obstruct the flow of people through aisles or other passageways.
 - h) No roving, solicitor, or distributor of information, including those acting for a profit or non-profit organization, may be allowed to operate on the Fairgrounds unless otherwise approved by Commission.

- i) *See Appendix A for layout of State Fair Blvd. and location on Fairgrounds.*
- 4. Option for the Sponsor to use the **Indiana State Fair Logo** on advertising and publicity materials (excluding sales materials). The Sponsor must send all artwork that includes Fair logo to Commission for final approval.
- 5. Option for the Sponsor to participate in all relevant social media content related to the Indiana State Fair, in accordance with the Indiana State Fair Commission's social media guidelines outlined below:
 - a) When posting on social media, Sponsor must tag the Indiana State Fair using the appropriate platform handles:
 - i. **Facebook:** @indianastatefair
 - ii. **Instagram and X (formerly Twitter):** @indystatefair
 - b) All social media content must specifically relate to the Indiana State Fair.
 - c) The Indiana State Fair Commission reserves the right to:
 - i. Review and approve all Sponsor-produced social media content prior to publication.
 - ii. Remove any tags or content that do not align with the Indiana State Fair Commission's brand standards.
 - d) For additional social media engagement opportunities, please contact your designated Indiana State Fair representative.
- 6. Option for the Sponsor to rent **one (1) golf cart** during the 2026 Indiana State Fair:
 - a) Golf cart rental is based on Commission approval and golf cart company's availability.
 - b) Sponsor to be responsible for all costs associated with golf cart rental. (*Note: final golf cart rental fee is to be determined based on golf cart company's pricing.*)
 - c) All Sponsor representatives who drive the golf cart must sign the rental waiver and abide by the Commission's and Golf Cart Company's rules. Commission reserves the right to revoke golf cart access if any Sponsor representative does not follow established rules.
 - d) Commission to invoice the Sponsor for golf cart rental post-Fair.

III. Sponsorship Fee:

- 1. Sponsor to pay a total fee ("**Sponsorship Fee**") of \$30,000:
 - a) \$15,000 due January 1, 2026.
 - b) \$15,000 due August 1, 2026.
 - c) Commission to invoice the Sponsor directly for each payment.

IV. Term of this MOU

This MOU shall become effective upon signature by both parties and shall remain in effect until August 23, 2026, or until terminated by one of the parties as provided in Section IV.

V. Termination

- A. This MOU may be terminated by either party for its convenience; provided, however, that the party terminating the MOU provides not less than sixty (60) days written notice of termination.

Such notice shall be sent via certified mail to:

Notice to Sponsor:

Indiana Secretary of State
Attn: Jerry Bonnet
200 W. Washington St., Room 201
Indianapolis, IN 46204
Phone: 317-232-6534
Email: jbonnet@sos.in.gov

Notice to the State Fair Commission:

Indiana State Fair Commission
Attn: Contracts – Admin Building
1202 East 38th Street
Indianapolis, IN 46205
Phone: (317) 927-7500
Email: contracts@indianastatefair.com

- B. In the event the Director of the State Budget Agency makes a written determination that funds are not appropriated or otherwise available to support continuation of performance of this MOU, this MOU shall be cancelled. A determination by the Director of the State Budget Agency that funds are not appropriated or otherwise available to support continuation of performance shall be final and conclusive.

[The remainder of this page is left intentionally blank.]

In Witness Whereof, the Commission and the Sponsor have, through their duly authorized representatives, entered into this Memorandum. The parties, having read and understood the foregoing terms of this Memorandum, do by their respective signatures dated below agree to the terms thereof.

For the Indiana Secretary of State: Securities Division:



Jerold A. Bonnet, Deputy Secretary of State

10 - 23 - 25

Date

For the State Fair Commission:

Cynthia C. Hoye, Executive Director

for

Date

For the State Budget Agency:

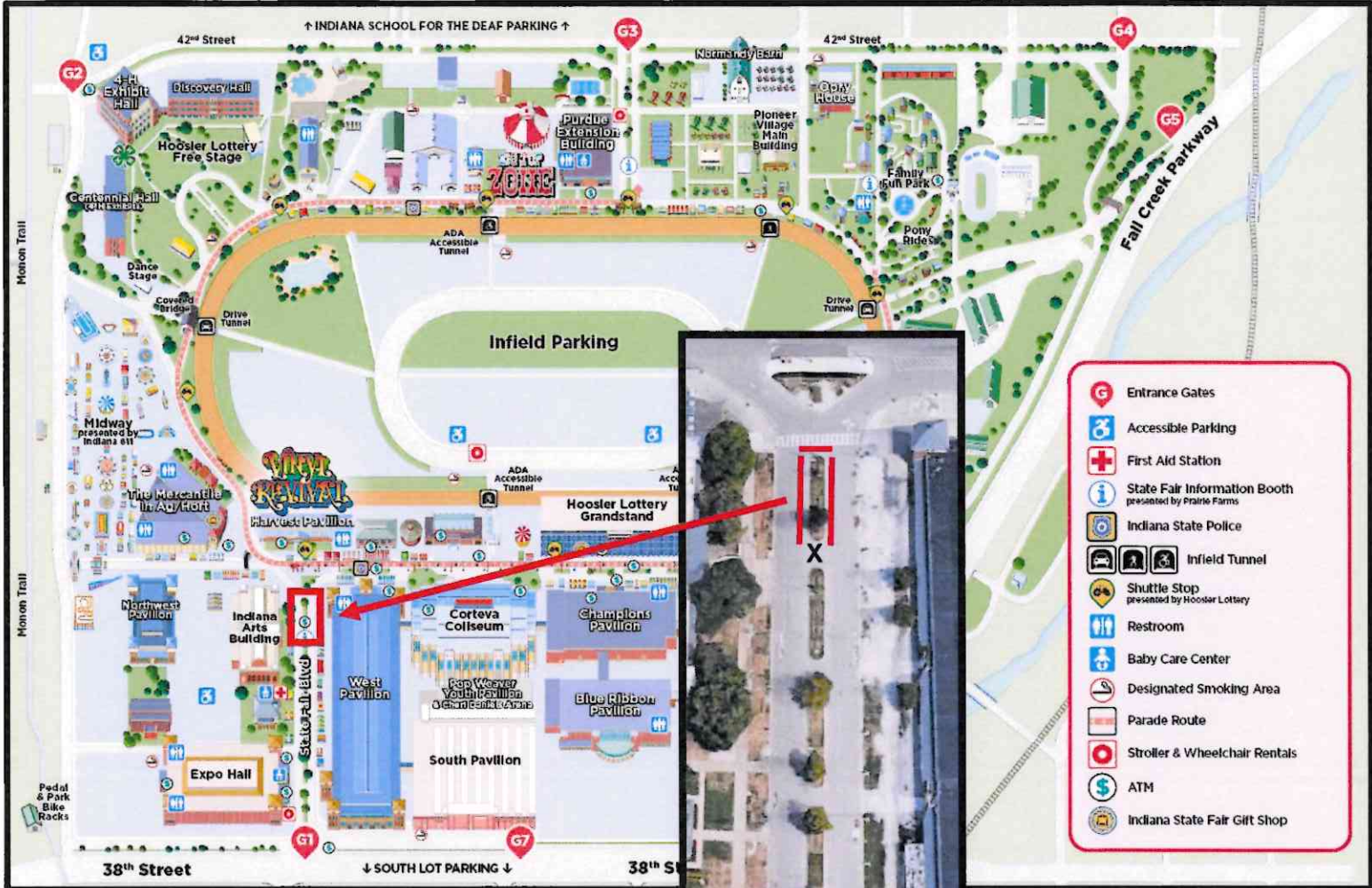
Chad Ranney, State Budget Director

for

Date

APPENDIX A

State Fair Blvd. Location & Layout



Note: Map is not drawn to exact

SECRETARY OF STATE
STATE OF INDIANA
200 W. WASHINGTON STREET, INDIANAPOLIS, IN 46204

SPECIAL PROCUREMENT MEMO

CONTRACT NUMBER: EDS A27-26-014
VENDOR: Indiana State Fair Commission
AMOUNT: N.T.E \$127,000.00 **TERM:** 1 year

PURCHASING AGENT: Jerry Bonnet jbonnet@sos.in.gov

DIVISION/PROJECT – DESCRIPTION OF WORK – JUSTIFICATION

The Secretary of State's office is required to communicate with the public concerning agency's business and regulatory activities, law enforcement activities, public safety, public education and consumer protection duties. In addition to public service media, the agency communications department engages in direct public outreach activities including sponsoring booths and special events at the Indiana State Fair. The agency reaches nearly one-half million Hoosiers through its State Fair sponsorship grant, while simultaneously supporting an important Indiana Institution.

STATUTORY AUTHORITY:

Auto Dealer Services: IC 9-32; Business Services IC 23-0.5 through 23-18.1; Elections IC Title 3; Securities Licensing, Regulation, Enforcement and Consumer Protection: IC 23-19 through 23-20. Enhanced Access – Business One Stop Program IC 5-5-10-5 and IC 5-14-3-8.3

NEED FOR SPECIAL PROCUREMENT

Unique direct public education and outreach opportunities, such as the Indiana State Fair, function as a sole source for reaching specific audience profiles within a specific and affordable price range. There are not comparable commercial public outreach alternatives.

AUTHORITY FOR SPECIAL PROCUREMENT

IC 5-22-10-12 Government Agency Discount; IC 5-22-10-13 Single Source of Supply

VALIDATION OF SPECIAL PURCHASE JUSTIFICATION FOR VENDOR SELECTION

The Agency's communications department staff have significant managerial experience in the fields of outreach and communications and are positioned to make informed assessments of the cost-benefit profiles of different sponsorship and promotional activities to accomplish the office's public outreach and education objectives and responsibilities. The agency saves an average of 15% through direct negotiation for promotion and sponsorship opportunities in lieu of utilizing advertising agencies and communications consultants.

REASONABLE AND COMMERCIALY COMPETITIVE PRICE

The agency's experienced communications staff assessed that the multi-element and multi-activity State Fair sponsorship package, reaching hundreds of thousands of Hoosiers, is reasonable and commercially competitive, and also delivers a direct benefit to an allied state agency.