

Sample Contract

TRADE-OUT AGREEMENT

THIS AGREEMENT made by and between the Board of Regents of the Nevada System of Higher Education, on behalf of Truckee Meadows Community College, hereinafter referred to as "TMCC", and Lotus Communications Corporation, hereinafter referred to as "Lotus."

WHEREAS, each semester more than 10,000 students enroll at Truckee to take academic, occupational and personal interest courses. Due to the area's explosive growth, many new residents may not be aware of TMCC's convenient times and location, quality instruction and affordable tuition.

WHEREAS, since 1971, TMCC has helped area residents adapt to Washoe County's changing economy through university transfer, occupational certification and community service programs. More than 50 degree programs are offered, ranging from architectural design and criminal justice to secondary education and nursing. Classes are held at more than 40 venues county wide, including TMCC's four campuses and education centers.

WHEREAS, we feel that Lotus Communications Corporation's area-wide appeal would significantly boost our information and registration campaign. In return, Lotus will gain increased visibility in our community through TMCC promotion. We invite you to become the official radio sponsor of TMCC's spring 2003 semester.

NOW, THEREFORE, in consideration of the aforesaid premises, the parties mutually agree as follows:

As the radio sponsor of the TMCC spring 2003 semester, Lotus will receive:

- Prominent display of your logos on the back cover of 50,000 class schedules, which will be available at community sites and TMCC campuses and education centers from November 2002 through February 2003.
- Prominent display of your logos on the front cover of 140,000 postcards, which will be mailed to every Washoe County resident in November 2002.
- Prominent display of your logos on the front cover of 140,000 foldout mailers, which will be mailed to every Washoe County resident in January 2003.
- Mention of Lotus's sponsorship in TMCC's external newsletter, *TMCC Trends*
- Mention of Lotus's sponsorship in TMCC's internal electronic publication, *TMCC This Week*
- Mention of Lotus's sponsorship in registration press releases.

In return, Lotus Communication Corporation stations KDOT, KHIT, KHXR, KOZZ and KPTT will:

- Agree to run five live mentions a day, plus 150 total promotional spots between 5 a.m. and midnight on each station from January 1 through 31.
- Produce the promotional spot to air on Lotus radio stations.

Terms

The terms of this agreement shall be for a period of \_\_\_\_\_ beginning \_\_\_\_\_ and ending \_\_\_\_\_.

Modification

This Agreement may be amended at any time only upon mutual agreement in writing of the parties.

Benefit

We believe this sponsorship enhances the stature and visibility of both our organizations and furthers community recognition of Lotus Communications Corporation as an active supporter of education in Northern Nevada.

Board of Regents of the Nevada System of Higher Education (NSHE), on behalf of Truckee Meadows Community College, Foundation, Institutional Advancement

Lotus Communications Corporation  
(Address)

RECOMMENDED BY:

_____	_____	_____	_____
Name	Date	Name	Date
Title		Title	

APPROVED BY:

_____	_____	_____	_____
Philip M. Ringle, Ph.D.	Date	Name	Date
President		Title	