

**APPROVE ENTERING INTO A SPONSORSHIP AGREEMENT WITH TARGET CORPORATION
RELATING TO ELEMENTARY SCHOOL UNIFORMS**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Approve entering into a Sponsorship Agreement with Target Corporation to provide CPS parents with more attractive pricing and inventory on elementary school uniforms, as well as assistance for Board programs. A written agreement is currently being negotiated. The authority granted herein shall automatically rescind in the event a written agreement is not executed within 90 days of the date of this Board Report. Information pertinent to this agreement is stated below.

SPONSOR: Target Corporation
1000 Nicollet Mall
Minneapolis, MN 55403
Lynn Farmer
612.761.0414

USER: Communications Department
125 S. Clark Street, 6th Floor
Elizabeth Alexander
773.553.1625

PROGRAM DESCRIPTION: The goal of this sponsorship program is to provide CPS parents, who must purchase school uniforms for their elementary school children, with better pricing and inventory levels by granting one retailer the designation of "official provider of CPS elementary school uniforms" (the "Program"). In exchange for the designation, Sponsor will:

- (a) pay the Board a sponsorship fee of \$10,000.00;
- (b) pay the Board an additional sponsorship fee of \$20,000.00 for a Board program to be designated by the Board and approved by Sponsor;
- (c) donate no less than 7,000 uniforms (tops and bottoms) to the Board for distribution to homeless students;
- (d) offer such discounts to CPS parents on uniforms and uniform components as are approved by the Board;
- (e) enhance its inventory of school uniforms and uniform components to ensure that uniforms and uniform components are readily available in its stores and online;
- (f) communicate the Program to CPS parents; and
- (g) financially support the marketing of the Program with such funds as are agreed to between the Sponsor and the Board.

TERM: The term of this agreement shall commence on the date the agreement is signed and shall end twelve months thereafter. The Board shall have 2 options to renew the agreement for periods of 1 year each.

RESPONSIBILITIES OF PARTIES: Sponsor is responsible for creating appropriate marketing materials to promote the Program to CPS parents, for enhancing its inventory of school uniforms to meet increased demand, and to honor the discounts created for CPS parents. The Board is responsible for distributing the marketing messages to CPS parents, and to designate the Sponsor as the official provider of CPS elementary school uniforms.

FINANCIAL: Sponsor will donate no less than 7,000 complete uniforms for distribution to CPS homeless students. Sponsor will provide the Board with \$30,000.00 to support Board programs, Sponsor will offer specific discounts to CPS parents on uniform purchases, and Sponsor will support the Program with marketing funds.

AUTHORIZATION: Authorize the General Counsel to include other relevant terms and conditions in the written agreement. Authorize the President and Secretary to execute the agreement. Authorize the Director of Communications to execute all ancillary documents required to administer or effectuate this agreement.

AFFIRMATIVE ACTION: Not Applicable.

LSC REVIEW: Local School Council approval is not applicable to this report.

FINANCIAL: Credit to Office of Communications, Special Income Fund 124, Marketing, for distribution to Board programs.

GENERAL CONDITIONS:

Inspector General – Each party to the agreement shall acknowledge that, in accordance with 105 ILCS 5/34-13.1, the Inspector General of the Chicago Board of Education has the authority to conduct certain investigations and that the Inspector General shall have access to all information and personnel necessary to conduct those investigations.

Conflicts – The agreement shall not be legally binding on the Board if entered into in violation of the provisions of 105 ILCS 5/34-21.3 which restricts the employment of, or the letting of contracts to, former Board members during the one year period following expiration or other termination of their terms of office.

Indebtedness – The Board's Indebtedness Policy adopted June 26, 1996 (96-0626-PO3), as amended from time to time, shall be incorporated into and made a part of the agreement.

Ethics – The Board's Ethics Code adopted June 23, 2004 (04-0623-PO4), as amended from time to time, shall be incorporated into and made a part of the agreement.

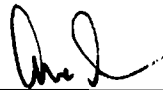
Contingent Liability – The agreement shall contain the clause that any expenditure beyond the current fiscal year is deemed a contingent liability, subject to appropriation in the subsequent fiscal year budget(s).

Approved for Consideration:



Dr. Barbara Eason-Watkins
Chief Education Officer

Approved:



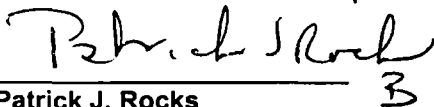
Arne Duncan
Chief Executive Officer

Within Appropriation:



Pedro Martinez
Chief Financial Officer

Approved as to legal form:



Patrick J. Rocks
General Counsel