

**MEMORANDUM OF UNDERSTANDING**  
**Between**  
**KAIT-Channel 8**  
**And**  
**CITY OF JONESBORO PARKS AND RECREATION**

RE: PRODUCTION AND ADMINISTRATION OF THE K8-8K

Purpose.

This Memorandum of Understanding (MOU) between the KAIT-CHANNEL 8 (KAIT) and the City of Jonesboro Parks and Recreation (City) is entered for the purpose of promoting and administering the K8-8K as a high quality running event in northeast Arkansas.

Terms and Conditions.

KAIT agrees to:

- A. In general provide planning, marketing, promotions and advertising for the 8K.
- B. Specifically this shall also include:
  - a. Coordinate planning meetings.
  - b. Coordinate all advertising, marketing and sponsorships.
  - c. Designate a "Race Chairperson" to communicate with the City.
  - d. Select local charities to:
    - i. Recruit volunteers
    - ii. Donate proceeds
  - e. Administer all aspects of race registration.
    - i. Provide race numbers.
    - ii. Coordinate registration tent sponsorship, tent set-up and arrangement of tables and chairs in registration tent.
    - iii. Friday night Packet Pick-Up
  - f. Purchase or have donated the following for course management
    - i. Banners
    - ii. Mile Markers
    - iii. Sponsor Signage at Start/Finish Line
    - iv. Start/Finish Decorations
    - v. Timing
    - vi. Finish line food and drinks (sports drink, water and sodas)
    - vii. Ambulance Service
    - viii. Awards
  - g. Provide an event emcee
  - h. Coordinate all non-race related events at the 8K, including
    - i. Pre-race ceremony
    - ii. Setting sponsor banners
    - iii. Sponsor Expo
    - iv. Post race events.
  - i. Permit Jonesboro City's race director to make final race related decisions on race day, not requiring expense to KAIT.
  - j. Reimburse the City of Jonesboro any unforeseen race day expenses for expendable items.
  - k. Provide \$12,000.00 worth of television advertising on KAIT for Jonesboro Parks and Recreation.-

The City agrees to:

- A. In general, provide course management for the 8K.

- B. Specifically course management shall also include:
- a. Designate a "Race Director" to communicate with the "Race Chairperson" on course management issues.
  - b. Provide a clean and safe venue at Craighead Forest Park. •
  - c. Provide KAIT a number and summary of duties of volunteers required two weeks prior to the event date.
  - d. Meet with and assign volunteers.
  - e. Set directional and informational banners prior to race day and set sponsor banners on the race course.
  - f. Set up and administering parking.
  - g. Prepare a race day itinerary to be approved by KAIT
  - h. Set race course markings, cones and directional signage.
  - i. Set start/finish arch, finish chute and decorations obtained by KAIT.
  - j. Provide power, lighting, tables and chairs for registration tent.
  - k. Provide equipment, set up and administer race course including the following:
    - i. Set up and administer water stations using volunteers provided by KAIT and charities.
    - ii. Mileage signs
    - iii. All aspects of the start/finish line
      - 1. Start/Finish Arch
      - 2. Clock
      - 3. Chutes
      - 4. Tables
      - 5. Timing
      - 6. Caution Tape
      - 7. Tables
      - 8. Power
      - 9. Drink Tubs
      - 10. Ice
      - 11. Additional Barricades
      - 12. Set-up of finish line, tubs and drinks
- C. Work to the best of its ability to provide an exceptional race and to work with KAIT on race day to solve any and all problems which may arise no matter which party contributed to the problem.

Period Covered.

This MOU shall be in force until January 31, 2009.

In witness whereof, each party has caused this Memorandum of Understanding to be executed by an authorized official on the day and year set forth below their signature.

KAIT CHANNEL-8

BY: 

TITLE: *VP General Manager*

DATE: *2/11/2008*