

MEMORANDUM OF UNDERSTANDING
SHEPHERD STADIUM FIELD NAMING RIGHTS

PURPOSE

This Memorandum of Understanding documents the understanding between the City of Colonial Heights (the “City”) and Nutrien AG Solutions, Inc. (“Nutrien”) for the naming of the field at Shepherd Stadium, located at 901 Meridian Ave., Colonial Heights, Virginia (the “Stadium”).

The Collegiate Baseball Experience, LLC (“CBE”) and Nutrien are entering into a three-year agreement related to sponsorship and the naming of the field at the Stadium (the “Naming Rights Agreement”). Under the Lease Agreement dated January 20, 2021, between the City and CBE, CBE has the exclusive right to lease advertising space inside the Stadium on the outfield wall and sponsor wall; and, subject to approval of the City, on or adjacent to the scoreboard or other areas inside the Stadium for a three-year period.

TERMS AND CONDITIONS

In exchange for the conditions herein, the City approved naming the field at the Stadium “Nutrien Field at Shepherd Stadium” for a three-year period.

The City agrees that during all baseball and softball game-day operations held at Shepherd Stadium for the three-year period, that all stadium sound system game-day public addresses will refer to the field as “Nutrien Field at Shepherd Stadium”. Baseball and softball activities include: NCAA games, Colonial Heights High School Varsity and Junior Varsity games, Virginia Independent Schools Athletic Association State Tournament, Chili Peppers games and events, American Legion Post 284 games, Colonial Heights Optimist BIB Tournament games, and various other youth and adult games and tournaments. On the City website, “Nutrien Field at Shepherd Stadium” will be displayed under the History of Shepherd Stadium section in the Shepherd Stadium facilities description.

The use of the name “Nutrien Field at Shepherd Stadium” shall not apply to other City events at Shepherd Stadium that are not included above.

Except as stated in the Naming Rights Agreement, any other forms of branding on the interior of Shepherd Stadium must be approved by the City, CBE and Nutrien. This Memorandum of Understanding between the City and Nutrien does not authorize Nutrien to attach branding outside of or to the exterior of Shepherd Stadium.

Nutrien agrees to provide the City of Colonial Heights the following goods and services, up to a value of \$8,000 per year for three years and subject to Nutrien’s standard terms of sale and services agreements, the delivery of which shall be coordinated with the City’s Director of Recreation and Parks or his designee:

- Vegetation management / agronomic consultation at parks and fields provided annually at no charge.
- Goods for vegetation management projects.
- Goods to supplement the existing turf management program.

The City may “cash out” any unused balance of the goods and services value annually for other Department of Recreation and Parks needs.

Future field renovations at Shepherd Stadium - once the scope of work is defined and the Department of Recreation and Parks approves the renovations, Nutrien will review potentially providing support for the project. – TBD, pending future plans and approval.

EFFECTIVE DATE AND SIGNATURE

This Memorandum of Understanding shall be effective as of February 10, 2021, and it shall terminate three years after its effective date

CITY OF COLONIAL HEIGHTS

NUTRIEN AG SOLUTIONS, INC.

By: _____

Name: Douglas E. Smith

Title: City Manager

By: _____

Name: Tim Smith

Title: Division Manager

Approved as to form:

City Attorney