



Carton Council

_____, 2011

City of Milwaukee
Attn: Ghassan Korban, Commissioner of
Public Works
841 N Broadway, Room 501
Milwaukee, WI 53202

Dear Mr. Korban:

The purpose of this letter is to confirm our mutual agreement concerning a contribution to be provided by the Carton Council of North America, Inc. (the "Carton Council") to the City of Milwaukee (the "City") to support the City's efforts to expand its single stream curbside recycling program to include aseptic and gable top cartons ("Post Consumer Cartons"). Specifically, our agreement is as follows:

- Within 30 days after the City's return to the Carton Council of a copy of this letter signed and dated by the City, the Carton Council will pay to the City the amount of \$50,000 (the "Program Funds"). The Program Funds will be paid by wire transfer of funds to an account designated in writing by the City (or by other means mutually acceptable to the parties).
- During the period beginning on the date the City signs this letter, as set forth in the signature block below (the "Signature Date"), and running through June 30, 2014, the City intends to include Post Consumer Cartons in its single stream curbside recycling program and transfer Post Consumer Cartons collected as part of such program to a municipal recycling facility that has the ability to sort Post Consumer Cartons from other recyclables.
- The City will use the Program Funds exclusively for promotional activities to raise community awareness of changes in the City's single stream curbside recycling program, including, but not limited to, the addition of Post Consumer Cartons to the list of recycled materials. Such promotional activities may include, among other things, mailers to households, print, radio and on-line advertising, and the placement of image boards (featuring Post Consumer Cartons as well as other recyclable materials) on recycling trucks.
- During the period beginning on the Signature Date and running through June 30, 2014, the Carton Council may from time to time (at the Carton Council's option) offer communications support to the City in connection with the City's efforts to promote Post Consumer Carton recycling, it being understood that the provision of



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any such support will be subject to the parties' mutual agreement as to the nature and timing thereof.

Please confirm the City's agreement with the terms set forth above by arranging to have a copy of this letter signed and dated by the City and returned to the Carton Council at the following address: Carton Council of North America, Inc., 101 Corporate Woods Parkway, Vernon Hills, Illinois 60062 (Attn: Jeff Fielkow).

Thank you for your recycling efforts.

Yours very truly,

Carton Council of North America, Inc.

By: _____

Print Name: _____

Title: _____

7973510

Accepted and agreed:

City of Milwaukee

By: _____

Print Name: _____

Title: _____

Date: _____