

BIBLIOGRAPHY

Bauer says state should consider selling naming rights. (2003, November 26). *The Atlantic Journal-Constitution*. Retrieved February 29, 2004, from <http://www.ajc.com/news/content/news/1103/27namerights.html>

California Budget Project. Retrieved March 2004, from <http://www.cbp.org/statebud.htm>.

Chung, J. (2003, April 3). Branded. Message posted to gothamist, archived at <http://www.gothamist.com/archives/2003/04/03/branded.php>

Corporate Sponsorships of Stadiums and Other Institutions Don't Always Pay Off. (2001, May 9). University of Pennsylvania, Wharton School, Knowledge@Wharton. Retrieved February 29, 2004, from <http://knowledge.wharton.upenn.edu/index.cfm?fa=viewArticle&id=360>

County of Los Angeles Department of Beaches and Harbors. (2001) County of Los Angeles: Exclusive Concession, Vending and Public Service Marketing Sponsorships. Marina Del Rey, CA: Author.

Department of Coroner, Executive Marketing Program, Retrieved from March 2004 from <http://coroner.co.la.ca.us/htm/exemp.htm>.

Dolan, T. (2003, May 14). Marketer Urges Town to Sell Endorsements for Revenue. *Buffalo News*. Retrieved February 29, 2004, from <http://www.commercialalert.org/amherst.htm>

Elliott, S. (2003, June 23). The Media Business: Advertising; Short on cash, municipalities are renting out public spaces to marketers. *The New York Times*. p. C10.

Fine, H. (2001, February 26). Effort to Build New L.A. Fiber-Optic Network Falts (deal with RCN Corp. postponed). *Los Angeles Business Journal*.

Fine, H. (2003, April 14). L.A. city, county, strategizing plans for budget gaps. *Los Angeles Business Journal*.

Garcia, M. (2003, December 7). New York, Brought to you by...City seeks to raise revenue by selling public spaces to advertisers; kiosks, subway stations targeted. *The Washington Post*. p. A03.

Grant, A. (2003, December 23). State Officials eye corporate sponsorship of rest areas. *Duluth News Tribune*. Retrieved January 22, 2004, from <http://www.stg.duluthsuperior.com>

Hahn, J. (2003, December 10). Mayor Hahn and Congresswoman Roybal-Allard Announce Federal Award of \$17 Million in Grants to Enhance Security at the Port of Los Angeles [News Release]. Office of Mayor James K. Hahn. Retrieved March 2004, from www.lacity.org.

Kavaratzis, M. (n.d.) City Brands: The Why and How of City Branding. University of Groningen.

Killen, J. (2002, June 21). Nike Putting New Spring in Old Courts. Oregonian. Retrieved February 29, 2004, from <http://www.commercialalert.org/cityforsalepdx.htm>

Lefton, T. (2003, December 8). Made in New York: A Nike swoosh on the Great Lawn? Selling the Big Apple has been a political nightmare, but it's also a marketer's biggest dream. Brandweek. XLIV. 29.

McGreevy, P. (2004, February 25). What's in a Name? For L.A., Money. Los Angeles Times. Retrieved February 25, 2004 from <http://www.latimes.com/news/local/la-me-naming25feb25,1,2098522,print.story?coll=la-headlines-california>

Molnar, A. (2002). Fifth Annual Report on Commercialism in Schools/The Corporate Branding of Our Schools. Arizona State University, Tempe, Education Policy Studies Laboratory, Commercialism in Education Research Unit.

Nader, R. (n.d.). Selling the City, Drink by Drink. Commercial Alert. Retrieved February 29, 2004, from http://www.commercialalert.org/index.php/category_id/3/subcategory_id/41/article_id/192

Neff, E. (2000, October 19). Las Vegas may roll dice on deal with 'Net casino. Las Vegas Sun. Retrieved December 3, 2003, from http://www.lasvegassun.com/sunbin/stories/lv_gov/2000/oct/19/510924654.html

Nemeth, R. (2002, November 10). City's marketing drive switches to high gear. Worcester Telegram & Gazette. Retrieved December 3, 2003, from <http://telegram.com/static/reprints/nemethonwmc.html>

New York City Police Foundation, Licensing Program. (2002). Retrieved December 3, 2003, from <http://www.nycpolicefoundation.org/licensing.html>

Officials Discuss Licensing Las Vegas Name, Logo to Internet Casino Venture. (1999). Gambling Magazine. Retrieved December 3, 2003, from <http://www.gamblingmagazine.com/articles/23/23-275.htm>

Paxton, A. personal communication, February 6, 2004.

Peschiutta, C. (2001, July 2). Battle Looming Over Massive City 'Street Furniture' Contract. Los Angeles Business Journal.

Phan, M. (2004, March 15). Big Apple polishing meant to bear fruit. NY Newsday Inc.. Retrieved March 21, 2004, from <http://www.nynewsday.com/business/local/newyork/ny-bzphan153708368mar15,0,1082039.column>

Phan, M. (2004, March 3). NYC sees Snapple deal as launch pad. NY Newsday, Inc.. Retrieved March 21, 2004, from <http://www.nynewsday.com/business/local/newyork/ny-bznyc033693529mar03,2,7322894.story>

Poldre, T. (2002, October 9). A new era, new look and new direction for Hamilton, key elements of the city's branding initiative [News Release]. City of Hamilton, ON. Retrieved February 29, 2004, from <http://www.city.hamilton.on.ca/NEWS-ROOM/archives/2002-Releases/02-10-09.asp>

Ruskin, G. (2001, January 23). Nader Urges Governor Cellucci Not to Sell Names of T Stations [News Release]. Commercial Alert. Retrieved February 29, 2004, from http://www.commercialalert.org/index.php/category_id/3/subcategory_id/41/article_id/42

Ruskin, G. (2001, May 2). Sell the Naming Rights to Your Suits, Councilman [News Release]. Commercial Alert. Retrieved February 29, 2004, from http://www.commercialalert.org/index.php/category_id/3/subcategory_id/41/article_id/21

Ruskin, G. (2002, February 21). Coalition asks NYC Mayor Bloomberg Not to Sell Naming Rights to City Parks [News Release]. Commercial Alert. Retrieved February 29, 2004, from http://www.commercialalert.org/index.php/category_id/3/subcategory_id/41/article_id/94

Ruskin, G. (2002, July 30). San Francisco Moves to Ban Sales of Naming Rights; First Major city to Counter Naming Rights Trend [News Release]. Commercial Alert. Retrieved February 29, 2004, from http://www.commercialalert.org/index.php/category_id/3/subcategory_id/41/article_id/165

Ruskin, G. (2004, February 27). What's in a Name? A Potful of Problems. Retrieved March 3, 2004, from <http://www.commondreams.org/cgi-bin/print.cgi?file=/views04/0227-03.htm>

Ryan, J. (2004, February 15). SF has established a Marketing division within their Economic Development Department!. SFGate. Retrieved from <http://www.sfgate.com/cgi-bin/article.cgi?file=/c/a/2004/02/15/BAGV351FP>.

San Diego, CA, Corporate Partnership Program. (n.d.) What is a Marketing Partnership? Retrieved January 27, 2004, from <http://www.sandiego.gov/corporatepartnership/>

San Diego, CA, Corporate Partnership Program, Existing Partnerships. (n.d.) Pepsi Bottling Group, Inc., Pepsi - Official Provider of Cold Drink Vending Machines in the City of San Diego! Retrieved January 27, 2004, from <http://www.sandiego.gov/corporatepartnership/pepsi.shtml>

San Diego, CA, Park and Recreation, Municipal Marketing Partnership. (n.d.). Retrieved February 29, 2004, from <http://www.sandiego.gov/park-and-recreation/general-info/marketing.shtml>

Sawyer, C. (2003, November 17). Seminar Focuses on the Challenges of Marketing Your City. The National League of Cities. Retrieved March 21, 2004, from

http://www.nlc.org/nlc_org/site/newsroom/nations_cities_weekly/display.cfm?id=5E9203D0-7F61-4ACC-B93762A1C5452818

Schneider, M. (2003 June). A Slice of the Good Life: Philadelphia. CRM Magazine. Retrieved March 21, 2004, from <http://www.destinationcrm.com/print/default.asp?ArticleID=3156>

Selling the Public Square [Editorial]. (2003, September 16). Christian Science Monitor. Retrieved February 29, 2004, from <http://www.commondreams.org/views03/0916-06.htm>

Simon, S. (2003, September 30) Illinois Angles for Sponsors to Close Budget Gap; State seeks corporate help to restore cut services. Naming parks is off-limits -- for now. Los Angeles Times. p. A22.

Stanely, T.L. (2004, March 1). Selling Los Angeles to Marketers: City Organizes Aggressive Program to Negotiate Sponsorship Deals. Retrieved March 3, 2004 from <http://www.adage.com/news.cms?newsId=39927>

Strom, S. (2002, August 23). Portland gets creative in shrinking budget battle. The Business Journal of Portland. Retrieved February 29, 2004, from <http://portland.bizjournals.com/portland/stories/2002/08/26/story6.html>

Taboada, H. (2002, July 1). Financial Management/Taking a refreshing look at fundraising. American City & County Magazine. Retrieved February 29, 2004, from http://americacityandcounty.com/ar/government_taking_refreshing_look/index.htm

Taylor, C. (2004, March 5). Continued scrutiny of Snapple deal. NY Newsday Inc.. Retrieved March 21, 2004 from, <http://www.nynewsday.com/search/ny-nysnap053696048mar05,2,528740.story>

Thrush, G. and Janison, D. (2004, March 19). NOT A SNAP: Snapple deal gets canned City comptroller's rejection of agreement with soft drink giant sets up potential legal battle with Bloomberg. NY Newsday Inc.. Retrieved March 21, 2004, from <http://www.nynewsday.com/search/ny-nysnap193714062mar19,0,1251883.story>

Town considers licensing name. (1997, December 14). Amarillo Globe-News. Retrieved December 3, 2003, from <http://www.amarillonet.com/stories/121497/LG3046.001.shtml>

Westfeldt, A. (2004, March 18). City comptroller rejects city's exclusive Snapple contract; process was "tainted." NY Newsday Inc.. Retrieved March 21, 2004, from <http://www.nynewsday.com/news/local/wire/ny-bc-ny--nyc-snapple0318mar18,0,3172355.story>

Yan, E. (2003, September 9). Snapple Snags City Deal. New York Newsday. Retrieved December 3, 2003, from <http://www.nynewsday.com/nyc-snap0910.story>

Young, R. (2003, October 21). Making Marketing Matter with the New York City Brand: An Interview with CMO Joe Perello. MarketingProfs Newsletter. Retrieved December 1, 2003, from <http://www.marketingprofs.com/3/young7.asp>