


EXECUTIVE MANAGEMENT COMMITTEE

# Metro Branded and Specialty Merchandise

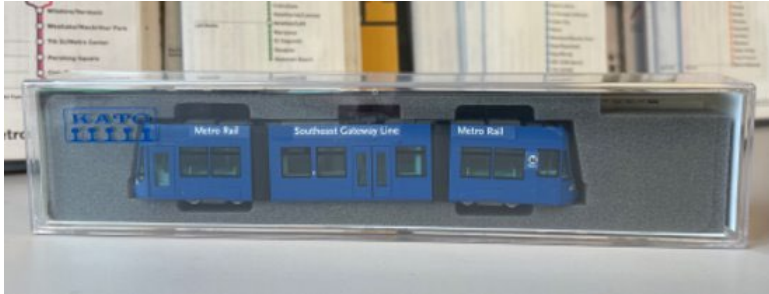


October 2024



**Authorize CEO to award a 2-year,  
firm-fixed unit rate contract to  
Cétera Marketing, LLC to provide  
Metro-branded merchandise in  
the not-to-exceed contract  
amount of \$3.5M**

# Sample of Previously Ordered Items



October 2024

# Benefits of a Centralized Promotional Item Vendor

- Potential overall cost savings by leveraging economies of scale
- Ensures consistency of brand standards
- Streamlines ordering process
- Helps ensure compliance with existing Metro policy



Any questions?