



SPONSORSHIP AGREEMENT

123 Maple Street Anytown, PA 17101
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This Sponsorship Agreement ("**Agreement**") has been signed on _____ by and between:

_____ with principal address _____

 ("**Sponsor**");

- and -

_____, with principal address at _____

 ("**Organizer**");

WHEREAS, Organizer has the exclusive right to organize and conduct a/an _____ event which is to be held on _____, at _____ (hereinafter known as the '**Event**');

WHEREAS, the Sponsor has determined to provide financial support for the amount of _____ (_____) for the Event in exchange for certain promotional rights to be provided by Organizer;

NOW, THEREFORE, for and in consideration of the mutual promises and covenants contained herein, the Parties agree to the terms as follows:

1. Term of The Agreement

This Agreement has been concluded only for the Event. Except for the confidentiality clause below, issues regulated in this Agreement are valid only during the event period.

2. Services Provided

During the effectivity of this Agreement, Organizer is granted by Sponsor the right to use Sponsor's Trademarks as described herein in advertising and promoting Sponsor's Products and Services as defined herein (referred to such "**Products and Services**") as the Official Product or Service for the Event.

3. Promotion Rights

Organizer shall provide the following rights to Sponsor:

- Sponsor shall have the right to use Organizer's Trademarks for purposes of Sponsor's promotional activities until the end of the event;
- Sponsor shall have the right to sell products at the Event venue all throughout the event period;
- Sponsor shall have the right to have additional signs at locations specified by Organizer under the specifications of the Organizer;

- Sponsor shall have the right to credit in all print advertising made by Organizer in connection with the Event;
- Sponsor shall have the right to be named in all press releases by the Organizer in relation to the Event;
- Sponsor shall have the right to sell and/or give away promotional merchandise during the event;
- Sponsor shall have the right to use the name of the event in Sponsor's advertising and/or promotional campaigns;
- Sponsor shall have the right to periodical thirty (30) second exposure of video advertising on site on the date of Event;
- Sponsor shall have the right to construct a booth on the date of the Event, subject to specifications provided by Organizer in the Sponsorship packages offered by the latter.

4. Trademarks and Trade Names

Sponsor's trademarks, Service Marks, Trade Names, Copyright, Intellectual Property, and all other identifications which may be identified with Sponsor's products or services (hereinafter referred to as "**Trademark**") shall remain as property of Sponsor.

Organizer is authorized to use Sponsor's Trademark in any and all advertising and promotional materials of Organizer for the Event with reasonable care that shall not negatively affect Sponsor's reputation.

Organizer shall not manufacture merchandise using any of the Trademarks without the Sponsor's prior written consent.

5. Merchandising

Organizer warrants that any and all merchandise manufactured for the Event that shall bear the name of Organizer and Sponsor shall be of high quality and commercial standard and shall be free from any defects or deformities.

6. Warranty

Each party warrants that they have the full legal right and capacity, including having the necessary governmental licenses and permits in conducting business in the State to enter into this Agreement and comply with the necessities of their rights and obligations in accordance with its terms and conditions without violating the rights of any third person.

7. Confidentiality

This Agreement contains the terms and conditions as agreed upon by the parties herein which correspondence shall constitute confidential information. The parties agree that the recipient of the confidential information shall keep confidential the confidential information to any third party without the written consent of the other party.

8. Non-Compete

Organizer agrees that in exchange of the sponsorship provided by Sponsor, Organizer shall not provide sponsorship, promotion, or advertising activities for the benefit of Sponsor's direct competitors.

9. Independent Contractor

Parties agree that this Agreement will not be construed as having an employer-employee relationship, an agency, partnership, joint venture, or any other similar legal or business relationship other than independent contractors. Neither party is allowed to represent the other whether or not consented by the other.

10. Governing Law

The Parties agree that this Agreement shall be governed, construed and enforced in accordance with the laws of _____.

11. Assignment

Neither party may assign, transfer, or delegate any of its rights and obligations hereunder, without the prior written consent of the other.

12. Separability

Should any provision in this Agreement be construed and held invalid by any competent court, the rest of the remaining provisions hereof shall remain valid and enforceable.

IN WITNESS WHEREOF, the parties have signed this agreement on the date first above written.

Organizer

Sponsor



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These templates are suggested forms only. If you're using a form as a contract, or to gather personal (or personal health) info, or for some other purpose with legal implications, we recommend that you do your homework to ensure you are complying with applicable laws and that you consult an attorney before relying on any particular form.