

# EVENT SPONSORSHIP AGREEMENT

This Agreement is entered into on this day \_\_\_\_\_, 20\_\_ by and between \_\_\_\_\_ (Sponsoring Individual/Company) hereinafter referred to as "Sponsor" and \_\_\_\_\_ (Promoter or Event Coordinator) hereinafter referred to as "Promoter."

WHEREAS, Promoter has booked and organized the event known as " \_\_\_\_\_ " hereinafter referred to as "Event".

Event Description:

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WHEREAS, Event shall take place on \_\_\_\_\_ (Date or Dates) between \_\_\_\_\_ and \_\_\_\_\_ at \_\_\_\_\_ (Event Location)

THEREFORE,

Sponsor agrees, as valuable consideration, to pay the following sum, provide the following services, and/or provide the following goods to Promoter for Event related purposes:

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Such consideration is a payable/due upon execution of this agreement.

In exchange for above mentioned valuable consideration, Promoter, shall, on behalf of self and Event provide the following:

- 1.) Visible advertisement with Sponsor's print ready logo or trademark on all handbills, flyers, and Event signage used for the promotion and marketing of Event.

- 2.) Cause mention of Sponsor as to their sponsorship of Event on any and all television, internet, or radio promotions.
- 3.) Cause mention of Sponsor as to their sponsorship at Event at convenient times to both Artist's performing at Event and Promoter.
- 4.) Visible advertisement with Sponsor's web ready logo or trademark on Event or Promoter website (if applicable) with link to Sponsor's website (if applicable.)
- 5.) Make reasonable efforts to promote event and offer maximum exposure to Sponsor and Sponsor's business in a positive light.

NOW,

This Agreement does not create a joint venture or partnership, and neither party has the authority to bind the other to any third party without express written consent under a separate agreement.

If for any reason, other than by fault of Promoter, should event be cancelled, postponed, or otherwise changed, Sponsor shall not hold liable Promoter for lost consideration. If, however, Promoter fails to prove use of funds or merchandise for Event purposes in such cancellation occurrence, Promoter shall return all unused funds and goods to Sponsor immediately upon notification. In the event of cancellation, and only cancellation, if Promoter is found to use funds and or goods after cancellation notification is determined definite, Promoter will be found to have acted in bad faith and hence held liable to Sponsor for damages limited to the actual misuse of funds.

This agreement is hereby entered into on the date first mentioned above.

\_\_\_\_\_  
Sponsor (signature)

Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Dated: \_\_\_\_\_

\_\_\_\_\_  
Promoter (signature)

Promoter: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Dated: \_\_\_\_\_