

Sponsorship Agreement: Defines terms between a sponsor and an event or individual

Sponsorship Agreement

Effective Date: [Date]

Between:

Sponsor: [Sponsor's Full Name or Company Name], located at [Sponsor's Address].

Organizer: [Organizer's Full Name or Company Name], located at [Organizer's Address].

1. Event or Activity

- **1.1 Description:** The Organizer is hosting the following event/activity (the "Event"):
 - **Name:** [Event Name]
 - **Date(s):** [Event Date(s)]
 - **Location:** [Event Location]
 - **Description:** [Brief description of the event]

2. Sponsorship Contribution

- **2.1 Type of Sponsorship:** The Sponsor agrees to provide the following support:
 - **a. Financial Contribution:** A monetary amount of [Amount] USD.
 - **b. In-Kind Contribution:** [Description of goods or services provided]
- **2.2 Payment Terms:**
 - **a. Payment Schedule:** The Sponsor shall pay the financial contribution as follows:
 - [Amount] USD upon signing this Agreement
 - [Amount] USD by [Date]
 - **b. Payment Method:** Payments shall be made via [Payment Method, e.g., bank transfer, check]

3. Sponsor Benefits

In consideration for the Sponsorship Contribution, the Organizer agrees to provide the following benefits to the Sponsor:

- **3.1 Branding and Recognition:**
 - **a. Logo Placement:** Sponsor's logo will be prominently displayed on event materials, including [list materials: banners, flyers, website, etc.]
 - **b. Verbal Recognition:** Sponsor will be acknowledged during event announcements and speeches
- **3.2 Advertising and Promotion:**

- **a. Social Media:** Sponsor will be featured in [number] social media posts across the Organizer's platforms
- **b. Marketing Materials:** Inclusion in email newsletters, press releases, and other marketing efforts
- **3.3 Exclusive Rights:**
 - **a. Category Exclusivity:** Sponsor will be the exclusive sponsor in the [specific industry or category]
- **3.4 Hospitality and Access:**
 - **a. Complimentary Tickets:** [Number] tickets to the Event
 - **b. VIP Access:** Special access to VIP areas or networking sessions

(Customize benefits as appropriate)

4. Obligations of the Organizer

The Organizer agrees to:

- **4.1** Provide the Sponsor with the benefits outlined in Section 3
- **4.2** Use the Sponsor's trademarks and logos in accordance with the Sponsor's brand guidelines
- **4.3** Conduct the Event in a professional manner and comply with all applicable laws and regulations
- **4.4** Provide reports or feedback on the Event's success and the exposure received by the Sponsor

5. Obligations of the Sponsor

The Sponsor agrees to:

- **5.1** Provide the Sponsorship Contribution as detailed in Section 2
- **5.2** Supply necessary materials (logos, brand guidelines, promotional content) in a timely manner
- **5.3** Promote the Event through their own channels, if agreed upon

6. Term and Termination

- **6.1 Term:** This Agreement commences on the Effective Date and continues until the completion of the Event, unless terminated earlier.
- **6.2 Termination:**
 - **a. Mutual Agreement:** Either party may terminate this Agreement by mutual written consent.
 - **b. Breach:** If either party materially breaches this Agreement and fails to remedy the breach within [Number] days after receiving written notice, the non-breaching party may terminate the Agreement.
- **6.3 Effect of Termination:**

- **a.** The Organizer shall refund any unused portion of the Sponsorship Contribution, if applicable.
- **b.** Both parties shall cease the use of each other's intellectual property.

7. Intellectual Property Rights

- **7.1** Each party retains ownership of its own intellectual property.
- **7.2** The Sponsor grants the Organizer a non-exclusive, royalty-free license to use its trademarks and logos solely for the purposes outlined in this Agreement.
- **7.3** The Organizer grants the Sponsor a non-exclusive, royalty-free license to use event-related materials for promotional purposes, if agreed upon.

8. Indemnification

- **8.1** Each party agrees to indemnify and hold harmless the other party from any claims, damages, or liabilities arising out of:
 - **a.** Any breach of this Agreement.
 - **b.** Negligent or wrongful acts or omissions.

9. Insurance

- **9.1** The Organizer shall maintain adequate insurance coverage for the Event, including general liability insurance.
- **9.2** Upon request, the Organizer shall provide proof of insurance to the Sponsor.

10. Confidentiality

- **10.1** Both parties agree to keep confidential any proprietary or sensitive information disclosed during the term of this Agreement.
- **10.2** Confidential information shall not be disclosed to any third parties without prior written consent.

11. Force Majeure

- **11.1** Neither party shall be liable for delays or failure to perform due to causes beyond their reasonable control, including but not limited to natural disasters, acts of war, terrorism, or government regulations.
- **11.2** The affected party shall notify the other party as soon as practicable.

12. Governing Law and Dispute Resolution

- **12.1 Governing Law:** This Agreement shall be governed by and construed in accordance with the laws of the State of [State], without regard to its conflict of law principles.
- **12.2 Dispute Resolution:** Any disputes arising under this Agreement shall be resolved through [mediation/arbitration/litigation] in [Jurisdiction].

13. Notices

- **13.1** All notices required or permitted under this Agreement shall be in writing and delivered to the parties at their respective addresses provided above, either personally, by certified mail, or by email to [Email Addresses].

14. Entire Agreement

- **14.1** This Agreement constitutes the entire understanding between the parties and supersedes all prior agreements, representations, or understandings, whether written or oral.

15. Amendments

- **15.1** Any amendments or modifications to this Agreement must be made in writing and signed by both parties.

16. Severability

- **16.1** If any provision of this Agreement is found to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.

17. Assignment

- **17.1** Neither party may assign or transfer their rights or obligations under this Agreement without the prior written consent of the other party.

IN WITNESS WHEREOF, the parties have executed this Sponsorship Agreement as of the Effective Date.

Sponsor

Signature: _____

Name: [Sponsor's Full Name]

Title: [Title]

Date: _____

Organizer

Signature: _____

Name: [Organizer's Full Name]

Title: [Title]

Date: _____

Disclaimer: This template is provided for informational purposes only and does not constitute legal advice. Sponsorship agreements can be complex and may need to address additional issues based on the specific circumstances and applicable laws. It is recommended to consult a qualified attorney to ensure that any agreement meets all legal requirements and addresses the specific needs of both parties involved.