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SPONSORSH

- SINGLE EVENT)

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**THIS AGREEMENT** is made t

**BETWEEN:**

- (1) <<Name of Sponsor>> d in <<Country of Registration>> under number <<Com er>> whose registered office is at] **OR** [of] <<insert Address>>]
- (2) <<Name of Organizer>> ed in <<Country of Registration>> under number <<Com er>> whose registered office is at] **OR [a charity [regist with the Charity Commission of England & Wales u y Number>>]]** **OR** [of <<insert Address>>] (“the Organ

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**WHEREAS:**

- (1) The Sponsor wishes t to be hosted, organised, and run by the Organizer and its profits which promote the name and business of the Spons
- (2) The Organizer wishes d run that event, to appoint the Sponsor as the comm ent, and to receive the Sponsor’s financial support for th

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**IT IS AGREED** as follows:

**1. Definitions and Interpret**

1.1 In this Agreement otherwise requires, the following expressions have t

“**Business Day**” (other than Saturday or Sunday) any banks are open for their full business in England & Wales

“**Confidential Information**” ion to either Party, information ed to that Party by the other Party n connection with this Agreement or in writing or any other medium), nature confidential or is expressly marked as confidential

“**Event**” e event detailed in Schedule 1

“**Event Services**” es to be provided and activities to y the Organizer for the benefit of relation to the Event detailed in

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**“Force Majeure”**

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the following: power failure, natural  
re unseasonal adverse weather,  
gislation, governmental action,  
n any necessary consent, or any  
ether similar or dissimilar to any of  
ot within the reasonable control of  
ned

**“Intellectual Property  
Rights”**

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opyright and related rights, trade  
marks, trade, business and domain  
n trade dress or get-up, rights in  
e for passing off, rights in designs,  
ntial Information, moral rights, and  
ctual property rights, in each case  
ed or unregistered and including  
or, and renewals or extensions of,  
all similar or equivalent rights or  
on in any part of the world

**“Organizer’s Staff”**

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people in attendance at the Event  
or are acting on behalf of the  
ting or running the Event

**“Promotional Material”**

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se materials, as detailed in  
duced by the Organizer or the  
ting or relating to the Event, and  
press/poster/on-line/website  
or other publicity items,  
literature, admission tickets,

**“Sponsor Designation”**

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signation/s of the Sponsor, as  
dule 3, such as the name and any  
s business, trade, or profession,  
o line, trade or service mark  
(unregistered), together with any  
artwork, design, slogan, text and  
marketing signs of the Sponsor,  
a Schedule 3, together with all  
erty Rights of the Sponsor therein

**“Sponsor’s Guidelines”**

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idelines, if any, as the Sponsor  
to the Organizer for use of the  
ations

**“Sponsor Promotion”**

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to be taken by the Organizer to  
nsor, as detailed in Schedule 4

**“Sponsorship Fee”**

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s] detailed in Clause 4 payable by  
ponsorship for the Event and for  
es

**“Sponsor Self Promotion Statement”**

**“Venue”**

- 1.2 Unless the context otherwise requires, each reference in this Agreement to:
  - 1.2.1 “writing”, includes a reference to any communication in any form or medium, including electronic or facsimile transmission or similar means;
  - 1.2.2 a statute or regulation, includes a reference to that statute or regulation as amended or replaced at the relevant time;
  - 1.2.3 “this Agreement”, includes this Agreement and each of the Schedules hereto as amended or replaced at the relevant time;
  - 1.2.4 a Schedule, includes that Schedule as amended or replaced at the relevant time;
  - 1.2.5 a Clause of this Agreement, includes a Clause of this Agreement and any paragraph of the relevant Schedule;
  - 1.2.6 a “Party”, includes any of the parties to this Agreement.

- 1.3 The headings used in this Agreement are for convenience only and shall have no effect upon the interpretation of this Agreement;
- 1.4 Words imparting a singular meaning shall include the plural and vice versa.
- 1.5 References to any gender shall include the other gender.
- 1.6 References to persons shall include corporations.

**2. The Organizer’s obligations**

- 2.1 In return for payment of the Sponsorship Fee, the Organizer shall:
  - 2.1.1 appoint the Sponsor as the Sole Sponsor of the Event;
  - 2.1.2 host, or arrange for the Sponsor to host, the Event;
  - 2.1.3 provide the Event Services to the Sponsor;
  - 2.1.4 use reasonable endeavours to provide the Event Services and hosting of the Event;
  - 2.1.5 provide the Sponsor with the Sponsor Promotion;
  - 2.1.6 deliver to the Sponsor at the end of the Event any material containing the Sponsor’s name and logo in the possession of the Organizer.

2.2 In relation to the Event, the Organizer shall:

advertising, publication, promotion, or any other form of communication in any medium produced by the Organizer, including any statement to any individual/s, company or organization, in connection with the Organizer and/or the Event, wherever such statement is made at any place by the Sponsor

at the [indoor][and][outdoor] premises where the Event is to take place, which are situated at the address>>;

each reference in this Agreement to:

“writing”, includes a reference to any communication in any form or medium, including electronic or facsimile transmission or similar means;

a statute or regulation, includes a reference to that statute or regulation as amended or replaced at the relevant time;

“this Agreement”, includes this Agreement and each of the Schedules hereto as amended or replaced at the relevant time;

a Schedule, includes that Schedule as amended or replaced at the relevant time;

a Clause of this Agreement, includes a Clause of this Agreement and any paragraph of the relevant Schedule;

the parties to this Agreement.

The headings used in this Agreement are for convenience only and shall have no effect upon the interpretation of this Agreement;

Words imparting a singular meaning shall include the plural and vice versa.

References to any gender shall include the other gender.

References to persons shall include corporations.

**2.1.1 Provision of the Event Services**

In return for payment of the Sponsorship Fee, the Organizer shall:

2.1.1 appoint the Sponsor as the Sole Sponsor of the Event;

2.1.2 host, or arrange for the Sponsor to host, the Event;

2.1.4 use reasonable endeavours to provide the Event Services and hosting of the Event;

2.1.5 provide the Sponsor with the Sponsor Promotion;

2.1.6 deliver to the Sponsor at the end of the Event any material containing the Sponsor’s name and logo in the possession of the Organizer.

2.2 In relation to the Event, the Organizer shall:

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2.1.7 ensure Venue & arrange

2.1.8 comply attached health a

2.1.9 not use Sponsor Sponsor

2.1.10 use Sp for the Agreem

2.1.11 not do promotio reputatio Sponsor Designa

2.1.12 not mak Sponsor the Spo

2.1.13 ensure Organiz asked to contact

2.1.14 [be per

OR

[not hav ship]

in relati

2.1.15 permit t Self Pro details within t objectio

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3. Licence to the Organ Sponsor of material d

3.1 The Sponsor g Sponsor Desig to sub-Clauses

3.2 Use of the Spc reasonably nec

3.2.1 provide Sponsor

3.2.2 host, or

designations and provision by the designations

the non-exclusive right to use the of this Agreement, on and subject

mitted only as, and to the extent, anizer to:

on and Event Services for the

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3.3 All Intellectual Property Rights shall be the sole and exclusive property of the Sponsor, and the Organizer shall not acquire any right or interest in such Intellectual Property Rights or under any of those Intellectual Property Rights created by this Agreement.

3.4 At least 14 days before the Event, the Sponsor will provide to the Organizer the following materials, which shall be attached to the Agreement:

3.4.1 Sponsorship Material (including all promotional material) in appropriate sizes; [and]

3.4.2 Sponsorship Materials produced by the Sponsor; [and]

3.4.3 [a copy of the materials].

- in each case a copy of the materials shall be provided to the Organizer to use them for the purposes of, and in connection with, the Event in accordance with the Agreement.

**4. Fees and Payment**

4.1 In consideration of the Organizer performing its obligations set out in Clause 2, the Sponsor shall pay to the Organizer a fee of £<<amount>> as the Sponsorship Fee (the "Sponsorship Fee") no later than <<7>> Business Days before the start of the Event] [as set out in sub-Clause 4.2].

4.2 The Sponsor shall pay to the Organizer a deposit of <<insert percentage>>% of the Sponsorship Fee upon the signing of this Agreement. Following the signing of this Agreement, the balance of the Sponsorship Fee shall be paid to the Organizer no later than <<7>> Business Days before the start of the Event.

4.3 If this Agreement is signed > > Business Days prior to the start of the Event, notwithstanding clauses 4.1 and 4.2, the Sponsorship Fee shall be paid to the Organizer at the time of signing.

4.4 Except as stated in this Agreement, the Sponsor shall not be responsible for either bearing or reimbursing to the Organizer any amount representing such costs.

4.5 All amounts of the Sponsorship Fee shall be stated exclusive of VAT and if any VAT is chargeable on the Sponsorship Fee it shall be added to the stated amount of Sponsorship Fee at the current rate of VAT then applicable, and the Sponsor shall be responsible for the payment of VAT only upon the invoice for the Sponsorship Fee and VAT.

**5. Variation and Amendment**

5.1 If due to Force Majeure or other circumstances beyond the control of the Organizer, it has to make any change to the terms and conditions of the Agreement relating to the Event, it may make changes to the Agreement.

5.1.1 The Organizer shall notify the Sponsor of both the need for changes and the details of such changes as soon as possible.

5.1.2 The Organizer shall use reasonable endeavours to keep such changes to a minimum; and

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business opportunity or anticipated profit; or loss of wasted expenditure.

anticipated profit; or loss of wasted expenditure.

**7. Confidentiality**

7.1 Each Party understands and agrees that it shall, at all times during the continuance of this Agreement, keep confidential and shall not disclose, use, or make available in any way or part with possession of any Confidential Information, and shall ensure that its officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

provided by sub-Clause 7.2 or as otherwise provided by this Agreement, it shall, at all times during the continuance of this Agreement, keep confidential and shall not disclose, use, or make available in any way or part with possession of any Confidential Information, and shall ensure that its officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

7.1.1 keep confidential and shall not disclose, use, or make available in any way or part with possession of any Confidential Information, and shall ensure that its officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

Information;

7.1.2 not disclose, use, or make available in any way or part with possession of any Confidential Information, and shall ensure that its officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

Information to any other party;

7.1.3 not use, or make available in any way or part with possession of any Confidential Information, and shall ensure that its officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

Information for any purpose other than as contemplated by the terms of this Agreement;

7.1.4 not make available in any way or part with possession of any Confidential Information, and shall ensure that its officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

Information in any way or part with possession of any Confidential Information, and shall ensure that its officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

7.1.5 ensure that its officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

7.2 Either Party may disclose Confidential Information to:

Confidential Information to:

7.1.6 disclose Confidential Information to:

7.1.6.1 to its directors, officers, employees, agents, subcontractors, and independent contractors, and any other persons who would be likely to come into contact with Confidential Information, would be bound by the provisions of sub-Clauses 7.1.1 to 7.1.4 above.

supplier of that Party;

7.1.6.2 to any regulatory authority or regulatory body; or

regulatory authority or regulatory body; or

7.1.6.3 to any other person who is a party to this Agreement or to any of the parties or bodies;

party of that Party or of any of the parties or bodies;

to such other persons as may be required by this Agreement for the purposes contemplated by this Agreement, but not limited to, the provision of the Services. In each case that Party shall first inform the other Party in writing in question that the Confidential Information is being disclosed, except where the disclosure is to any such person as mentioned in clause 7.2.1.2 or any employee or subcontractor of that Party and submitting to the other Party a written undertaking from the party in question that it will keep the Confidential Information confidential for the purposes for which the disclosure is made.

party for the purposes contemplated by this Agreement, but not limited to, the provision of the Services. In each case that Party shall first inform the other Party in writing in question that the Confidential Information is being disclosed, except where the disclosure is to any such person as mentioned in clause 7.2.1.2 or any employee or subcontractor of that Party and submitting to the other Party a written undertaking from the party in question that it will keep the Confidential Information confidential for the purposes for which the disclosure is made.

7.1.7 use any Confidential Information for any purpose, or disclose it to any other person, other than as permitted by this Agreement, or to disclose any part of the Confidential Information to any other person, other than as permitted by this Agreement, or to disclose any part of the Confidential Information to any other person, other than as permitted by this Agreement.

for any purpose, or disclose it to any other person, other than as permitted by this Agreement, or to disclose any part of the Confidential Information to any other person, other than as permitted by this Agreement, or to disclose any part of the Confidential Information to any other person, other than as permitted by this Agreement.

7.3 The provisions of this Agreement shall continue in force in accordance with their terms, notwithstanding the termination of this Agreement for any reason.

continue in force in accordance with the terms of this Agreement for any reason.

**8. Force Majeure**

8.1 No Party to this Agreement shall be considered to be in breach of or liable

considered to be in breach of or liable

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for any failure or delay is due to

its obligations where such failure or

8.2 If either Party does not perform or will be unable to perform due to Force Majeure, or it delays performance due to Force

it anticipates that it is likely to fail to perform any of its obligations due to Force Majeure, or it delays performance due to Force Majeure, it shall notify the other Party forthwith.

8.3 If it reasonably appears that either Party will not be able to perform its obligations due to Force Majeure, either Party may terminate this Agreement

at any time that the Organizer is or will be unable to perform its obligations due to Force Majeure, or it delays performance due to Force Majeure, either Party may at its discretion terminate this Agreement in writing.

8.4 If either Party terminates this Agreement prior to commencement of the Event, the Sponsorship Fee shall not be payable and if the Sponsorship Fee has been paid, the Organizer shall

not be entitled to the Sponsorship Fee pursuant to Clause 8.3 prior to commencement of the Event. If either Party terminates this Agreement prior to commencement of the Event, the Sponsorship Fee shall not be payable and if the Sponsorship Fee has been paid, the Organizer shall

8.5 If either Party terminates this Agreement at any time after commencement of the Event, the Parties shall agree upon the amount of the Sponsorship Fee to be paid by the Organizer upon termination, such sum to be fair and reasonable having regard to the services rendered up to termination.

not be entitled to the Sponsorship Fee pursuant to Clause 8.3 at any time after commencement of the Event, the Parties shall agree upon the amount of the Sponsorship Fee to be paid by the Organizer upon termination, such sum to be fair and reasonable having regard to the services rendered up to termination.

**9. Period, Cancellation**

**Agreement**

9.1 This Agreement shall continue in force until the date of the Event, unless terminated sooner, terminated

on the date at the top of the first page of this Agreement by the Parties) and shall terminate upon conclusion of the Event or, if terminated in accordance with the provisions of Clauses 5, 8, or 9.

9.2 If the Organizer is not entitled to do so under Clause 9.3, it may do so by giving written notice to the other Party. In such case, the Organizer shall not be entitled to retain any part of the Sponsorship Fee, and all and any amounts of the Sponsorship Fee paid to the Organizer shall be returned to the other Party.

cancel the Event, but is not then entitled to do so under Clause 9.3, it may do so by giving written notice to the other Party. In such case, the Organizer shall not be entitled to retain any part of the Sponsorship Fee, and all and any amounts of the Sponsorship Fee paid to the Organizer shall be returned to the other Party.

9.3 Notwithstanding anything to the contrary in this Agreement, either Party may immediately terminate this Agreement

if the other Party may immediately terminate this Agreement if:

9.3.1 any sum of money payable by the other Party under any of the provisions of this Agreement is not paid within <<10>> Business Days of the due date;

the other Party under any of the provisions of this Agreement is not paid within <<10>> Business Days of the due date;

9.3.2 the other Party is in breach of any of the provisions of this Agreement, the breach is capable of remedy, fails to remedy the breach within the specified Business Days after being given written notice of the breach and requiring it to be remedied;

the other Party is in breach of any of the provisions of this Agreement, the breach is capable of remedy, fails to remedy the breach within the specified Business Days after being given written notice of the breach and requiring it to be remedied;

9.3.3 an encumbrance is placed on, or where the other Party is a partner, shareholder, or director of, any of the property or assets of that company;

an encumbrance is placed on, or where the other Party is a partner, shareholder, or director of, any of the property or assets of that company;

9.3.4 the other Party is subject to an administration order or, being a company, is subject to an administration order under the Insolvency Act 1986);

the other Party is subject to an administration order or, being a company, is subject to an administration order under the Insolvency Act 1986);

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9.3.5 the other  
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ual or firm, has a bankruptcy order  
pany, goes into liquidation (except  
algamation or re-construction and  
any resulting therefrom effectively  
the obligations imposed on that  
t);

9.3.6 anything  
jurisdict

the foregoing under the law of any  
the other Party;

9.3.7 that oth  
busines

threatens to cease, to carry on

9.3.8 control o  
persons  
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"connec  
Sections  
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quired by any person or connected  
at other Party on the date of this  
of this Clause 9, "control" and  
the meanings ascribed thereto by  
actively of the Corporation Tax Act

9.4 For the purpos  
capable of rem  
question in all r

2, a breach shall be considered  
n can comply with the provision in

9.5 The rights to te  
prejudice any o  
concerned (if a

t given by this Clause 9 shall not  
ther Party in respect of the breach

9.6 Where this Agr  
9.3, the Organ  
Fee, and if any  
at the date o  
termination.

the Organizer pursuant to Clause  
the full amount of the Sponsorship  
id by the Sponsor to the Organizer  
nsor shall pay it forthwith upon

9.7 Where this Agr  
9.3, the Organ  
if any of it has  
termination, the

y the Sponsor pursuant to Clause  
o any of the Sponsorship Fee, and  
or to the Organizer at the date of  
forthwith upon termination.

**10. Effects of Termination**

Upon the termination o

reason:

10.1 any sum owing  
this Agreement

ther under any of the provisions of  
ly due and payable;

10.2 all Clauses whi  
after the expiry  
and effect;

y their nature, relate to the period  
greement shall remain In full force

10.3 termination sha  
remedy which  
giving rise to  
remedy which  
Agreement whi

the any right to damages or other  
may have in respect of the event  
other right to damages or other  
n respect of any breach of this  
e date of termination;

10.4 subject as pro  
accrued rights,  
other;

0 and except in respect of any  
nder any further obligation to the

10.5 each Party sha  
cease to use, e

ferred to in Clause 7) immediately  
, any Confidential Information, and

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shall immediately  
possession or  
Information; and

er Party any documents in its  
in or record any Confidential

10.6 the Organizer  
immediately re  
control which c

Sponsor Designations and shall  
y documents in its possession or  
gnations.

**11. No Waiver**

No failure or delay b  
Agreement shall be de  
Party of a breach of a  
waiver of any subsequ

using any of its rights under this  
that right, and no waiver by either  
reement shall be deemed to be a  
r any other provision.

**12. Further Assurance**

Each Party shall execu  
may be necessary to  
effect.

r deeds, documents and things as  
his Agreement into full force and

**13. Costs**

Subject to any provisio  
its own costs of and  
carrying into effect of t

Party to this Agreement shall pay  
ation, preparation, execution and

**14. Set-Off**

Neither Party shall be  
due or sums received  
agreement at any time

ms in any manner from payments  
under this Agreement or any other

**15. Assignment and Sub**

This Agreement is per  
charge (otherwise than  
any of its rights here  
obligations hereunder  
consent not to be unre

ither Party may assign, mortgage,  
sub-licence or otherwise delegate  
or otherwise delegate any of its  
onsent of the other Party, such

**16. Relationship of the P**

Nothing in this Agree  
partnership, joint vent  
Parties other than th  
Agreement.

or be deemed to constitute a  
duciary relationship between the  
ip expressly provided for in this

**17. Third Party Rights**

No part of this Agree  
accordingly the Contra  
Agreement.

er rights on any third parties and  
(es) Act 1999 shall not apply to this

**18. Notices**

18.1 All notices und

be in writing and be deemed duly

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given if signed  
giving the notice

uly authorised officer of the Party

18.2 Notices shall be

uly given:

18.2.1 when d  
(including  
recipien

by courier or other messenger  
g normal business hours of the

18.2.2 when se  
transmis

simile or e-mail and a successful  
eipt is generated; or

18.2.3 on the f  
ordinary

ving mailing, if mailed by national  
r

18.2.4 on the t  
postage

wing mailing, if mailed by airmail,

In each case not  
address, or facsi

to the most recent address, e-mail  
ne other Party.

**19. Entire Agreement**

19.1 This Agreement  
respect to its  
instrument in w  
Parties.

reement between the Parties with  
y not be modified except by an  
authorised representatives of the

19.2 Each Party ack  
rely on any  
expressly prov  
other terms imp  
extent permitte

ng into this Agreement, it does not  
y or other provision except as  
and all conditions, warranties or  
on law are excluded to the fullest

**20. Counterparts**

This Agreement may  
Parties to it on sepa  
delivered shall be an  
one and the same inst

umber of counterparts and by the  
of which when so executed and  
nterparts together shall constitute

**21. Severance**

In the event that one  
unlawful, invalid or ot  
deemed severed from  
Agreement shall be va

s of this Agreement is found to be  
that / those provision(s) shall be  
greement. The remainder of this

**22. Dispute Resolution**

22.1 The Parties sh  
to this Agree  
representatives

y dispute arising out of or relating  
tions between their appointed  
o settle such disputes.

22.2 [If negotiations  
<<10 >> Busin  
parties will atte  
Alternative Disp

do not resolve the matter within  
written invitation to negotiate, the  
e in good faith through an agreed  
procedure.]

22.3 [If the ADR pro

e 22.2 does not resolve the matter

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within <<10>> Party will not referred to arbit

ation of that procedure, or if either procedure, the dispute may be

22.4 The seat of the Wales. The ar Rules for Arbitr Parties are una either Party ma President or De of Arbitrators fo decision on rule

Clause 22.3 shall be England and ed by the Arbitration Act 1996 and the Parties. In the event that the ator(s) or the Rules for Arbitration, tice to the other Party, apply to the ne being of the Chartered Institute arbitrator or arbitrators and for any

22.5 Nothing in this applying to a co

t either Party or its affiliates from relief.

22.6 The Parties he method of disp binding on both

decision and outcome of the final Clause 22 shall [not] be final and

**23. Data Protection**

23.1 For complete d and retention o for which pers details of the C them, and per should refer to Notice [is availa Schedule 5].

s collection, processing, storage, , but not limited to, the purpose(s) legal basis or bases for using it, Parties' rights and how to exercise here applicable), the Other Party e First Party. Each Party's Privacy has been provided] [is attached in

23.2 [All personal d under this Agre Data Sharing A the Parties purs

e First Party with the Other Party n accordance with the terms of the on the date of this Agreement by

**24 Law and Jurisdiction**

24.1 This Agreement arising therefro construed in ac

contractual matters and obligations (with) shall be governed by, and of England and Wales.

24.2 Subject to the proceedings o (including any or associated t England and W

e 22, any dispute, controversy, Parties relating to this Agreement and obligations arising therefrom n the jurisdiction of the courts of

**IN WITNESS WHEREOF** this before written

ly executed the day and year first

SIGNED by <<Name and Title of person s for and on behalf of <<Sponsc

In the presence of <<Name & Address of Wines

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SIGNED by

<<Name and Title of person signing  
for and on behalf of <<Organization>>

In the presence of  
<<Name & Address of Witness>>

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**Event**

<<Insert a detailed description

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**Event Services**

The Organizer shall provide the following facilities for and at the Event:

[(1) a hospitality suite capable of seating not less than *[number]* official guests of the Sponsor located at: *[describe location at the Venue]*], and refreshments consisting of *[set out details of drinks/food]*;

**[and/or]**

[(2) not less than *[number]* complimentary tickets, together with appropriate car parking facilities for *[number]* vehicles];

**[and/or]**

[(3) *insert any additional requirements*];

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**SCHEDULE 3**

**Sponsorship materials**

**Sponsor Designations**

Attach copies of:

- designation/s of the Sponsor, including a description of business, trade, or profession, logo, strap line (registered or unregistered),
- any accompanying artwork and other collateral marketing signs
- text of agreed statement on the [programme][and][tickets] for the Event

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**Sponsor Promotion**

The Organizer shall, at and in the presence of the Sponsor by deploying each of the Self Promotion Statements (as described below

provide the Sponsor Promotion for each of the Promotional Materials and any Sponsor Designations) as described below

<u>Items - see note "(1)" below</u>	<u>Sponsor Designation</u>	<u>Action by Organizer - see note "(3)" below</u>

**Notes**

- (1) Describe and attach each item, e.g. advertisements, posters, admission tickets, free merchandise, or clothing worn by Staff, showing Sponsor Designation/s on it.
- (2) (a) All Promotional Items provided by the Organizer or by the Sponsor, as indicated on the Self Promotion Statements, they have been approved by the Organizer before use by the Sponsor.
- (b) If there are also any Promotional Items provided by the Sponsor, they have been approved by the Sponsor before use by the Organizer.
- (3) (a) Describe action to be taken to be provided to the Sponsor's own use of them as described in the Self Promotion Statements to be provided to the Sponsor. (If appropriate, a plan could be attached.)
- (b) Indicate the specific location/s where the item is to be distributed / use, and the location/s where the item is to be worn.
- (c) For example, the location/s, private road/s leading from the public road to the ground, perimeter fence/s, wall/s, or car park that form part of the Venue, or in the ground, park, field, hall, hospitality suite, or foyer.
- (d) Items to be worn on the body, such as shirts, hats containing Sponsor Designations. For such items, include a requirement here that such items are to be worn on the body in a particular way.

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