

EVENT SPONSORSHIP AGREEMENT

THIS AGREEMENT made effective as of the ____ day of _____, _____.

BETWEEN:

[NAME OF SPONSOR]
(the "Sponsor")

- and -

[NAME OF PROMOTER]
(the "Promoter")

[add, if applicable:

- and -

[NAME OF ARTIST]
(the "Artist")

THIS AGREEMENT shall constitute the full agreement between the above-named Sponsor and the above-named Promoter with respect to *[insert the name of the event or if a concert tour, the name of the artist (the "Artist") and tour]* which is tentatively scheduled for *[insert the date(s) of the event]* (hereinafter referred to as the "Event") in connection with the Products and services (collectively hereinafter referred to as the "Products").

1. Sponsor shall be the exclusive and official sponsor of the Event. Without limiting the generality of the foregoing, no other person, firm, corporation, organization or entity may be listed or mentioned as a sponsor or presenter of the Event.
2. As full compensation for the rights granted hereunder, Sponsor shall pay Promoter the sum of *[insert amount in words]* Dollars (\$###.##) payable on or before the ____ day of _____.
3. Sponsor shall receive, at no cost, ## tickets *[choose appropriate option or amend to fit: for the Event / for each performance during the Event]*. The tickets shall be for favorable seats in the highest price range and best locations. In addition, Sponsor shall have the right to purchase, at the ticket's face value price, up to ## percent (##%) of additional tickets, such additional tickets to be for favorable seats in the highest price range and shall be made available at the earliest date(s) possible prior to the Event.
4. (a) An official logo and catch phrase shall be developed for the Event by Promoter which shall be subject to the approval of the Sponsor and which shall refer to Sponsor (in first position), Event (e.g. "Sponsor" presents "Event"). Such logo and/or catch phrase, where applicable, shall be prominently included in all promotional and advertising references which relate to the Event and disseminated throughout the print and broadcast media and points of sale by Promoter announcing the Event. Nothing herein contained shall constitute an obligation on Sponsor's part to advertise or promote the Event, it being understood by the parties hereto that the Sponsor may do so at its option or may refrain therefrom.

(b) Any uses of the official logo and/or catch phrase, other than specifically provided for in this Agreement, shall require the prior written permission of both Sponsor and Promoter.