

## Sample Sponsorship Contract

AN AGREEMENT made on the ..... day of ..... month .....  
BETWEEN the <sponsor> of <sponsor's address>, (hereinafter called "The Sponsor") of one part AND <centre name>, <centre address> (hereinafter called "The Centre") of the other part WHEREBY IT IS AGREED

1. In consideration of the agreement by the Sponsor to pay the Centre the sum of <sum> to sponsor the <centre name> the Centre agrees to provide the credits and benefits set out in paragraph 2 below.

### 2. Credits and benefits to Sponsor

From <start date> to <end date>, the Centre agrees:

- (1) to credit the Sponsor by giving the Sponsor's name and details of value of the sponsorship in all Centre press releases concerning the <centre name>.
- (2) to give the Sponsor prominent acknowledgement on the front cover and on the centre pages of the program relating to <centre name>.
- (3) to give the Sponsor prominent acknowledgement on the poster for <centre name>.
- (4) that the exact size, colour and style of typeface for the credits to be given under clauses 2(1) to 2(6) above shall be determined by the Sponsor and the Publicity Office of the Centre and shall form a separate agreement. If no agreement is reached by a date being two months prior to the start of the season the Centre's views will be considered binding.
- (5) to offer to the Sponsor complimentary tickets to all games including finals if the case arises.
- (6) to provide a hospitality room at each home game to entertain clients and guests, all costs relating to the entertainment to be borne by the Sponsor.
- (7) to provide a space in the foyer 3m by 1m for an exhibition stand relating to the Sponsor's services throughout home games. The Centre to be consulted as to the content and style of the exhibition.
- (8) to co-ordinate a press launch announcing sponsorship by the Sponsor at a time and

place to be agreed by both parties. The costs of such a press launch will be borne by the Sponsor.

### **Payment**

3. Payment of the said sum of <amount> shall be made in full not later than the 1st day of <date>.

### **Other Agreements**

4. It is agreed that all matters relating to the administration of the sponsorship shall remain the exclusive responsibility of the Centre.
5. It is agreed that in the event of the matches being publicised or covered by any medium such as radio or television, the Centre's best endeavours will be directed towards ensuring that the Sponsor is credited as the sponsor of the centre but it is accepted by the Sponsor that a separate agreement may have to be negotiated with all the parties concerned.
6. It is agreed that the Sponsor will be granted first option to renew sponsorship of the <centre name> at a cost to be agreed. The Sponsor will give their decision on such renewal not less than three months before the end of the season.
7. In the event of the cancellation of the sponsorship for whatever reason, this Agreement shall be null and void. The Centre shall forthwith return to the Sponsor the balance of the sum referred to in clause 3 and paid to the Centre together with full accounting of the monies expended from the said sum.
8. This agreement is made solely with the <sponsor> and except with the written permission of the Centre shall not be assignable.

IN WITNESS WHERE OF the parties hereto have hereunto signed the day and year written duly authorised for and on behalf of

<sponsor>

witnessed:

duly authorised for and on behalf of  
..... **LITTLE ATHLETICS CENTRE**

witnessed: