

SPONSORSHIP AGREEMENT

Replace everything in [brackets] and delete anything that doesn't apply.

1. Parties

This agreement is between [Sponsor legal name] ("Sponsor") and [Creator, club or event organiser name] ("Recipient"). It covers [event, series or period] from [start date] to [end date].

2. Sponsorship package

Recipient will provide: [for example, logo on event banners and kit, 2 dedicated social posts, 1 newsletter feature, and a mention in the opening remarks].

Any in-kind support from Sponsor, such as [products or services], is listed here: [details].

3. Fee and installments

Sponsor will pay [amount and currency] in [number] installments: [amount] on signing and [amount] on [date or milestone]. Recipient will invoice each installment, and each invoice is due [30] days after its date.

Performance bonus: [amount] if [measurable result, e.g. a post passes 50,000 views], invoiced after the result is reached.

4. Use of names and logos

Each party may use the other's name and logo only to deliver and promote this sponsorship, following any brand guidelines provided, and will stop when this agreement ends.

5. Exclusivity

During the term, Recipient will not accept sponsorship from [competitors or category]. If none is listed, there is no exclusivity.

6. Disclosure

Sponsored content will clearly disclose the sponsorship, for example with #ad, a paid-partnership label, or a spoken mention, in line with applicable advertising rules.

7. Reporting

Within [14] days after the end of the term, Recipient will send a short report with [links, photos, attendance or reach figures].

8. Ending the agreement

Either party may end this agreement if the other seriously breaches it and doesn't fix the problem within [14] days of written notice. Fees already paid for delivered benefits are not refundable. If the event is

cancelled, [\[refund or rescheduling terms\]](#).

9. General

This agreement is governed by the laws of [\[state/country\]](#). Any change to it must be in writing and signed by both parties.

This is the entire agreement between the parties about this work and replaces any earlier discussions. If any part is found unenforceable, the rest still applies.

10. Signatures

Sponsor: [\[Name\]](#), [\[Title, if a company\]](#) — Signature: _____ Date: _____

Recipient: [\[Name\]](#) — Signature: _____ Date: _____

This template is a starting point, not legal advice. Laws differ by state and country, so have a lawyer review it for large or unusual deals.
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