

A.I.R. Show Jumping, LLC Sponsorship Agreement

----- Contact Names(s) Title	----- Company Name
----- Address	----- Phone Number
----- Email Address	----- Sponsor Name to be Listed As

Sponsorship:

Custom Sponsor- details (Upon approval only agreement detail)

This form is for the 2017 Horse Show year.

Total Sponsorship Amount \$ _____

Authorized Signature: _____ Date: _____

Printed Name and Title: _____

 Please Charge my credit card: Select MasterCard/Visa/Amex

Card Number: _____ EXP: _____

Security Code: _____

Name on Card: _____ Address: _____

 Check Enclosed- Check Number _____ (Please make checks payable to A.I.R. Show Jumping)

By signing below I agree to allow A.I.R. Show Jumping to use my name and my image in all print media, and AGREE to be bound by the contract details as stated on the back of this form.

Signature: _____ Date: _____



Sponsorship Contract

Return Contract to:
A.I.R. Show Jumping, LLC
Attn. Bill Worthington
59 Rabie Rd
Averill Park, NY 12018

The signee is called the “Sponsor”, A.I.R. Show Jumping, LLC is called the “Sponsored”

Article 1: Goal of Contract

The Sponsor has initiated a limited partnership with the Sponsored show for his/her Company or Brand. As a sponsorship partner, the Sponsor will be called “Official Sponsor” and the Sponsored show will have the right to use the image of the Sponsor as long as the Sponsor is under the A.I.R. Show Jumping, LLC sponsorship program. The Sponsor should not Sponsor another venue hosting a show that is in direct competition with the Sponsored show on that specific show date.

Article 2: Duration of contract

The contract will be binding for the agreed upon time as stated on the front of this form. In any case the Sponsor will have the option to remain an “Official Sponsor” either, at the start of the following competition year, or at the start of the following competition whichever is relevant. The Sponsor will be given priority to remain as that sponsor for fifteen (15) days after written notice of renewal. At the end of that term A.I.R. Show Jumping will return all signage and materials, that were not used in promotions at our event(s). A.I.R. Show Jumping is not responsible for promotional materials or signs that were damaged as a result of any Sponsored shows.

Article 3: Obligations of the Sponsored show

The Sponsored show will maintain a sense of professionalism during the duration of this contract. “Professionalism” as stated above means to be loyal, motivated and respectful of the Sport, Athletes, and the Sponsor. The Sponsored show will, to the best of its ability promote both the Sponsor and the Sport by committing to the following obligations:

- 3.1 The Sponsored show should use the Sponsor’s brand items whenever they exist.
- 3.2 The Sponsored show should display the Sponsor’s image or banner (if provided) whenever possible.
- 3.3 The Sponsored show should promote the Sponsor’s brand (in print, online, at shows).
- 3.4 The Sponsored show will refer any applicable clients to the Sponsor’s business.
- 3.5 The Sponsored show will adhere to marketing and branding systems as described in the Sponsorship and Marketing booklet and, to the best of its ability, provide all the services stated.

Article 4: Obligations of the Sponsor

The Sponsor authorizes the Sponsored show to use the name and image of the Sponsor for the promotion of their brand. For this, the Sponsor, will have the following obligations:

- 4.1 To provide their image or product as described in this document.
- 4.2 To provide necessary promotional products in a timely manner and in sufficient quantity to the Sponsored show (i.e banners, hat, pens, and any promotional products necessary). A.I.R. Show Jumping is NOT responsible for providing display banners. It shall be the sole responsibility of the Sponsor.
- 4.4 To communicate positively on behalf of the Sponsored show as much as possible and display promotional material on behalf of the Sponsored show to promote attendance and spectators at the show.

Article 5: Termination of contract

The present contract may be terminated by the Sponsor or Sponsored in case of non-application or violation of the terms presented in this document. This termination will have to be preceded by a letter four weeks (4) prior to an event of show. The Sponsored show will have the possibility within the two (2) weeks after receiving this letter to rectify non-application or violation of contract. Yearly contracts will NOT be refunded after the publication of the Sponsored show’s first official Prize List. Sponsors of specific shows will not be refunded after the publication of the show’s Prize List.

Article 6: Adjudication

All disputes, if unable to be resolved, will be settled in a Rensselaer County court of law. The applicable law for this contract is the New York law.