

## Sponsorship Agreement

The following is an agreement between The Kingsmen of Route 66, Inc. (The Kingsmen), a non-profit organization\* and \_\_\_\_\_, the Sponsor.

\*501(c)(4)

In exchange for the title of “\_\_\_\_\_ Sponsor” during the 2016 “32nd Annual Andy Devine Days Rodeo,” the above named Sponsor can expect to receive the following:

Sponsor will receive:

- 1) Exclusive “\_\_\_\_\_” sponsorship for the Andy Devine Days Rodeo.
- 2) \_\_\_ Signage in the form of a banner provided by sponsor (max 3’ x 8’) in the rodeo arena.
- 3) \_\_\_ Sponsor provided flag ridden into rodeo arena during performances.
- 4) \_\_\_ Name placement in print advertising and posters (print deadline permitting).
- 5) \_\_\_ Name mention in radio advertising and live radio spots preceding rodeo event.
- 6) \_\_\_ Recognition during the rodeo performance by the rodeo announcer.
- 7) \_\_\_ Full \_\_\_ Half \_\_\_ Quarter \_\_\_ Eighth - page \_\_\_ color \_\_\_ black & white rodeo program ad.
- 8) \_\_\_ “100 Club” packages, including admission to 100 Club Dinner for \_\_\_, V.I.P. rodeo seating for \_\_\_, and \_\_\_ “general admission” tickets.
- 9) \_\_\_ Complimentary vendor booth, 10’x10’.

The Kingsmen will receive:

- 1) Sponsor fee in the amount of \$\_\_\_\_\_.00 payable in full by July 15, 2016, to ensure full benefits offered to Sponsor. This is an advertising cost to Sponsor.
- 2) Cooperation of Sponsor personnel in promoting the Sponsor’s business in conjunction with the Rodeo. Includes getting program ad copy to H&H Printers, [csr@hhprinters.com](mailto:csr@hhprinters.com) by Aug 15<sup>th</sup>.

Both parties agree to confer after the completion of the rodeo to evaluate compliance with the above terms and to generate feedback and suggestions for future involvement in the Andy Devine Days Rodeos.

x

\_\_\_\_\_  
Sponsor signature by

\_\_\_\_\_  
Date

\_\_\_\_\_  
(Printed Name)

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Sponsor Address

x

by \_\_\_\_\_, \_\_\_\_\_, the Kingsmen

\_\_\_\_\_  
Date

P.O. Box 6211, Kingman AZ 86402 Contact Phone: \_\_\_\_\_