

**SPONSORSHIP AGREEMENT**

**THIS AGREEMENT is made as of this \_\_\_\_\_ day of \_\_\_\_\_ by and between the AMERICAN ENDURANCE RIDE CONFERENCE (hereinafter AERC) and \_\_\_\_\_ (hereinafter SPONSOR).**

**WITNESSETH: In consideration of the obligation of SPONSOR to pay the SPONSORSHIP FEE as herein provided and in consideration of and subject to the other terms and conditions hereof, AERC accepts \_\_\_\_\_ as the SPONSOR of the following National Award Category for the 200\_\_ AERC Ride Season:**

**\* Category Name**

**AERC and SPONSOR agree to the following terms and conditions:**

- 1) The SPONSOR may use the term, "Category Name Sponsor of AERC" or terminology acceptable to AERC.**
- 2) SPONSOR will be entitled to a thirty (twenty) percent (30-20%) discount on the advertisement rate in Endurance News in addition to any Frequency it may qualify for. SPONSOR will be listed as an Official AERC Sponsor on the AERC Web Site. If SPONSOR has a web site, AERC will provide a link to said web site.**
- 3) TERM: The Term of the Sponsorship shall be for a period of twelve (12) months commencing on the first day of \_\_\_\_\_ and ending on the last day of the Official \_\_\_\_\_ AERC Ride Season. The current official AERC Ride Season begins on the first day of December and ends on the last day of November. The SPONSOR may elect to a term longer than two years upon a mutual agreement between AERC and SPONSOR.**
- 4) SPONSORSHIP FEE: \$\_\_\_\_\_ per annum, prorated if entered after the start of the Official AERC Ride Season**
- 5) RENEWAL OPTION: Provided that it is not in default under this agreement, SPONSOR shall have the right to renew its Sponsorship for a subsequent twelve month period upon giving written notice to AERC of its intent to renew Sponsorship not later than six (6) months before the expiration of this Agreement or any renewal period.**
- 6) PAYMENT: Upon acceptance of this Agreement by AERC and SPONSOR the 200\_\_ Sponsorship Fee will be due and payable. The 200\_\_ Sponsorship Fee will be due and payable on December 1, 200\_\_.**
- 7) SPONSORSHIP PRIVILEGES: SPONSOR shall be entitled to have their name prominently displayed with and as part of the SPONSORSHIP Category in all publications and notices of AERC - SPONSOR (NAME) NATIONAL CHAMPION NAME. AERC will dedicate one (1) page in each issue of Endurance News that will be titled SPONSORSHIP PROGRAM that will list the name of the**

**SPONSORS.**

- 8) **DEFAULT AND REMEDIES:** Upon failure of SPONSOR to make any payment required under this Agreement, AERC shall give fifteen (15) days notice in writing to SPONSOR. If after the expiration of the notice period SPONSOR remains in default, AERC shall have the right to terminate this Agreement without further notice. Termination shall not relieve SPONSOR of any obligations owed AERC under this Agreement and SPONSOR shall remain obligated for all amounts due under this Agreement. AERC shall be entitled to costs and reasonable attorney's fees incurred in collecting any amounts due under this Agreement.  
In the event AERC fails to perform any of its obligations under this Agreement, SPONSOR's remedies shall be limited to cancellation of this Agreement.
- 9) SPONSOR may promote AERC through use and display of AERC's name in its product national advertising campaign. SPONSOR shall have the right to present the winners of its Sponsored Category at the AERC National Awards Banquet. SPONSOR shall have the right to photo opportunities with the winner of its SPONSORED CATEGORY at the AERC National Awards Banquet or at such other awards ceremonies conducted by AERC. SPONSOR will be included in all press releases, ride results and other information provided by AERC to the news media regarding the SPONSORED CATEGORY.
- 10) AERC will display SPONSOR's banners at all AERC official events if SPONSOR provides said banners.
- 11) **EXCLUSIVITY:** Each category shall have only one (1) SPONSOR. No product or money form an entity or individual other than SPONSOR of the Category shall be associated with a SPONSORED CATEGORY without prior written approval from the SPONSOR.
- 12) **ENTIRE AGREEMENT:** This Agreement constitutes the entire understanding between the parties. This Agreement may be modified only by a writing signed by both parties.

**FORUM:** The parties agree that any dispute concerning this Agreement shall be determined in the State Court for Placer County, California.

In witnesseth whereof the parties have caused this Agreement to be executed by

**properly authorized persons.**

**AERC**

**BY:** \_\_\_\_\_

**Its:** \_\_\_\_\_

\_\_\_\_\_

**BY:** \_\_\_\_\_

**Its:** \_\_\_\_\_