

# THAT GUY

B R A N D S

## SPONSORSHIP AGREEMENT

between

Party 1 and Party 2

This sponsorship package provides exposure during the PARTY 2 World Championship Finals, the PARTY 2 Eastern National Championships, the PARTY 2 Super Stakes and Super Stakes Classic, the PARTY 2 Western National Championships, the PARTY 2 Summer Show and the PARTY 2 World Championship Futurity. This sponsorship package includes official product and sponsorship status and exclusivity limited to other strategic relationship.

This Agreement is made and entered into on the \_\_\_\_\_ day of \_\_\_\_\_ by and between the PARTY 2, a Texas Non-Profit Corporation, hereafter referred to as the "PARTY 2" and Party 1, hereafter referred to as "Sponsor".

In an effort to establish a mutually beneficial promotional program the parties agree as follows:

1. This Agreement shall become effective on the \_\_\_\_\_ day of Month, Year and shall continue in effect until the \_\_\_\_\_ day of Month, Year. By no later than three (3) months prior to the termination date of this agreement either the Sponsor or PARTY 2 shall advise the other party in written form of the desire to either enter into renegotiations or to cease participation in this relationship on the termination date.
2. The PARTY 2 agrees to provide and the Sponsor agrees to accept the sponsorship benefits described in Exhibit "A", attached hereto, which are incorporated into this Agreement.

3. The sponsorship benefits shall be provided by the PARTY 2 to the Sponsor during each of the following PARTY 2 events:

*Event 1 – December PARTY 2*

*World Finals – City, State*

*PARTY 2 Event 2 – City, State –*

*March Super Stakes & Super Stakes Classic – City, State*

*PARTY 2 Western National Championships – City, State*

4. In consideration of the sponsorship benefits provided hereby, Sponsor agrees to pay the PARTY 2 MONEY cash annually (MONEY will be dedicated to Amateur class payouts and/or finalist awards at PARTY 2 major produced events). These payments are payable in semi-annual installments on Nov. 2015, April 2016, Nov. 2016, April 2017, Nov. 2017 and April 2018. Additionally, the in-kind items will be received as outlined in Exhibit B. In the event payment is not received by PARTY 2 as specified, PARTY 2 has the right to automatically terminate this agreement on the day after the date payment is due, unless otherwise agreed to by the parties pursuant to a written amendment to this Agreement.

5. Neither party may assign any rights or delegate any duties without the express prior written consent of the other party.

6. PARTY 2 hereby acknowledges that it does not now have and shall not hereafter acquire, any interest in any of the Sponsor's trademarks, trade names, service marks or logos.

7. This writing and the attached exhibit contain the entire agreement of the parties. No representatives other than those expressly set forth were made or relied on by either party. No agent, employee, or other

representative of either party is empowered to alter any of the terms of this Agreement unless an amendment is made in writing and signed by an authorized representative of each party.

8. The validity, interpretation, and performance of this Agreement shall be controlled by and construed under the laws of the State of Texas and any controversy arising hereunder shall be litigated in SOME County, Texas.

9. All notices, payments, or correspondence to be made pursuant to this Agreement by either party shall be made in writing by personal delivery, facsimile transmission, or first class mail, postage prepaid to the respective party's representative at the address and telephone numbers listed below. Either party may change the designated representative, address or telephone numbers by providing notice of same as specified herein.

SIGNED AND ACCEPTED by Party 1

- \_ day of \_ , 2015.

- \_\_\_\_\_  
Person  
Party 1  
ADDRESS  
Phone:  
FAX:  
Email:

SIGNED AND ACCEPTED by PARTY 2 on \_\_\_\_\_ day of November,  
the YEAR.

PERSON

TITLE

ADDRESS:

Tele:

Fax:

Email:

Primary Party 1 contact for this Agreement is:

Person

Title

Address:

Tele:

Email:

## EXHIBIT "A"

### PARTY 2 WILL ASSURE THAT THE FOLLOWING BENEFITS ARE PROVIDED DURING THE TERM OF THIS AGREEMENT

#### Title of Sponsorships:

- Party 1 - Official Product Sponsor (official boot of the PARTY 2)
- Amateur Class Title Sponsor at PARTY 2 Triple Crown events, as well as the Eastern and Western Nationals

Party 1 will be recognized as the Official PRODUCT of the PARTY 2 and will have the exclusive right to use those terminologies in advertising, radio, television, posters, website, point of purchase materials, signs and other forms of advertising.

This proposal includes the title sponsor of PARTY 2's Amateur classes at PARTY 2 Triple Crown events, as well as the Eastern and Western Nationals. The specific use of the MONEY annual investment towards amateur classes will be determined annually with approval from the Amateur and Executive Committees.

The PARTY 2 Amateur committee has the right to secure "presenting" sponsors for any amateur class. These classes will be Party 1 x class presented by "sponsor y". PARTY 2 will not prospect or secure a western apparel company or boot company as a presenting sponsor.

#### Sponsor benefits include:

#### Branding Exposure

- One (1) logo on the wall behind cattle (Super Stakes, Summer Spectacular and Futurity)

- Two (2) signs with logo on the wall behind cattle (Eastern Nationals, Western Nationals, World Finals)
- Two (2) signs on the competition arena walls (World Finals, Eastern Nationals, Super Stakes, Western Nationals, Summer Spectacular and Futurity)
- One logo on sleeve of 2015 Futurity Finalist Leather Jackets
  - All finalists in all classes
- One (1) 5' x 15' vertical sign in ceiling of coliseum (Super Stakes, Summer Spectacular and Futurity)
- One (1) 3' X 8' vertical banner in exhibit area (Super Stakes, Summer Spectacular and Futurity)
- Two (2) 3' X 8' signs in practice arena (Super Stakes, Summer Spectacular and Futurity)

*\*Cost of signage to be absorbed by PARTY 2. Changes requested by sponsor during the term of the agreement to be billed to sponsor.*

#### Exhibit Space

- One (1) 10' X 50' exhibit booth space during the Futurity, Super Stakes, Summer Spectacular, Eastern Nationals and Western Nationals

*\* Right of first refusal to purchase additional space at \$600 per 10' x 10', if available. Space must be requested 90 days prior to the event. Items may include PRODUCT made or marketed by Party 1.*

#### Tickets

- Twelve (12) to the finals of Super Stakes and Summer Spectacular
- Four (4) to the Futurity semi-finals and finals
- Four (4) VIP passes to the Sponsor Lounge during Triple Crown Events
- Two (2) VIP parking pass (Fort Worth only)

*\*Additional tickets can be purchased*

## Advertising

- Eighteen (18) four-color, full-page advertisements each year in MAGAZINE for PARTY 1
- Two (2) Logos and company recognition in each month on the “Sponsor Page” of the MAGAZINE ONLINE
- One (1) four-color, full-page advertisements in triple crown event programs including the Super Stakes, Summer Spectacular and Futurity
- One (1) four-color, full-page advertisements in Eastern Nationals, Western Nationals, and World Finals
- Premier Live Stream package worth of commercials and/or branded slides to be shown during live stream and simulcast of PARTY 2 major produced events
- Six (6) commercial spots during PARTY 2 Futurity broadcast on Ride TV (distribution on Dish, Windstream, Armstrong)

*\*All ads will be provided camera-ready by the Sponsor*

## Additional Official Sponsorship Benefits

- Invitation for two (2) to the annual SPONSOR EVENT
- Use of PARTY 2 logo and Official status in advertising and promotion
- Logo or company recognition on event posters (Triple Crown) and on the PARTY 2 website with click-thru
- One (1) time use each year of the PARTY 2 membership mailing list per year
- One (1) time use of the PARTY 2 entry mailing list for each Triple Crown show
- One (1) time use of the PARTY 2 entry mailing list for each National show (Eastern and Western)

- Opportunity to utilize three (3) e-mail blasts to membership
- Promotion on PARTY 2's Facebook page with a link/tag to the Party 1 Facebook
- Official PARTY 2 Press Release announcing the sponsorship renewal

#### Additional Amateur Title Sponsorship Benefits

- Phrase: Party 1 Amateur or Unlimited Amateur (in all Amateur class references)
- Company Logo & Phrase Party 1 Amateur or Unlimited Amateur on all Amateur entry forms
- Company Logo & Phrase Party 1 Amateur or Unlimited Amateur in all champion interviews produced by PARTY 2
- Additional signage opportunities including:
  - banners at outdoor/indoor loping areas (installation provided by PARTY 2)
- Sponsor announcements multiple times per day during amateur go-rounds promoting the boot drawings and finalist vests (if provided)
- The PARTY 2 Amateur committee will not secure a western apparel company or boot company as a "presenting" sponsors for any amateur class.



EXHIBIT "B"

SPONSOR WILL ASSURE THAT THE FOLLOWING IN-KIND BENEFITS  
WILL BE PROVIDED DURING THE TERM OF THIS AGREEMENT

1) In-kind in the form of Party 1 PRODUCT at the following events:

Super Stakes

\*All 14 Class Champions # @ MONEY = \$ MONEY

Summer Cutting

\*All 14 Class Champions 14 @ \$ MONEY \$ MONEY  
-

Futurity

\*All 6 Class Champions 6 @ \$ MONEY \$ MONEY  
-

World Finals

\*All 10 Class Champions 10 @ \$ MONEY \$ MONEY  
-

Eastern Nationals

\*\$15,000 Amateur Champion 2 @ \$ MONEY = \$ MONE  
\*\$50,000 Amateur Champion

Western Nationals

\*\$15,000 Amateur Champion 2 @ \$ MONEY = \$ MONE  
\*\$50,000 Amateur Champion

---

Total

\$ MONEY / PRODUCT VALUE RETAIL

2) Party 1 will provide \$MONEY (of the total \$MONEY annual commitment) annually to Amateur finalists at the following events:

PARTY 2 Eastern

Nationals NHCA Super

Stakes PARTY 2 Western

Nationals

PARTY 2 Summer Spectacular

The specific use of this \$MONEY will be determined each October by the PARTY 2 Amateur committee.

2016 use as follows:

Vests/jackets to finalists of all amateur classes at these four events.

2017 and 2018 use TBD in October 2016 and 2017.