



ADVOCATE | CELEBRATE | EDUCATE | SERVE

A Registered 501(c)(3) non-profit
 EIN: 26-4272258
 P.O. Box 2044, Asheville NC 28802
 www.blueridgepride.org
 f blueridgepridecenter

Sponsorship Agreement for 2020 Blue Ridge Pride Festival

This Sponsorship Agreement represents the entire agreement between Blue Ridge Pride Center, Inc. (“Blue Ridge Pride”) and the Sponsor. There is no other agreement or warranty between the Sponsor and Blue Ridge Pride. This Sponsorship Agreement establishes a non-exclusive relationship between Sponsor and Blue Ridge Pride. Blue Ridge Pride retains the right to enter into other Sponsorship Agreements at its discretion.

Term

The term of this Sponsorship Agreement begins on the later of the date signed or the date payment is received and accepted and terminates at the conclusion of the 2020 Blue Ridge Pride Festival on Saturday, September 26, 2020.

Benefits

Blue Ridge Pride will furnish Sponsor with the sponsorship rights and amenities for the 2020 Blue Ridge Pride Festival according to the Sponsorship Level selected and paid for by Sponsor and according to the terms in this Agreement.

2020 Corporate Sponsorship Packages

Benefits	Sponsorship Level			
	\$1,000 Gold	\$2,500 Emerald	\$5,000 Sapphire	\$10,000 Diamond
Featured on BRPC Web Site	●	●	●	●
Framed Certificate	●	●	●	●
Logo on Main Stage Banner ¹	●	●	●	●
Logo on Marketing Materials ¹	●	●	●	●
Featured in Festival Map / Print Materials	●	●	●	●
Special Banner to Display on Tent (e.g., “Gold Sponsor”)	●	●	●	●
Option to Sponsor Special Use Area (e.g., Children’s Area, Café Stage)		●	●	●
Option to Display Corporate Banner on Main Stage ²			●	●
Option to List as Sponsor for Blue Ridge Pride Pageant			●	●
Option to Play Presenting Role on Stage / In Parade			●	●
Option to Participate in Festival Program Design				●
Vendor Space & Amenities (table, 2 chairs, anchors, electricity)	10x10	10x10	10x20	10x20
Admission Tickets to VIP Tent	4	8	12	16

Notes: ¹ Sponsor must supply camera ready copy for print and electronic sharing. | ² Custom stage banners to be supplied by sponsor subject to size restrictions.

Special-Purpose Sponsorships

Blue Ridge Pride offers Special Purpose Sponsorships (e.g., Hospitality Sponsor; Media Sponsor; Marketing Sponsor; Beverage Sponsor) on a case-by-case basis. Any additional terms and benefits associated with these are set forth under Additional Terms and Benefits (below).



Trademarks & Copyrights

Use of Event Marks

Blue Ridge Pride grants Sponsor, during the Term and for 30 calendar days thereafter, a non-exclusive license to use “2020 Blue Ridge Pride Festival” and its variations in the same form they are provided by Blue Ridge Pride (the “Event Marks”) in connection with the Sponsor’s 2020 Blue Ridge Pride Festival activities in a manner consistent with Blue Ridge Pride’s guidelines for use of the Event Marks, this Sponsorship Agreement, and the Sponsor’s Sponsorship Level. Sponsor will comply with Blue Ridge Pride’s reasonable requests regarding the use of the Event Marks.

Use of Sponsor Marks

Sponsor grants to Blue Ridge Pride a non-exclusive, royalty-free license to use the Sponsor marks in camera-ready format (the “Sponsor Marks”): (i) during the Term in connection with Blue Ridge Pride’s promotional and publicity activities, including print, video, and electronic materials, for 2020 Blue Ridge Pride; and (ii) after the Term in reference to Sponsor’s sponsorship of the 2020 Blue Ridge Pride Festival.

Conduct at the Event

Exhibit Booths

If exhibiting at the festival, Sponsor is subject to the operating requirements and restrictions detailed in the “2020 Pride Festival Vendor Agreement”.

Festival Recording

Sponsor may photograph or otherwise record its presence at the 2020 Blue Ridge Pride Festival, but will not otherwise record or reproduce any portion of the 2020 Blue Ridge Pride Festival, including the marks or presence of other sponsors, the entertainment, or the attendees, in any format, without Blue Ridge Pride’s prior written consent. Sponsor’s actions to photograph or otherwise record its presence will take place only in the public access areas of the 2020 Blue Ridge Pride Festival and may not interfere with the normal operations of the event.

Payment

Invoices will be issued at the time completed applications are received. Sponsor will pay the agreed upon rate (less the value of any in-kind contribution) within thirty (30) days of receipt of an invoice from Blue Ridge. All payments must be received before any benefits (i.e., banners, print media, on-site space) can be conveyed, unless otherwise waived by Blue Ridge Pride.

Liability

Neither Blue Ridge Pride nor its representatives will be responsible for any injury, loss, harm or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will Blue Ridge Pride be liable for lost profits or other special or consequential damage. The foregoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort or otherwise.

Termination

Blue Ridge Pride reserves the right to accept or reject sponsors at its sole discretion. Blue Ridge Pride may terminate this Sponsorship Agreement at any time, in which case Sponsor’s rights to use the Event Marks will terminate immediately, and Blue Ridge Pride will refund to Sponsor any sponsorship fees paid to Blue Ridge Pride less any out of pocket expenses incurred, and return any unused in-kind contribution received under this Sponsorship Agreement.

Reschedule or Cancellation

The 2020 Blue Ridge Pride Festival is scheduled to take place on September 26, 2020. Blue Ridge Pride reserves the right to reschedule or cancel the 2020 Blue Ridge Pride Festival or any individual events comprising it if necessary for any reason, including: (i) weather; (ii) failure to receive commitments from the necessary number of sponsors;



(iii) failure to reach agreement with the applicable authorities on any issue related to the 2020 Blue Ridge Pride Festival; or (iv) acts of God or any other cause beyond Blue Ridge Pride’s reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe.

If the Blue Ridge Pride Festival is cancelled in whole, Blue Ridge Pride will issue refunds at pro-rata amounts of the total sponsorship fees received less the expenses incurred by Blue Ridge Pride. No further refunds or other amounts will be due from Blue Ridge Pride for any reason. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee actually paid.

Miscellaneous

All legal matters pertaining to the 2020 Blue Ridge Pride Festival and this Sponsorship Agreement will be governed by and construed under the laws of the state of North Carolina without regard to any provision of North Carolina law that would require or permit the application of the substantive law of another jurisdiction. Sponsor irrevocably consents and submits to the personal jurisdiction of the courts in and for North Carolina for any actions arising out of or relating to this Sponsorship Agreement.

This Sponsorship Agreement may be executed in multiple counterparts, each of which will be considered an original and all or any one of which constitute one and the same agreement. Facsimile or email copies will be treated as originals for these purposes. This Sponsorship Agreement is personal to the parties and neither party may assign it without the prior written consent of the other party.

Additional Benefits and Terms

In certain instances (e.g., Media Sponsorships, Hospitality Sponsorships) the Sponsor and Blue Ridge Pride agree to additional terms and benefits.

- No additional terms or benefits apply to this agreement.
- Additional terms and benefits are set forth below.

Acceptance

Sponsor Signature

Blue Ridge Pride Signature

Print Name

Print Name

Organization

Blue Ridge Pride Center, Inc.
Organization

Title

Title

Date

Date