



# SPONSORSHIP CONTRACT

This is a Sponsorship Agreement between the organizers of **Troy Night Out (“TNO”)** and:

## Principal Contact:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ ext. \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Level (Choose One)

### Major Sponsorship – ONE YEAR (12 events total)

“Sponsored by” billing with logo in the following locations for **12 months**:

- 1 full or half page advertisement in Metroland *each month*
- 1,500 full color event maps to be handed out during the event *each month*
- 2,000 black & white flyers distributed to entire Capital District *each month*
- Collectable official Troy Night Out screen printed art poster, distributed to all participating businesses *each month*
- Presence on TroyNightOut.org website, with link, for one year
- Invitation to table at all or any TNO events during the year long sponsorship term
- ‘Sponsored by’ billing in all additional advertising for one year
- *substitutions of equal value for any of the above may be made*

**Total Donation: \$2,500**

### Minor Sponsorship – ONE MONTH

“Sponsored by” billing with business name listed in the following locations:

- 1 full or half page advertisements in Metroland
- 1,500 full color event maps to be handed out during the event
- 2,000 black & white flyers distributed to entire Capital District
- Collectable official Troy Night Out screen printed art poster, distributed to all participating businesses
- Presence on TroyNightOut.org website, with link
- *substitutions of equal value for any of the above may be made*

**Total Donation: \$250**

(over, please)

## Sponsorship Duration

This Sponsorship Agreement shall be in effect for Troy Night Out from \_\_\_\_\_ (date) to \_\_\_\_\_ (date). *Please note: Due to production constraints, Sponsor logos must be received at least 3 weeks prior to the event date in order to appear on all the promotional material. If this deadline has passed, the logo will appear on the promotional materials for the following month.*

### **Method of Payment**

Checks should be made payable to the Troy Downtown Collaborative, and **Troy Night Out Sponsorship and the month and year of the sponsorship** must appear in the memo line.

### **Termination**

Section I:

Troy Night Out shall be entitled to terminate this agreement forthwith if:

- (i) The Sponsor fails to pay any sum due to TNO after the due date and TNO has given The Sponsor 30 days written notice requiring it to pay and The Sponsor has failed to pay in the 30 day period
- (ii) The Sponsor does anything which in the reasonable opinion of TNO brings or is reasonably likely to bring the name or logo or reputation of TNO into disrepute
- (iii) a resolution is passed for the voluntary or compulsory liquidation of The Sponsor or a receiver is appointed over all or part of its business or if The Sponsor as an individual has a bankruptcy petition presented against him or her

Section II:

If TNO terminates this agreement for any of the reasons in Section I the Sponsor will no longer be authorized to use the name and logo of TNO.

### **Indemnity**

The Sponsor agrees to indemnify TNO in respect of any costs, claims, loss or liability whatsoever suffered by TNO (including reasonable legal costs and disbursements) as a result of any breach by The Sponsor of any of the terms of this agreement.

\_\_\_\_\_  
Sponsor Principal Signature date

\_\_\_\_\_  
Troy Night Out Representative Signature date

**Questions: Email us at [troynightout@gmail.com](mailto:troynightout@gmail.com)**

**Please return this form and payment to: Troy Night Out, 268 River St, Troy, NY 12180**