

Sponsorship Agreement

This Sponsorship Agreement is made and entered into as of the **1ST March 2017** by and between:

(1) Stroud Cricket Club (**the Recipient**) and;

(2) _____ (**the Sponsor**)

As part of this agreement, The Sponsor has agreed to provide financial support to the Recipient subject to the terms and conditions laid out in this agreement.

1. Sponsorship Period

1.1. This agreement shall be deemed to have commenced on **1st March 2017** and shall continue until _____.

1.2. Sponsor shall not terminate this agreement without the approval of Stroud Cricket Club.

2. Sponsorship Fee

2.1. Subject to the provisions of this agreement and to the Recipient performing its obligations hereunder and in consideration of the rights granted by the Recipient to the Sponsor, the Sponsor agrees to pay a Sponsorship Fee of £_____ per annum (excluding VAT).

2.1.1. Invoices are to be sent to:

Name of contact at sponsor: _____

Address line 1 _____

Address line 2: _____

Address line 3: _____

Post Code: _____

2.2. The Recipient acknowledges and confirms that, save as otherwise expressly recorded in this Agreement; the Sponsor shall not be liable to the Recipient or any other person for any additional cost or expense besides the annual Sponsorship fee.

3. Sponsor's Rights

3.1. In return for the Fee laid out in point 2, the Recipient shall provide the sponsor with the benefits listed in the brochure under their choice of Sponsorship Package (_____).

3.2. The recipient agrees to provide a representative to the Sponsor, if they so wish, to report back to and ensure the terms of the agreement are fulfilled.

3.3. Sponsorships are not exclusive unless otherwise set forth in the Brochure or agreed upon at an added fee.

4. The Sponsor's Obligations

In exercising the said rights and licences, the Sponsor shall, subject to receiving appropriate invoices, pay the recipient the Sponsorship fee when the same falls due for payment as set out in Clause 2.

5. The recipient's Exercise of Rights

The Recipient shall not use any of the rights granted herein and shall ensure that no member of the Recipient shall make any public statement in a manner which, in the reasonable opinion of the Sponsor, is or might be prejudice or defamatory to the image and reputation of the sponsor.

6. License and Usage.

Sponsor hereby grants Stroud Cricket Club a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information owned by the Sponsor. Stroud Cricket Club agrees that the Proprietary Information will be used only in connection with the Sponsorship to provide the benefits set forth in the Brochure and such other benefits as Sponsor and Stroud Cricket Club may agree. Stroud Cricket Club's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative.

7. Renewal

The Recipient agrees to give the Sponsor first refusal to renew this agreement, with an option to withdraw after one year *if* the terms of the Sponsorship deal are not being met.

8. Entire Agreement

This Agreement represents the entire agreement between the parties in relation to the subject matter of this Agreement and supersedes any previous agreement, whether written or oral, between the parties in relation to that subject matter.

IN WITNESS, WHEREOF, duly authorised representatives of each of the parties have executed this Agreement as of the Effective Date.

Sponsor: _____

Recipient: **Stroud Cricket Club**

Signed: _____

Signed: _____

Name: _____

Name: _____

