



## Redding Rodeo 2019 Chute Livestock Protective Pads

**The Redding Rodeo offers the following options for a Bucking Chute sponsor.**

1. Sponsor will receive name or logo placed on one side of 11 special protective chute pads. Said pads are designed to protect animal and rider while they are in the bucking chutes. Reverse side of protective pads will contain their logo or name of other sponsors. Redding Rodeo will pay to have sponsor name or logo placed on the pads. This contract is valid for the 2019 Redding Rodeo only, but sponsor may have first right of refusal option for a contract for the 2019 Redding Rodeo. Price for this option is \$3500.

As additional item to say "Thank You", the Redding Rodeo Association will include a ½ page ad in the Rodeo Program Book (Sponsor will provide ad layout and copy).

Approved by the RRA President or Sponsorship Committee Chairman

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Signature

Date

Approved by the Sponsor

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Signature

Date

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**Sponsor Name**

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**Sponsor Mailing Address**

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**Sponsor's web location URL:** www.\_\_\_\_\_

(For inclusion as hot link from the RRA web site to Sponsors information)

The Sponsor will provide decals with name and/or logo. Any custom artwork on the pads, or replacement of the original pads, will be provided at the expense of the sponsor, at the sole discretion of the RRA.

Pad placement is at the sole discretion of the Redding Rodeo Association and may be modified to conform to PRCA requirements. Pads will be displayed through the end of Rodeo Week 2019. After May 31, 2019, said pad may be removed, or relocated at the sole discretion of the Redding Rodeo Association.

Sponsor agrees to pay the Redding Rodeo Association Ad fee as described above, based upon contract terms.

Sponsor payment for ad is due to RRA before May 1, 2019. A Late Fee of 1 1/2% per month (18% per year) will be assessed on all unpaid balances after May 1, 2019.

**All payments should be mailed to:**

**Redding Rodeo Association  
P.O. Box 992048  
Redding, CA 96099-2048**

All materials (sign text, art work, logos, etc) that are included in the pad must be delivered to Redding Rodeo Association before March 1, 2019 (Due Date). Redding Rodeo Association is not responsible for completeness of pad if materials are not received by Due Date.

A higher value sponsorship may be substituted at the sole discretion of the Redding Rodeo Association.

Sponsor hereby grants to the Redding Rodeo Association a limited license to display Sponsor's name, brand names, trademarks, service marks, and Logos ("Proprietary Marks") in connection with the advertising and promotional activities specified herein or otherwise used pursuant to this agreement. Sponsor further represents that it has the legal right to use and authorize the use of the above.

To the extent a party is responsible, each party agrees to indemnify, defend and hold harmless the other party and its affiliates, and the directors, officers, successors, assign, contractors, agents and employees of each from and against any and all damages, losses, claims, judgments or actions of whatever kind or nature, including reasonable attorney's fees and costs (hereinafter collectively "Claims"), arising out of or otherwise connected with the Rodeo or arising out of or otherwise connected with the breach of any of the terms of this Agreement, except to the extent that any such Claims arise out of the acts or omissions of the indemnified party.