



Redding Rodeo 2019 Score Board Sponsorship

Sponsor will receive:

1. Recognition on the Score Board via graphics (provided by Sponsor) replays for each event nightly.
2. Verbal recognition via announcements during replays of each event.
3. A 2 foot x 8 foot sign along the bottom of both of the score boards. Sponsor provides graphics for sign.
4. The term of this sponsorship is for one annual performance of the Redding Rodeo.
5. Two (2) Sponsor Box section of Rodeo Flats tickets for each night sponsored.

Price for this option is \$2000 for one (1) day or \$6000 for the complete 4 days of performances.

Approved by the RRA President or Sponsorship Committee Chairman

Signature

Date

Approved by the Sponsor

Signature

Date

Sponsor Name

Sponsor Mailing Address

Sponsor's web location URL: www._____

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

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

Sponsor agrees to pay the Redding Rodeo Association a fee of \$2000 (as described above), based upon this contract.

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 decal must be delivered to Redding Rodeo Association before **April 1, 2019 (Due Date)**. Redding Rodeo Association is not responsible for completeness of sign if materials are not received by Due Date.

A higher value sign 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.