



# Laguna Niguel Holiday Parade

December 9, 2017

LagunaNiguelParade.com

## SPONSORSHIP AGREEMENT

Contact Name:

Title:

Name of Business:

Address:

City:

State:

ZIP:

Phone #:

Fax #:

Email Address:

Website:

Sponsorship Level	In-kind Services/ Goods (List Donation & Amount)	Payment Method
Platinum (\$5,000+)		CASH
Gold (\$2,500-\$4,999)		CHECK
Silver (\$1,000-\$2,499)		N/A (In-Kind)
Friends (\$100-\$999)		
Total Contribution (Cash plus In-Kind)		

### **AGREEMENT TERMS**

1. Sponsor will provide the Parade Committee with the Sponsorship Agreement form, computer produced company logo (if applicable according to benefits chart) and cash/in-kind donation by deadline. Promotional opportunities are not guaranteed after the deadline.
2. Sponsor must make arrangements to drop off in-kind goods, 5 days prior to the parade unless other arrangements are made at the time the Agreement is received.
3. The Sponsor and the Parade Committee will jointly determine "in-kind" value.
4. In-Kind sponsorship is defined as any goods or services that benefit the parade by lowering our costs to host the event. Special business promotional items will not be considered an in-kind sponsorship.
5. In the event that the Parade or a Parade sponsorship benefit is cancelled for any reason, including a natural disaster, safety related concern or an issue out of the Parade Committee's control, sponsorship refunds will not be given. Every effort will be made by the Parade Committee to fulfill the agreed to benefits.
6. The Laguna Niguel Parade Committee reserves the right to deny or cancel sponsorship benefits at any time if determined to be inappropriate for any reason.
7. If the sponsorship level allows for a float/entry, the sponsor will agree to provide insurance naming the City of Laguna Niguel, its officers, agents and employees as additional insured. All entry rules will apply.
8. Sponsor/Entry shall indemnify, protect, defend and hold harmless the City of Laguna Niguel, its officers, agents, employees and representatives from any suits, claims, actions, liability or damages that may arise from or is related to the sponsor's participation in the Holiday Parade.
9. The City of Laguna Niguel and the Holiday Parade Committee may advertise or photograph your business for City of Laguna Niguel promotional purposes. Promotion may include flyers, video, programs, newspapers, magazines, YouTube, website, television, etc.

**DEADLINE FOR SPONSORSHIP - FRIDAY, SEPTEMBER 29, 2017**

I have read and understand the Sponsorship Agreement terms and the liability information.

Signature:

Date:

Mail Sponsorship Agreement with payment (Checks payable to the City of Laguna Niguel) to:  
 Laguna Niguel Holiday Parade  
 Attention: Patricia Fehervari, Sponsorship & Marketing  
 29751 Crown Valley Parkway, Laguna Niguel, California 92677  
 Fax: (949) 249-1115/Phone: (949) 425-5117  
 Email: sponsorship@lagunaniguelparade.com  
 City of Laguna Niguel Tax ID #33-0220695