



VIETNAMESE AMERICAN FEDERATION OF SOUTHERN CALIFORNIA

# LITTLE SAIGON TẾT PARADE 2018

13127 Brookhurst Street – Garden Grove, CA 92843  
Email: [contact@tetparade.org](mailto:contact@tetparade.org) \* [www.tetparade.org](http://www.tetparade.org)



## SPONSORSHIP AGREEMENT

SPONSOR/COMPANY NAME

SPONSOR CONTACT

ADDRESS

TELEPHONE

EMAIL

SPONSORSHIP REPRESENTATIVE or AGENT

TELEPHONE

EMAIL

Will the sponsor join the parade? **Please check one of the box below:**

- Yes. **Parade application must also be completed and submitted**
- No. *(if you change your mind, please fill out and submit an parade application early)*

### SPONSORSHIP COMMITMENT

<input type="checkbox"/>	Title Sponsor.....	\$20,000
<input type="checkbox"/>	Diamond Sponsor.....	\$10,000
<input type="checkbox"/>	Platinum Sponsor .....	\$5,000
<input type="checkbox"/>	Gold Sponsor.....	\$3,000
<input type="checkbox"/>	Silver Sponsor .....	\$1,500
<input type="checkbox"/>	A La Carte _____	
	_____	
	_____	

The sponsor hereby agrees to sponsor the event LITTLE SAIGON TẾT PARADE 2018 described in the SPONSORSHIP PROPOSAL, a copy of which is attached hereto as Exhibit A and is incorporated herein by this reference. The Sponsor agrees to provide to LITTLE SAIGON TẾT PARADE 2018, the following in-kind services and/or pay the following fees: \_\_\_\_\_. In consideration therefore, LITTLE SAIGON TẾT PARADE 2018 shall provide Sponsor with the benefits described in the Proposal. LITTLE SAIGON TẾT PARADE 2018 may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

**Payment.** Make check payable to: **LITTLE SAIGON TẾT PARADE 2018**

## TERMS & CONDITIONS

**Limitation of Sponsorship.** Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to LITTLE SAIGON TẾT PARADE 2018 to be held on **February 17<sup>th</sup>, 2018**. Assuming the Event is continued in 2018, the Sponsor shall have the first right of refusal to continue Sponsor's involvement in the Event on such terms as Sponsor and LITTLE SAIGON TẾT PARADE 2018 shall agree.

**License and Usage.** Sponsor hereby grants LITTLE SAIGON TẾT PARADE 2018 a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information owned by the Sponsor. LITTLE SAIGON TẾT PARADE 2018 agrees that the Proprietary Information will be used only in connection with the LITTLE SAIGON TẾT PARADE 2018 Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and LITTLE SAIGON TẾT PARADE 2018 may agree. LITTLE SAIGON TẾT PARADE 2018's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval will not be unreasonably withheld.

**Sponsor Understandings.** Sponsor understands as follows: the dollar values set forth in the Proposal are estimates based upon general sponsorship information available to LITTLE SAIGON TẾT PARADE 2018; the audience multiplier is based upon estimates of LITTLE SAIGON TẾT PARADE 2018 attendance and actual attendance figures may vary materially. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal.

**Force Majeure.** LITTLE SAIGON TẾT PARADE 2018 shall be excused for any failure, delay, or interruption in performing its obligations hereunder that is due to causes or conditions beyond its control, including, without limitation, acts of God, elements, weather conditions, earthquakes, settlements, fire, accidents, sabotage, power failures, cable cuts, acts or omissions of governmental authorities, shortages of labor and materials, acts of third parties for which LITTLE SAIGON TẾT PARADE 2018 is not responsible, injunctions, labor disputes of every kind, or any other condition or circumstance, whether similar to or different from the foregoing, which is beyond the control of LITTLE SAIGON TẾT PARADE 2018 or which cannot be prevented or remedied by reasonable effort and at reasonable expense.

**Arbitration Clause.** In the event a dispute arises concerning any aspect of this Agreement, Client and Company agree to follow this procedure: 1) discuss and attempt to negotiate a resolution of the matter; 2) submit the dispute to non-binding mediation with the assistance of a qualified mediator selected by both parties; and 3) upon failure to resolve the issue according to steps 1) or 2), submit the dispute to final and binding arbitration in Orange County, California, following procedures established by the American Arbitration Association. In the event a dispute arises, given any damages are uncertain and speculative, both Client and Company shall expressly agree to waive all consequential damages or any other remedies available under California law or any other State law. The maximum amount of damages any party will be awarded shall be the value of this Agreement.

**Termination.** LITTLE SAIGON TẾT PARADE 2018 may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, LITTLE SAIGON TẾT PARADE 2018 may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by LITTLE SAIGON TẾT PARADE 2018. Sponsor shall not terminate this agreement without the approval of LITTLE SAIGON TẾT PARADE 2018.

**Amendments.** This agreement may be amended only by a written instrument executed by both parties.

**Effective Date:** This Agreement shall become effective on the date made and entered as recorded in the Sponsorship Agreement

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SPONSOR

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SPONSEE REPRESENTATIVE

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BY

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BY

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DATE

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DATE