**SAMPLE SPONSORSHIP CONTRACT + BENEFIT BUNDLE**

March 20, 2015

 xxxxxxxxxxxxxxxxxxx

 244 Pall Mall Street

 Suite 350

 London, Ontario N6A 5P6

 Re: Sponsorship of Ballet Jorgen Canada’s NUTCRACKER – Monday Dec. 21, 2015

 Dear XXXXXX,

 This letter will serve as the agreement between Live at the Hippo Pool Events Inc. (Presenter) and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Sponsor) for the sponsorship of the 2015 performance of Ballet Jorgen Canada’s NUTCRACKER, to be held on Monday, December 21, 2015 at 7:30pm at the Centennial Hall in London, Ontario.

 The Sponsor agrees to:

 Pay a sponsorship fee $\_\_\_\_\_\_\_\_\_\_\_plus HST. The payment schedule will be as follows: 50% in March 2015 upon invoice and remaining 50% due upon presentation of final invoice in late November 2015 prior to the show date.

 The Presenter agrees to:

 Provide all the benefits as included on the benefits list that is enclosed

 Warrant that the Sponsor will be the sole corporate sponsor of the evening

 In the event the performance is rendered impossible or unfeasible (Force Majeure) due to circumstances beyond the control of the presenter then this agreement will be terminated. In this case the obligation for the sponsor to pay the balance of the sponsorship fee shall be null & void. The deposit will be returned. Where the sponsor cancels the sponsorship or neglects a portion of the duties listed here the presenter shall still be entitled to the balance of the fee as well as retaining the deposit amount. And, where the venue or Ballet Jorgen Canada cancels their involvement all sponsorship fees will be returned.

 If the above meets with your approval please sign one copy of this agreement and return it via e-mail to our attention at hippopool@execulink.com . Please return via e-mail by March 27, 2015.

 Yours truly,

 Carolynn Clark & Cameron Smillie

 Live at the Hippo Pool Events Inc.

 For xxxxxx

 Accepted by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Benefit Bundle**

* name on all tickets, above title of show
* name/ logo included in all print ads, above title of show – minimum of 8 advertisements in London Free Press
* logo included on a minimum of 250 posters, posted in London
* logo included on 1500 flyers (included in a mailing to past patrons & distribution in London)
* 12 complimentary tickets
* discount on requested reserved seats (20% off retail pricing, up to 200 seats)
* logo included (above title of show) on Outside Front Cover of performance program
* full page ad in performance program, full colour – Outside Back
* inclusion in pre-show announcement
* option to have a Company representative speak from the stage prior to performance start
* opportunity to hold a pre-performance reception on-site at the theatre – rental of reception space at no charge to Company
* Artistic Director invited to speak at the Company reception

Sponsorship Fee

$XXXXX plus HST

Payment Schedule – 50% to be invoiced in March 2015, remainder invoiced in November 2015; ticket purchases invoiced in late November 2015