



2018

Cape Fear Highland Games

Date- Saturday, September 29th, 2018

Event Time- 9am – 10pm

Location- 3400 Randall Parkway Wilmington, NC 28403

EVENT SPONSOR AGREEMENT

An Event Sponsor is a principal supporter of this event. The Event Sponsor wishes to provide financial support in return for which The Cape Fear Highland Games (CFHG) will provide to the Event Sponsor a range of marketing opportunities and other services. The Event Sponsor will receive maximum media exposure before, during and after this event. Sponsor support will go towards, athletic costs, event management, marketing and promotion, and entertainment.

The Cape Fear Highland Games festival are proud to be partnered with the MARSOC Foundation. The MARSOC Foundation was established to provide benevolent support to active duty and medically retired MARSOC personnel and their families as well as to the families of Marines and Sailors who have lost their lives in service to our Nation.

The Foundation aims to meet needs unmet by the government with an emphasis on building personal and family resiliency and supporting the full reintegration of MARSOC Marines and Sailors following wounds, injuries and extended deployments.



MARKETING PLAN:

Posters /Fliers

- (500) 11x17 posters distributed throughout the local area
- (2,000) 4x6 fliers distributed locally
- Street Team members distributing material across the region during concerts and festivals. Including the Cape Fear Beerfest.

Social Media

- Fully engaging social media campaign across multiple platforms.
- Facebook & Twitter
 - Daily engagement with fans
 - Paid Social Media Advertising to extend campaign reach
 - Ticket giveaway and Cross-promotion contest with our sponsors to build more engagement for CFHG & sponsors
- Instagram
 - Daily posts that promote our brand, our sponsors' brands, bands, the venue and more.
 - Run Instagram contests to include a specified #hashtag.

We will cross-promote these kinds of contest.

Website

- Website (www.capefearhighlandgames.com) optimized for search engine optimization & mobile use for maximum traffic.
- Bi-monthly email blasts promoting the festival, artists and sponsors.

Print

- Event coverage & ads in Encore Publication and Star News.
- Event & Calendar listing in local publications

Radio

- Minimum of 45 (:60 second) pre-recorded commercials from August 1st until September 29th



EXPOSURE

Cape Fear Highland Games provides an unbelievable opportunity for Event Sponsors to expose their brands to a quality audience. Between the actual festivals themselves, radio, print, online and social media correspondence & announcements the banner/poster displays, and other promotional items the CFHG gives Event Sponsors a great reach in the Wilmington area.

COST

- Presenting- \$10,000 (limit 1)
- Platinum- \$5,000 (limit 2)
- Gold- \$3,000 (limit 4)
- Silver- \$1,000 (limit 5)
- Bronze- \$500 (limit 10)

PRESENTING Sponsor Benefits- \$10,000 (1)

- Presenting Sponsor offers the highest degree of promotional exposure
- Sponsored by “Your Business” included in all radio and printed advertising material
- Primary placement/largest logo on event banner
- Logo presence and direct URL on CFHG website
- Primary placement of vendor tent on location
- Primary placement of your Banner on location
- Presenting Sponsor vendor space provided day of event
- Opportunity to provide promotional/marketing materials day of event
- Includes 24 Tickets to Event

PLATINUM Sponsor Benefits- \$5,000 (2)

- Radio advertising campaign presence
- Premium placement logo on event banner
- Sponsor logo placement on all print advertisement
- Logo presence and direct URL on CFHG website
- Premium vendor space provided day of event
- Premium placement of your banner on location
- Opportunity to provide promotional/marketing materials day of event
- Includes 16 Tickets to Event

GOLD Sponsor Benefits- \$3000 (4)

- Logo presence on event banner
- Sponsor logo placement on all print advertisement
- Logo presence and direct URL on website
- Vendor space provided day of event

- Placement of your banner on location
- Opportunity to provide promotional/marketing materials day of event
- Includes 12 Tickets to Event

SILVER Sponsor Benefits- \$1000 (5)

- Placement of your banner on event location
- Logo presence and direct URL on Website
- Vendor space provided day of event
- Opportunity to provide promotional/marketing materials day of event
- Includes 8 Tickets to Event

BRONZE Sponsor Benefits- \$500 (10)

- Placement of your banner on event location
- Logo presence and direct URL on Website
- Opportunity to provide promotional/marketing materials day of event
- Includes 4 Tickets to Event

DURATION

The agreement is affective upon sign-on, to at least one week after the event. Promotional media sold after the event will also acknowledge the support of all sponsors, with priority/high profile positions available for Event Sponsors.

CFHG RESPONSIBILITIES

CFHG will arrange staff to plan, organize, market, promote, conduct and evaluate the event. CFHG will recognize the Event Sponsor and provide exposure as noted in the PREAMBLE. CFHG will adhere to the Event Sponsor's rules, restrictions and goals, respecting their identity. This may be attached as an Appendix to this document and noted as such on this agreement.

SPONSOR RESPONSIBILITIES

The Event Sponsor will provide funds in full within 5 business days of this Agreement date, or on terms mutually-agreed-upon, and noted in an attached Schedule. The Event Sponsor provides high resolution logo/imagery and/or text that can be used by CFHG for this event. The Event Sponsor may associate this event within their own marketing and promotional plans.

PROMOTIONAL LIMITATIONS

Neither CFHG nor the Event Sponsor shall have the right to use in any way the commercial or trade name, trademark(s), service mark(s), or other identification ("marks") of the other party without prior written consent of the other party.

The Event Sponsor grants CFHG a royalty-free, non-exclusive license to use and display the identity of the Event Sponsor and its associated marks (unless limited by an Attachment). Such use shall be limited solely for the duration of sponsorship and any related advertising or promotional materials. CFHG and the Event Sponsor acknowledge that provisions in this paragraph do not convey any right, title or ownership interest in marks.

TERM and TERMINATION

This Agreement shall be effective from the date of the Event Sponsor's authorized signature up to one month at the conclusion of the event. Either party may terminate this agreement in writing with thirty days notice in the event that the other party substantially fails to perform and observe all or any of the Agreements terms, or if the other party enters into liquidation whether compulsory or voluntary.

CFHG shall be entitled to terminate this Agreement, in writing, if monies due and payable under this Agreement (whether demanded or not) have not been paid in full on the due date for payment.

The Event Sponsor shall be entitled to terminate this Agreement, in writing, for failure of CFHG or of its subcontractors to perform its responsibilities.

Any dispute or claim concerning this agreement, which is not disposed of by consensus among the parties within 30 days of written notification of dispute or claim shall terminate the Agreement. In the case of event cancellation or unresolved disputes or claims, neither party is entitled to damages. Any goods, services or funds received by CFHG shall remain the property of CFHG, except upon termination of the Agreement by either party in which case unused funds or funds for uncommitted goods and services shall be returned to the Event Sponsor.

FORCE MAJEURE

No party shall be responsible for events beyond its reasonable control. If the event is postponed due to conditions beyond CFHG control it may be rescheduled. The Event Sponsor shall be entitled to, and CBI agrees to give the Event Sponsor, all the rights set forth in this Agreement at NO additional charge to the sponsor.

NOTICES

All notices required or permitted under this Agreement shall be deemed as duly sent by email or postage prepaid as follows:

If to CFHG Dmancinelli121@gmail.com

ASSIGNMENT

This agreement is not assignable in whole or in part by any party without written consent of the other party.

ENTIRE AGREEMENT

This Agreement contains the entire understanding between the parties and supersedes any and all agreements, arrangements, communications, or representations, whether oral or written. This Agreement can be amended, altered, modified or changed when approved in writing and signed by both parties.

SPONSORSHIP CONTRACT

Rules & Regulations

September 29th, 2018 Event Hours: 9am - 10pm

3400 Randall Parkway Wilmington, NC 28401

Directions: Fill out and email to Dmancinelli@yahoo.com AND deliver or mail payment to:

Cape Fear Highland Games
C/O Dennis Mancinelli
804 north 4th st unit D
Wilmington NC 28401

Level of Sponsorship _____

Vendor Name: _____

Vendor Contact: _____

NC State Tax ID #: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Email: _____

Business Website URL: _____

Please email a hi-resolution logo to dmancinelli121@gmail.com

CONTRACT AGREEMENT:

I have read and hereby agree to abide by the rules and regulations set forth by The Cape Fear Highland Games. I understand and agree there will be no refunds or a rain date for this event due to weather and/or other acts of nature which may prevent this event from taking place. I also understand that the City of Wilmington and New Hanover County ordinance supersedes all agreements between event and vendor. I further agree to pay \$25 fee for any non-sufficient check.

Signature _____ Event Representative Signature _____

Name _____ Event Date/Time: _____