



2019 Bethesda Premier Cup General Sponsorship Agreement

1. This Sponsorship Agreement is entered into on _____, 2019, by and between Bethesda Soccer Club ("Club") and _____ ("Sponsor") for the purpose of establishing the terms under which Sponsor will undertake a sponsorship of the Bethesda Premier Cup Tournament ("Tournament") scheduled for November 9-10, 15-17, and 22-24, 2019.
2. Sponsor is designated as an General Sponsor, in return for which designated Sponsor shall:
(1) pay to the Club the sum of \$3,500.00 (Three thousand five hundred dollars) no later than November 1, 2019; and (2) Timely provide to the Club or Tournament the following goods, services or other in-kind materials (as specified herein):

3. Sponsor is entitled to the following benefits and opportunities:
 - a. Sponsor, if it wishes, can select an element of the Tournament to sponsor, such as headquarters, registration, scoreboards, college welcome tent, college coach's seminar, trainers, map & directions, or transportation. Corporate name will be displayed prominently on or with the element as is appropriate.
 - b. Inclusion of the Sponsor's name or logo on the BSC tournament web site, social media, hotel site, and on such other Tournament materials and signage as is appropriate, provided that Sponsor timely provides its chosen logo or nameplate for such use.
 - c. Corporate name will be used in signage, at registration and in printed promotional material.
 - d. Sponsor may set up its own booth at fields or at Tournament Headquarters for distribution of literature, promotional gifts or other materials acceptable to the Club, or for demonstration of products as acceptable to the Club, provided that Sponsor: (1) notifies Club not later than November 1, 2019 of its intentions to utilize this benefit; and (2) supplies all furnishings, backdrops and related materials need for the distributions or demonstrations, other than one standard folding table and two standard chairs provided by Club. Any charges for electrical or other utility hookups in connection with the distribution or demonstrations will be borne by Sponsor.
 - e. Signage at all main tournament fields provided that Sponsor timely provides its chosen logo or nameplate for such use.
 - f. Access to tournament social media sites including twitter and Facebook Live which could include a 10 to 30 second commercial, screen shot or picture ad, u tube video, I phone
 - g. Advertisement (if restaurant or entertainment provider) on Hotel Web site provided that Sponsor timely provides its chosen logo or nameplate for such use.
 - h. _____
4. Sponsor holds Club harmless for any and all liabilities caused by or resulting from Sponsor's participation in the Tournament and related activities.
5. Sponsor agrees to secure timely any and all permits or other governmental approval required for its activities as a sponsor.
6. If the Tournament is canceled prior to team registration on November 8, 15, or 22, 2019 for reasons of weather or any other circumstances, Sponsor's cash payment will be returned in full. If team registration is held but no games are played for reasons of weather or any other circumstances, one half of Sponsor's cash payments will be returned. If some but not all

scheduled games are played, there shall be no return of any portion of Sponsor's cash payments.

7. The Club agrees not to designate another General Sponsor or Name Sponsor that operates in the same specific business category as Sponsor.
8. The Club agrees that Sponsor shall have the option to renew its Sponsorships for the 2020 Tournament provided that such option is executed not later than June 1, 2020, under the terms and conditions set by the Club for 2020 Sponsorships.
9. Sponsor agrees to adhere to all requirements and directions either set by the Club in its discretion or required by the Club to be imposed in consideration of the health, safety, general welfare and orderly conduct of the Tournament and its participants and spectators.
10. Sponsor required to return signed General Sponsor Agreement and payment to BSC team representative by November 1, 2019.

Acknowledged and accepted by:

_____ Name of Sponsor
_____ Printed name and title of authorized official
_____ Signature and Date
_____ Specific Business Category
_____ Address
_____ Telephone Number
_____ Email Address

Acknowledged and accepted by BETHESDA SOCCER CLUB.

_____ Printed name and title of authorized official
_____ Signature and Date
_____ Printed Name and team of individual securing sponsorship