

LOW VALUE NPP SPONSOR SUPPORT AGREEMENT (INSERT SERIAL #)

This Sponsor Support Agreement ("Agreement") dated as of **INSERT DATE** (the "Effective Date"), is by and between His Majesty the King in Right of Canada, as represented by the **INSERT** Chief of the Defence Staff or Base/Wing/Unit Commander in his/her/their Non-Public Property capacity through **INSERT** Canadian Forces Morale and Welfare Services or Base/Wing/Unit, with offices located at **INSERT ADDRESS** (the "**Organizer**"), and **INSERT SPONSOR NAME**, with offices located at **INSERT ADDRESS** (the "**Sponsor**", and together with the Organizer, the "**Parties**", and each, a "**Party**").

WHEREAS the Organizer is the organizer of the Event (as defined below);

AND WHEREAS, the Parties have reached agreement on terms and conditions upon which Sponsor shall sponsor the Event and wish to memorialize that agreement herein.

NOW, THEREFORE, in consideration of the mutual covenants, terms, and conditions set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Event

For the purposes of this Agreement, the Event is defined as: **INSERT INFORMATION**.

2. Term

3. This Agreement shall commence on **INSERT DATE** and end on **INSERT DATE** (the "Term").

4. Amendment and Termination

4.1 This Agreement may be amended at any time during the Term by the mutual written consent of the Parties.

4.2 This Agreement may be terminated at any time by the written mutual consent of the Parties.

5. CONTACT INFORMATION

5.1 CFMWS/Base/Wing/Unit contact (Principal Authorized Agent (PAA) or Authorized Agent (AA):
Insert PAA/AA name

5.2 PAA/AA email and phone number: **Insert PAA/AA email and phone number**

5.3 Sponsor's contact: **Insert Sponsor's contact name, email and phone number**

6. SPONSORSHIP FEE

6.1 In consideration of, and subject to Organizer's provisions of the Sponsorship Benefits, as defined below, and other undertaking herein, the Sponsor shall:

a. pay and/or provide the following to the Organizer:

- (ii) the Cash/Cheque amount plus applicable Goods and Services (GST)/Harmonized Sales Tax (HST): \$ **Insert amount**
- (iii) Goods: **Insert description, quantity and fair market value of all goods and GST/HST amount, if applicable**
- (iv) Services: **Insert description and fair market value of services provided and GST/HST amount, if applicable.**

3. PAYMENT

The Sponsor shall provide the Sponsorship Fee within **INSERT timeframe.**

4. SPONSORSHIP BENEFITS

4.1 During the term of this Agreement, the Sponsor shall receive, (**select as appropriate, remove non-applicable**):

- a. Recognition as Meal Sponsor;
- b. Logo on Event Ticket;
- c. Logo on Menu;
- d. Logo on Event Banners;
- e. Four Tickets to Event;
- f. Four Commemorative Packages;
- g. Recognition on Promotional Materials;
- h. Recognition on Social Media; and
- i. Recognition in "Thank You Ad".

5.2 During the Term of this Agreement, all materials produced by the Organizer in association with, in support of, or making reference to the Event shall include reference to the Sponsor in a manner which reflects the official status granted to the Sponsor, as outlined below.

- a. Being recognized as Gold\Silver\Bronze (**select appropriate**) Sponsor grants the Sponsor the right to use the following description in its promotional material:
 - Meal Sponsor for Anniversary Gala (Example)
 - Mutually agreed-upon phraseology (Example)

6. LICENCES

6.1 For the term of this Agreement, the Sponsor grants to **Insert CFMWS or Base/Wing/Unit name**, the non-exclusive, limited right to use the Sponsor's trademarks and trade name solely to identify the Sponsor's products with respect to the Event, including any administrative, advertising or promotional activities related thereto.

7. INDEMNIFICATION/LIABILITY

7.1 The Organizer shall indemnify, defend, and hold harmless the Sponsor and its officers, directors, employees, contractors, agents, successors, and assigns each, a "Sponsor Indemnitee" from and against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of any kind, including reasonable legal fees, the cost of enforcing any right to indemnification hereunder, and the cost of pursuing any insurance providers (collectively, "Losses"), resulting from any claim, suit, action, or proceeding (each, an "Action") arising out of or related to: (i) the Event, including Organizer's advertising, marketing, or

promotion of the Event, the Organizer Marks and Event materials; (ii) any use, presentation, display, or distribution of Sponsor Materials in a manner not expressly permitted by this Agreement; or (iii) Organizer's breach of any representation, warranty, covenant, or obligation of Organizer under this Agreement.

7.2 Sponsor shall indemnify, defend, and hold harmless the Organizer its officers, directors, employees, contractors, agents, successors, and assigns (each, an "Organizer Indemnitee") from and against all any and all Losses resulting from any Action arising out of or related to: (i) the Sponsor Materials, as used, presented, displayed, and distributed without alteration and otherwise in strict compliance with this Agreement or (ii) Sponsor's breach of any representation, warranty, covenant, or obligation of Sponsor under this Agreement (iii) infringement of third party rights.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the Effective Date.

His Majesty the King in right of Canada, as represented by the insert Chief of Defence Staff or Base/Wing/Unit Commander in his/her/their Non-Public Property capacity through Insert Canadian Forces Morale and Welfare Services or Canadian Forces Base/Wing/Unit name as appropriate

insert Sponsor name

I have authority to bind the corporation/partnership/proprietorship

per:

Insert name and title of authorized agent

per:

Insert name and title of duly authorized signing officer