

2018 SPONSORSHIP AGREEMENT



Earth Day & Arbor Day Festival | City of Cupertino Sustainability Division | www.cupertino.org/earthday
10300 Torre Ave, Cupertino, CA, 95014 | 408-777-3243 | laurend@cupertino.org | Mail or e-mail completed form.

Company: _____ Website: _____

Contact Name: _____ Email: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ 501c Nonprofit: Yes No

Sponsorship Levels

- Emerald Level.....\$2,500
- Gold Level\$1,000
- Silver Level\$600
- Bronze Level\$300

The City shall be fair and impartial, and shall not discriminate based on race, color, religion, sex, gender, gender identity, gender expression, sexual orientation, marital status, national origin, ancestry, mental or physical disability, medical condition, age, pregnancy, denial of medical and family care leave, or pregnancy disability leave of proposed sponsor. Organizations seeking sponsorship shall not discriminate based on race, color, religion, sex, gender, gender identity, gender expression, sexual orientation, marital status, national origin, ancestry, mental or physical disability, medical condition, age, pregnancy, denial of medical and family care leave, or pregnancy disability leave of proposed sponsor.

Religious and political organizations are not eligible for sponsorship with the City, nor are businesses, organizations, or individuals whose primary product or purpose is firearms, tobacco, obscene content, or promotes practices or work that violate Federal, State, or local law. The City reserves the right to decline a sponsor or sponsorship proposal that appears to be in direct competition with City services or products. The City reserves the right to decline a sponsor to prevent a conflict of interest or the appearance of a conflict of interest between the sponsor and the City. Naming Rights shall only apply to an event and not exceed a term of 12 months. Naming Rights sponsorships shall not apply to a city building, structure, facility, park, or any other physical asset. All forms of advertising, including signage, shall conform to the Municipal Code. No advertising or sponsorship recognition will be allowed on City clothing unless the clothing is designed for a specific event or program that has a specific time frame. All sponsorships are non-refundable.

Sponsors shall, to the fullest extent allowed by law, with respect to all services performed in connection with any sponsorship agreement, indemnify, defend, and hold harmless the City and its officers, officials, agents, employees and volunteers from and against any and all liability, claims, actions, causes of action or demands whatsoever against any of them, including any injury to or death of any person or damage to property or other liability of any nature, whether physical, emotional, consequential or otherwise, arising out, pertaining to, or related to the performance of any sponsorship agreement by Sponsor or Sponsor's employees, officers, officials, agents or independent contractors. Such costs and expenses shall include reasonable attorneys' fees of counsel of City's choice, expert fees and all other costs and fees of litigation.

In addition to the obligations set forth above, the sponsor shall indemnify, defend, and hold the City, its elected and appointed officers, employees, and volunteers, harmless from and against any Claim in which a violation of intellectual property rights, including but not limited to copyright or patent rights, is alleged that arises out of, pertains to, or relates to Sponsor's negligence, recklessness or willful misconduct under this Agreement. Such costs and expenses shall include reasonable attorneys' fees of counsel of City's choice, expert fees and all other costs and fees of litigation. Sponsors, at his/her sole expense, shall obtain and maintain during the term of this Agreement, all appropriate permits, certificates and licenses. For example, sponsors providing food must obtain all necessary health permits.

Print Name: _____ Signature: _____ Date: _____

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EMERALD LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
\$2,500	\$1,000	\$600	\$300

YOUR LOGO ON:	EMERALD	GOLD	SILVER	BRONZE
Festival Homepage	✓			
Festival Sponsor Page with link to your website	✓	✓	✓	✓
Printed Marketing Materials	✓	✓	✓	✓
Eco-passport	✓	✓		
Information Booth Signage	✓			

SOCIAL MEDIA BENEFITS	EMERALD	GOLD	SILVER	BRONZE
Facebook	3 Posts	1 Post		
Twitter	3 Posts	1 Post	1 Post	
Instagram	3 Posts	1 Post		

OTHER MARKETING BENEFITS	EMERALD	GOLD	SILVER	BRONZE
Display Booth – 1 table + 2 chairs (10'x10' space). <i>No tent or canopy provided.</i>			✓	✓
Double-size, premier location Display Booth (2 tables + 4 chairs). <i>No tent or canopy provided.</i>	✓	✓		
Speaking opportunity from event stage (5 min)	✓			
Honor of starting the Bike Ride	✓			
Recognition from the event stage	✓	✓	✓	
Listing on Festival Sponsor Page	Top Listing	Top Listing	✓	✓
Listing on Festival Flyer	Top Listing	Top Listing	✓	✓