

## Rounders Sponsorship Agreement 2019

This Sponsorship Agreement is made and entered into as of the (“Effective Date”, Monday 8<sup>th</sup> April 2019) by and between:

- (1) Wilkinson Sports and Leisure trading as Aresson and Rounders England, (“the sponsors”) and;
- (2) X (“the recipient”)

As part of this agreement, The Sponsors, have agreed to provide the following offer to the Recipient during the 2019 outdoor rounders season subject to the terms and conditions laid out in this agreement.

The Offer:

### Aresson

Start of season: £100 (incl VAT) Aresson Equipment Voucher

End of season: £50 (incl VAT) Aresson Equipment Voucher

### Rounders England

£100 Voucher off any Rounders England courses including bespoke courses

## **1. Sponsorship Period**

1.1. This agreement shall be deemed to have commenced from the start of the outdoor rounders season 2019 (April 2019) and shall continue until the end of the outdoor rounders season 2019 (September 2019)

## **2. Sponsorship Offer**

2.1. Subject to the provisions of this agreement and to the Recipient performing its obligations hereunder and in consideration of the rights granted by the Recipient to the Sponsors, the Sponsors agree to providing sponsorship of:

### Aresson

Start of season: £100 (incl VAT) Aresson Equipment Voucher

End of season: £50 (incl VAT) Aresson Equipment Voucher

### Rounders England

£100 Voucher off any Rounders England courses including bespoke courses

2.2. The Recipient acknowledges and confirms that, save as otherwise expressly recorded in this Agreement; the Sponsors shall not be liable to the Recipient or any other person for any additional cost or expense besides the annual Sponsorship donation.

### **3. Sponsors' Rights**

3.1. In return for the Sponsorship Offer laid out in point 2, the Recipient shall provide the Sponsors with the following benefits:

- Post images and results from all matches played on social media.
- Tag @roundersengland, @aressonsports and #weareallrounders in all social media posts requested.
- School to follow Rounders England and Aresson on social media channels during term of sponsorship.
- Engage (like, share, comment or retweet) with Rounders England and Aresson social media campaigns.
- Complete various tasks at start of the sponsorship period including team photos with new equipment as well as any additional tasks communicated by the sponsors during the term of the sponsorship.
- At matches players must play with Aresson bats and balls during the 2019 rounders season.

3.2. The school agrees to provide a team representative (e.g P.E Teacher) for the Sponsors to contact for reporting back and ensuring the terms of the agreement are fulfilled.

3.3 The Sponsors will provide the recipient with a point of contact to represent both organisations and coordinate all communication.

3.4. Aresson and Rounders England are the main sponsors and will enjoy the full benefits of this contract. No other 3<sup>rd</sup> party will enjoy the same benefits.

### **4. The Sponsors' Obligations**

In exercising the said rights and licences, the Sponsors shall, subject to the recipient fulfilling all of the stipulations in 3.1, provide the recipient with the full sponsorship offer by the end of the 2019 outdoor rounders season.

### **5. Cooperation**

5.1 All the Sponsors and the recipient will endeavour to conduct themselves in a manner so as to present a professional and high quality promotion and image of rounders and the Sponsors.

5.2 The recipient must not bring into disrepute or otherwise damage the name or goodwill of any of the Sponsors.

5.3 The Sponsors must not bring into disrepute or otherwise damage the name or image of the recipient.

### **6. The recipient's Exercise of Rights**

The Recipient shall not use any of the rights granted herein and shall ensure that no member of the Recipient shall make any public statement in a manner which, in the reasonable opinion of the Sponsors, is or might be prejudice or defamatory to the image and reputation of any of the Sponsors.

## **7. Protection of Confidential Information**

Subject to each party's rights under this Agreement, and the recipient's role in new product development, each recipient must:

- (a) Hold the confidential information in strict confidence and not disclose or cause or permit the disclosure of the confidential information, particularly in relation to Aresson except as required by law or as permitted under this agreement or with the prior written consent of the discloser; and
- (b) Do anything reasonably required by the discloser to restrain a breach of confidentiality by any person.

### **b. Permitted Use and Disclosure**

Each recipient may only:

- (a) Use the confidential information for a purpose necessary for exercising its rights or performing its obligations under this agreement or as required by law; and
- (b) Allow access to the confidential information to such of the recipient's employees, directors or professional advisers who have a genuine need to know that confidential information.

## **8. Renewal**

This agreement is not up for renewal in 2020. Sponsorship will terminate at the end of the outdoor 2019 rounders season.

## **9. Termination**

The Sponsors and the recipient have the right to terminate the contract at any point if either party have breached the terms of this contract. Termination by either party, for reasons relating to the breach of this contract, will result in the withdrawal of any of the final instalments of the sponsorship offer.

## **10. Entire Agreement**

This Agreement represents the entire agreement between the parties in relation to the subject matter of this Agreement and supersedes any previous agreement, whether written or oral, between the parties in relation to that subject matter.

IN WITNESS WHEREOF, duly authorised representatives of each of the parties have executed this Agreement as of the Effective Date.

**Wilkinson Sports and Leisure, trading as ARESSON**



Signed

Name Sophie Wilkinson

Title Marketing Manager

**Rounders England**



Signed

Name Julia Rice

Title Marketing & Commercial Officer

**Recipient rounders team:**

Signed

Name

Title