



2015 Bethesda Premier Cup General Sponsorship Agreement

1. This Sponsorship Agreement is entered into on _____, 2015, 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 Thanksgiving Soccer Tournament ("Tournament") scheduled for November 13-15, 2015 (Girls' Tournament) and November 20-22, 2015 (Boys' Tournament).
2. Sponsor is designated as an General Sponsor, in return for which designated Sponsor shall: (1) pay to the Club the sum of \$2500.00 (One thousand seven hundred dollars) no later than October 12, 2015; 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) One full-page black-and-white advertisement in the Tournament program provided that Sponsor provides 7 ½ by 10-inch camera-ready copy for such advertisement not later than October 12, 2015.
 - (b) Inclusion of the Sponsor's name or logo on the cover of the Tournament program, on the BSC tournament web page, elsewhere in the Tournament program at the discretion of the program editor, 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) Distribution to each team or player participant in the Tournament of literature, promotional gifts or other materials acceptable to the Club, provided that Sponsor timely delivers such items not later than November 6, 2015 to a location in Montgomery County, Maryland, as designated by the Club, for distribution by the Club on November 13, 2015 (Girls Sponsors –Tournament registration) or November 20, 2015 (Boys Sponsors-Tournament registration).
 - (d) Use of a table at Tournament Registration on November 13, 2015 (Girls) and November 20, 2015 (Boys) 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 October 12, 2015 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) Club will provide sponsor with advertising on fence outside of Soccerplex field #20 for one year.
 - (f) _____
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 13, 2015 (Girls) or November 20, 2015 (Boys), 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 2016 Tournament provided that such option is executed not later than June 1, 2016, under the terms and conditions set by the Club for 2016 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 to BSC team representative by October 12, 2015.

Acknowledged and accepted by:

_____ Name of Sponsor
_____ Printed name and title of authorized official
_____ Signature and Date
_____ Specific Business Category

Acknowledged and accepted by BETHESDA SOCCER CLUB.

_____ Printed name and title of authorized official
_____ Signature and Date
_____ Printed Name & Team Securing Sponsorship