

visitcurrituck.com Battle in the Blue Ridge Event Title Sponsorship Agreement

The WolfeStein Group, LLC, henceforth known as "WolfeStein," and **Currituck County, NC**, henceforth known as "Sponsor," enter into this agreement freely and willingly on the _____ day of November, 2017.

The covenants of this agreement are as follows:

The Event

Sponsor agrees to provide sponsorship for the visitcurrituck.com Battle in the Blue Ridge, an NCAA certified men's basketball multi-team-event henceforth known as "Event". Particulars and format for the EVENT are as follows:

- Venue: US Cellular Center, Asheville, NC (capacity 7,654)
- Dates: November 23-25, 2018
- Field: Comprised of 4 NCAA Division I men's basketball teams.
- Format: All 4 teams compete each of the 3 days (2 games per day/back-to-back). 6 games total at US Cellular. Each of the 4 teams will play 1 of the other 3 teams in the field every day of the event. All 4 opponents have the option to host a 4th game at their home site within 14 days on either end of EVENT date. These games are considered part of EVENT, thus giving "Sponsor" additional marketing and impressions. *Format is subject to change to more games (at discretion of WolfeStein). This will only add to SPONSOR'S exposure.

The Sponsorship

SPONSOR agrees to provide WolfeStein with \$50,000 (\$16,000 upon signing of contract, and \$34,000 on the 3rd day of January, 2018). SPONSOR has the option of providing specific items for crowd giveaways during the event. SPONSOR also agrees to provide no more than 2 video commercials to be used to market SPONSOR. SPONSOR also agrees to provide video footage to be spliced with event marketing footage to form an additional video commercial specific to the event. Once the videos have been spliced, WolfeStein must provide the finished product to SPONSOR for approval prior to any release.

In the case that event does not occur for any reason except for SPONSOR's failure to perform its obligations under this contract, SPONSOR shall be entitled to recoupment of all monies paid under sponsorship agreement within 180 days from the date on which WolfeStein provides written notice of cancellation of contract.

Indemnity Agreement

WolfeStein shall indemnify, defend, and hold the SPONSOR harmless from and against any and all claims, actions, suits, demands, assessments, or judgments asserted, and any and all losses, liabilities, damages, costs, and expenses alleged or incurred arising out of EVENT. Prompt notice must be given of any claim, and WolfeStein will have control of any claim, defense or settlement.

Credit

In exchange for this sponsorship, WolfeStein agrees to provide SPONSOR with the following:

- Title naming rights to the event:
CURRITUCK.COM BATTLE IN THE BLUE RIDGE
- Any time the tournament is mentioned (television, radio, public address etc.) it will be referred to as the CURRITUCK.COM BATTLE IN THE BLUE RIDGE.
- Full event name will appear on logo specifically designed for the event. SPONSOR will have right to approve logo.
- SPONSOR titled logo will be at center court as well as on both basket paddings.
- Two "Sponsor" logos will be located on each side of the court facing seating.
- A large temporary jumbo-tron will be placed in the arena with SPONSOR commercial, SPONSOR website still frames, and SPONSOR titled logo running on a loop beginning 1 hour prior to game time and running constantly until 15 minutes after the final game each day.
- Any event gameday or souvenir program, pamphlets, or booklets will include the SPONSOR titled event logo on the cover, as well as a full-page advertisement for SPONSOR on the inside cover.
- Facility will run SPONSOR titled event advertisement on a loop (6am-12am) on outdoor jumbo marquee daily for no less than 6 months prior to event.
- SPONSOR will have option to set up advertising tables/booths in the venue during all 3 days of event.
- WolfeStein will promote SPONSOR titled event for 8-10 months (should be specific) prior to event by the following means:
 - Various forms of social media (event specific webpage, twitter, facebook, youtube, etc.)
 - Promote event to national, regional, and local sports analysts with large networks so that they may tweet, post to other forms of social media, mention in broadcasts etc.
 - Promote to sports networks (ex. ESPN, Fox Sports, CBS Sports, NBC Sports) to air any or all of the event contests, and at the very least, show highlights on their newscast.
 - Promote to all local, statewide, and participant's home television networks for coverage (including footage) during their newscast.
 - Aggressive ticket sales and marketing campaign to help ensure large crowds at the event.
 - Include SPONSOR commercial link to website and all forms of social media.
- As part of the contract with venue, venue has agreed to promote event through Ticketron, US Cellular Center Website, US Cellular newsletter.

Relationship

This agreement represents the only relationship between Company and Sponsor. No other relationship between the two entities exists, implied or otherwise.

Sponsor Name

Sponsor Signature

Company Representative Name

Company Representative Signature