



## Ethiopian Sports Federation in North America

### Sponsorship Package

	Platinum Sponsorship Package	Gold Sponsorship Package	Silver Sponsorship Package	Bronze Sponsorship Package
	\$100,000.00	\$50,000.00	\$25,000.00	\$10,000.00
**2-3 Minute Address on PA to the Audience in Stadium about your Company and Products after each game **Sponsors will participate at the award ceremony **Sponsor's logo and message will be printed on Ethiopian Day celebrations Flyers and Championship day	√			
**Company Logo on the Main Events, Ethiopian Day and Closing Night's Screens on Stage **Sponsor message logo will be printed on the closing night tickets	√			
**Company Logo Visible on Ticket Booths and Registration Counters ** VIP complimentary tickets for use throughout the tournament week ** Sponsor message logo will be printed on the closing night tickets	√	√		
**Banner in High Traffic Area **Thirty second advertisement on ESFNA internet Radio program	√	√		
Company Logo on the Official Flyers *	√	√	√	
1 Complimentary Booth in the Dry Goods area	√	√	√	
Digital Advertising in High Traffic area, Head quarter hotels and local Ethiopian Restaurants	√	√	√	√
Sponsorship Recognition on stage by Event Organizers, advertisements and banners within the Lakewood stadium	√	√	√	√
Company name/logo in Convention Program booklet Full Page	√	√	√	√
Company Logo on the ESFNA Website	√	√	√	√



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### Individual Marketing Option

Type	Cost
Banner in High Traffic Area Thirty second advertisement on ESFNA internet Radio program	\$10,000.00
Company Logo on the Official Flyers *one-time flyer distribution*	\$5,000.00 *\$1,500.00*
Digital Advertising in High Traffic area, Head quarter hotels and local Ethiopian Restaurants	\$3,500.00
Sponsorship Recognition on stage by Event Organizers	\$1,900.00
Company name/logo in Convention Program booklet	\$1,500.00
Company Logo on the ESFNA Website	\$1,000.00

### Individual Vending Option

Type	Cost
Dry Goods	\$1,200.00
Food and Beverage	\$3,200.00

**\*\* For our returning customers, the provisions of the previous contract will still be applicable for the 2019 tournament**

For exclusive pricing for special promotion, please contact:

Our PR: Eyayu @ 214-914-8863 or Business Manager: Melaku @ 240-437-2295

\*Flyer will be distributed all over 22 major cities in USA and Calgary and Toronto in Canada



## **SPONSORSHIP AGREEMENT**

DATE: \_\_\_\_\_

BETWEEN: \_\_\_\_\_ (Sponsor)

\_\_\_\_\_ (ESFNA)

### **TERMS OF AGREEMENT:**

1. ESFNA agrees to grant the sponsor the following sponsorship rights:

- Platinum
- Gold
- Silver
- Bronze

2. It is agreed that at the time of renegotiation, ESFNA will automatically invite the sponsor to renegotiate the agreement.

3. The sponsorship will be for the period of July 3rd, 2022 to July 9, 2022.



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4. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
5. If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:
  - a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately;
  - b) If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 14 days written notice of their intention to terminate.
  - c) If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 14 days written notice of their intention to terminate under the clause.
  - d) In the event of a termination under this Agreement, each party's rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this agreement by the other party.
6. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified



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and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.

7. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.

8. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.

9. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

Signed:

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**The sponsor**

**ESFNA**

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**Title**

**Title**

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**Date**

**Date**