



Ethiopian Sports Federation in North America

Sponsorship Package

	Platinum Sponsorship Package	Gold Sponsorship Package	Silver Sponsorship Package	Bronze Sponsorship Package
	\$100,000.00	\$75,000.00	\$50,000.00	\$25,000.00
<ul style="list-style-type: none"> 2-3 minutes address on PA to the audience at Stadium about your company & products after each game. Sponsor Rep will participate at the award ceremony *Sponsor's logo will be printed on Ethiopian Day advertisements 	✓			
<ul style="list-style-type: none"> Company logo displayed on main events screen, including Closing Night & ETH Day (if available). *Sponsor logo will be printed on closing night tickets 	✓			
<ul style="list-style-type: none"> *Company logo visible around Ticket Booths or Stadium Entrance VIP complimentary pass for tournament week (15 = Gold, 20 = Platinum) 	✓	✓		
<ul style="list-style-type: none"> **Banner in high traffic area Advertisement on ESFNA social media 	✓	✓		
<ul style="list-style-type: none"> *Company logo on the official ESFNA advertisements 	✓	✓	✓	
<ul style="list-style-type: none"> Access to advertise in high traffic area, and headquarter hotel lobby One complimentary booth in the Dry Goods area 	✓	✓	✓	✓
<ul style="list-style-type: none"> Sponsorship recognition on stage by event organizers *Advertisements and banners within the soccer stadium 	✓	✓	✓	✓
<ul style="list-style-type: none"> *Company name/logo in Convention Program booklet or full page on ESFNA magazine Logo on ESFNA website 	✓	✓	✓	✓
<ul style="list-style-type: none"> Stadium access complimentary passes (5 = bronze, 10 = Silver, 15 = Gold, 20 = Platinum) 	✓	✓	✓	✓

Individual Marketing Option

Type	Cost
<ul style="list-style-type: none">• **Banner in High Traffic Area• Advertisement on ESFNA social media	\$15,000.00
<ul style="list-style-type: none">• *Company Logo on the Official ESFNA advertisements	\$10,000.00
<ul style="list-style-type: none">• Access to advertising in High Traffic area and Head quarter hotel lobby	\$5,000.00
<ul style="list-style-type: none">• Sponsorship Recognition on stage by Event Organizers	\$4,000.00
<ul style="list-style-type: none">• *Company name/logo in Convention Program booklet/ESFNA Magazine (full-page)	\$3,000.00
<ul style="list-style-type: none">• Company Logo on the ESFNA Website	\$2,000.00

Trophy Naming Rights

Type	Cost
1st Division trophy – Banner will be displayed in the center tent and name of sponsor will be announced every day on the three last games of the day. 2 stadium entry complementary passes.	\$15,000
2nd Division trophy – Banner will be displayed in the center tent and name of sponsor will be announced every day on the last games of the day. 2 stadium entry complementary passes.	\$10,000

Individual Vending Option

Type	Cost
Dry Goods Vendor (if available)	\$1,500.00
Food and Beverage (if available)	\$3,500.00

For additional information, please contact:

1. Melaku Taye, Business Manage @ mtaye@esfna.org
2. Yared Negash, Public Relations @ ynegash@esfna.org
3. Mekuanint Mengiste, Finance Chair @ mmengiste@esfna.org 1-510-230-1705

- ❖ A good quality logo and advertisements must be sent in time before the printing deadline in order to be printed on entrance tickets and event advertisements.
- ❖ It's the sponsor's responsibility to bring their own banner they need posted.

SPONSORSHIP AGREEMENT

DATE: _____

BETWEEN: _____(Sponsor)

and

_____ (ESFNA)

Sponsor and ESFNA are collectively referred to as the parties to the sponsorship agreement.

TERMS OF AGREEMENT:

1. In exchange for payment of the sponsorship amount stated above, ESFNA agrees to grant the sponsor the following sponsorship rights:

- Platinum ☐
- Gold ☐
- Silver ☐
- Bronze ☐

2. The sponsorship will be for the period of June 28, 2025, to July 5, 2025. During this time period, the sponsor will be granted access to the benefits listed under the specific class of sponsorship the sponsor paid for at the specified ESFNA events.

3. Sponsorship payment options:

- a. Full payment upon signing of contract.
- b. 50% payment upon signing of contract and the remaining 50% by June 1st.
- c. 50% payment upon signing of contract, 25% by May 20th and the remaining 25% by June 1st.

4. In the event of a dispute arising between the parties that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement of the parties. The decision of the arbitrator shall be binding on both parties.
5. If the parties cannot agree on an arbitrator, the parties agree to submit the dispute to a binding arbitration by JAMS. The JAMS arbitrator shall be selected under JAMS Rule 15.
6. Sponsor understands and agrees that full and timely payment of the sponsorship amount is a material part of this agreement. Specifically, Sponsor understands and agrees that ESFNA has no obligation to provide any of the sponsorship benefits listed above unless ESFNA is first paid in full the sponsorship amount.
7. Sponsor understands and agrees that ESFNA is not responsible for any loss of sponsorship benefits related to inclement weather. The sponsor also understands and agrees that, in the event ESFNA's annual event which is scheduled to take place this year from June 28, 2025, to July 5, 2025, has to be postponed or canceled due to unforeseen occurrence, or circumstance beyond ESFNA's control, the sole remedy for sponsor is receipt of the benefits of its sponsorship at the next ESFNA event. The sponsor understands and agrees that inclement weather or other unanticipated irregularities that do not result in the cancellation or postponement of the event to a different date do not entitle sponsor to receipt of the benefits of its sponsorship at the next ESFNA event.
8. Sponsor shall indemnify and hold harmless ESFNA against any claim by a third-party claimant arising from alleged use of sponsor's products or services.
9. The terms and conditions of this agreement shall not be disclosed to any third party Without the prior consent of both parties.
10. The benefits of the sponsor under this agreement are not transferable or assignable, either in whole or in part. Sponsor understands and agrees that the transfer or assignment of the benefits in whole or in part, including sharing of one sponsor's benefit by multiple entities, is a material breach of the agreement which can result in

termination of the benefits without refund of the sponsorship amount.

Signed:

The sponsor

ESFNA

Title

Title

Date

Date