



## Sponsorship Agreement

Town of North Collins  
 Anthony Rotella  
 10569 Main Street

4/4/2017

North Collins, New York 14111  
 716-531-6185

Dear Anthony Rotella,

Thank you for taking the time to discuss the opportunity for sponsorship. Based on our conversations and what you stated was important to you, we are pleased to enter into this Sponsorship Agreement ("Agreement") between DICK'S Sporting Goods, Inc. ("DSG" or "Sponsor") and Town of North Collins ("Organization"). With the intention of being legally bound, we agree as follows:

<b>DSG shall provide the organization with the following:</b>		<b>Value</b>
<b>DSG Bonus Certificates in the following denominations</b> (bonus certificates cannot be combined)		\$200
<b>Quantity</b>	<b>Value</b>	
4	\$50	
<b>Other Customized Elements</b>		\$1,072
3 of each Soccer 3 and Soccer 4 CYS kit that includes: 2 soccer balls, 12 pinnies, 12 cones, 6 whistles and a mesh bag		
2 Wilson K2 football kits that include: 2 footballs, 2 whistles, 12 cones and a mesh bag		
6 basketballs of various sizes		
<b>Total Sponsorship Package Value</b>		<b>\$1,272</b>

## Organization shall provide DSG with the following:

1. Logo with link to electronic team packet coupons on Organization's website (directions on how to link to the website are provided on Exhibit C)

2. Distribution of DSG electronic coupon in Organization's email communications at least **2 times** during the Term

## Term

The term of this Agreement shall begin on **4/4/2017** and remain in effect until **4/4/2018** ("Term").

## Acceptance and Additional Terms and Conditions

The complete terms and conditions applicable to this sponsorship are set forth on the next page and form an integral part of this Agreement. If during the Term, Sponsor and Organization agree to add new sponsorship elements or Organization responsibilities or change the sponsorship elements or Organization responsibilities contemplated by this Agreement, the parties agree that they must do so in writing, with e-mail acceptable, and that these same terms and conditions shall govern all such new or changed sponsorship elements or Organization responsibilities.

We look forward to working with you and appreciate your commitment to youth sports and your service to the community!

## Terms and Conditions of Sponsorship Agreement

1. Sponsor shall be the sole sporting goods retail sponsor of the Organization. Organization will not pursue sponsorships with direct competitors of Sponsor, including, but not limited to, Modell's and Academy Sports and Outdoors. If Organization is approached by any direct competitor or sporting goods retailer, Organization will notify Sponsor before making any future commitments.
2. Sponsor shall have the option to continue the sponsorship set forth in this Agreement for a total of two additional years. The Sponsor shall confirm to Organization in writing whether it intends to continue the sponsorship prior to the end of the current Term.
3. During the Term, Sponsor grants Organization the limited, non-exclusive, non-transferrable, non-sublicensable right to use Sponsor's name, brand and logo solely to advertise the Sponsor's sponsorship rights as set forth above, subject to Sponsor's prior written approval of any and all use of Sponsor's name, brand and logo. Organization agrees that any use of Sponsor's name, brand or logo shall be in accordance with the sample provided on **Exhibit A** and Sponsor's Brand Use Guidelines provided from time to time. Except for this limited license granted to Organization, Sponsor retains all right, title and interest in and to the Sponsor's name, brand and logo.

During the Term, Organization grants Sponsor the limited, non-exclusive, non-transferrable, non-sub-licensable right to use Organization's name, brand and logo to advertise Sponsor's sponsorship rights and relationship with Organization and Organization's achievements generally. Except for this limited license granted to Sponsor, Organization retains all right, title and interest in and to the Organization's name, brand and logo.

4. Organization gives Sponsor the right to take photographs of Organization's events and participants and use those photographs in any media. Organization also agrees to provide Sponsor, at Sponsor's request, with photos of the Organization's events and participants for

Sponsor's use in any media. Organization agrees to obtain the required consent from their participants or event participants or such participant's parent or guardian, as applicable.

5. Neither party may assign any of its rights and obligations under this Agreement without the prior written consent of the other.
6. The liability of either party for any breach of this Agreement, or arising in any other way out of the subject matter of this Agreement, will not extend to any loss of business or profit, or to any indirect, punitive or consequential damages or losses.
7. **Organization hereby releases and forever discharges Sponsor, and its affiliates, and their respective officers, directors, employees, agents, shareholders, successors and assigns (collectively the "Sponsor's Entities"), from and against any and all causes of action, damages, claims, demands, obligations, losses, costs, expenses, including reasonable attorneys' fees, and liabilities of any nature whatsoever, whether known or unknown (collectively "Losses"), which Organization has or may have in the future, that arise out of, directly or indirectly, or are related to the performance of this Agreement by the Sponsor. This release is intended to cover all claims or possible claims arising out of or related to those matters referenced or impliedly referenced above, whether the same are known, unknown or hereafter discovered or ascertained.**
8. To the fullest extent permitted by law and to the extent arising from or relating to, directly or indirectly, the subject matter of this agreement, Organization shall defend, indemnify and hold harmless the Sponsor's Entities from and against any and all Losses arising from or relating to, directly or indirectly, (i) any Organization event; (ii) any negligent act or omission or misconduct of Organization, its employees, members or agents; (iii) the violation of any intellectual property rights of third parties by Organization or its affiliates; (iv) the violation by Organization of any governmental laws, rules, or regulations; or (v) a breach of this Agreement or any representations or warranties in this Agreement by Organization.
9. Organization shall treat as confidential any information, whether disclosed in oral, written, visual, electronic or other form, which Sponsor or any of its affiliates or agents discloses to Organization or Organization observes in connection with this Agreement. Sponsor's confidential information includes, but is not limited to, the terms and conditions of this Agreement, the value of the sponsorship, marketing plans, new store locations, strategies, forecasts, analyses, projects, and employee, customer or vendor information. Organization's obligations under this paragraph shall survive the termination or other expiration of this Agreement.
10. If any term or provision of this Agreement shall be determined to be illegal or unenforceable, all other terms and provisions of this Agreement shall remain effective and shall be enforced to the fullest extent permitted by applicable law. This Agreement shall be governed under the laws of the Commonwealth of Pennsylvania, without regard to its conflicts of law provisions.

## Exhibit A

DSG Name/Logo



Download the DICK'S Sporting Goods logo (above)

<http://dickssportinggoods.sponsorport.com/dks/images/dsg-logo-1.png>



Download the DICK'S Sporting Goods logo (above)

<http://dickssportinggoods.sponsorport.com/dks/images/dsg-logo-2.png>

All references to DICK'S Sporting Goods, Inc. in print when not using the logo, should include the full capitalization of DICK'S as in the following example: DICK'S Sporting Goods.

## Exhibit C - Team Sports E-Coupon

Creating a link from your website to your e-coupon

Image 1:



Download this image:

[http://dickssportinggoods.sponsorport.com/dks/images/assets/dsg\\_team\\_sports\\_280x400.jpg](http://dickssportinggoods.sponsorport.com/dks/images/assets/dsg_team_sports_280x400.jpg) Insert the following source code into your html page:

```
<a href='http://www.MyScoreCardAccount.com/crmcdn/getoffer.aspx?offer_entity_code=02417KBL&token=a0GwqGODmLkm96vG5BkdLIK7UUA7qX3-9FalFBRjtL1ez65t1MoJtcMqUN6255K8C-tHQWtB8QQke4aC57Gw2'><img src='http://dickssportinggoods.sponsorport.com/dks/images/assets/dsg_team_sports_280x400.jpg' width='280'
```

Image 2:



Download this image:

[http://dickssportinggoods.sponsorport.com/dks/images/assets/dsg\\_team\\_sports\\_728x90.jpg](http://dickssportinggoods.sponsorport.com/dks/images/assets/dsg_team_sports_728x90.jpg) Insert the following source code into your html page:

```
<a href='http://www.MyScoreCardAccount.com/crmcdn/getoffer.aspx?offer_entity_code=02417KBL&token=a0GwqGODmLkm96vG5BkdLIK7UUA7qX3-9FalFBRjtL1ez65t1MoJtcMqUN6255K8C-tHQWtB8QQke4aC57Gw2'><img src='http://dickssportinggoods.sponsorport.com/dks/images/assets/dsg_team_sports_728x90.jpg' width='728'
```

