

[RTL, Ride The Lobster 800km Unicycle Race](#)

## **SERVICE SPONSOR** **AGREEMENT**

### **PREAMBLE**

RTL is organizing an 800km unicycle race named "Ride The Lobster". The race is to be held 16-20 June 2008. It is to be run over a five day period, between Yarmouth, Nova Scotia, in the south, to Sydney, Cape Breton, in the north. Relay teams representing different countries will pass through/by over 80 communities, 6 tourist regions and 12 municipalities of the province. The goal is to attract the top long distance unicyclists from around the world to a unique and challenging race -- a race never before attempted. Teams will be tracked via satellite GPS transmissions and their positions mapped live via the internet, accessible on-line to media and spectators.

A Service Sponsor is a unique supporter of the race. The sponsor provides special technical skills and services, time, labour, or other support-in-kind to the event.

The Service Sponsor support provided in this Agreement is described an attached Schedule.

### **NUMBER OF SERVICE SPONSOR POSITIONS**

One sponsor per unique service. No maximum.

### **COST**

No direct funds are to be transferred to RTL. An estimate of costs sent to RTL Racing Society may help in receiving matching public funds.

### **EXPOSURE**

The Service Sponsor will receive media exposure before, during and after this race and priority exposure on related website pages and media/news announcements.

### **DURATION**

The agreement is affective upon sign-on, to at least one month after the event. Promotional media sold before, during and after the event will also acknowledge the support of all Service Sponsors.

### **RTL RESPONSIBILITIES**

RTL will arrange staff to plan, organize, market, promote, conduct and evaluate the event. RTL will recognize the Service Sponsor and provide exposure as noted in the Agreement. RTL will adhere to the Service Sponsor's rules, restrictions and goals, respecting their identity. This may be attached as an Appendix to this document and noted as such on this agreement.

### **SPONSOR RESPONSIBILITIES**

The Service Sponsor will provide support as described in an attachment to this Agreement. The Service Sponsor provides high resolution logo/imagery and/or text that can be used by RTL to identify the sponsor. The Service Sponsor may associate this race within its own marketing and promotional plans.

**PROMOTIONAL LIMITATIONS**

a)

Neither RTL nor the Service Sponsor shall have the right to use in any way the commercial or trade name, trademark(s), service mark(s), or other identification ("marks") of the other party without prior written consent of the other party.

b)

The Service Sponsor grants RTL a royalty-free, non-exclusive license to use and display the identity of the Service Sponsor and its associated marks (unless limited by an Attachment). Such use shall be limited solely for the duration of sponsorship and in any related event advertising or promotional materials. RTL and the Service Sponsor acknowledge that provisions in this paragraph do not convey any right, title or ownership interest in marks.

**TERM and TERMINATION/EXTENSION**

This Agreement shall be effective from the date of the Service Sponsor's authorized signature up to one month from the conclusion of the race. Either party may terminate this agreement in writing with thirty days notice in the event that the other party substantially fails to perform and observe all or any of the Agreements terms, or if the other party enters into liquidation whether compulsory or voluntary. This Agreement can be extended if needed and mutually agreed with a note, in writing to record this extension.

RTL shall be entitled to terminate this Agreement, in writing, if services due and noted under this Agreement (whether demanded or not) are not performed.

The Service Sponsor shall be entitled to terminate this Agreement, in writing, for failure of RTL or of its subcontractors to perform its responsibilities.

Any dispute or claim concerning this Agreement, which is not disposed of by consensus among the parties within 30 days of written notification of dispute or claim shall terminate the Agreement. In the case of Event cancellation or unresolved disputes or claims, neither party is entitled to damages. Any goods or services received by RTL shall remain the property of RTL, except upon termination of the Agreement by either party in which case unused, returnable goods or services received from the Service Sponsor shall be returned to the Service Sponsor.

**FORCE MAJEURE**

No party shall be responsible for events beyond its reasonable control. If the event is postponed due to conditions beyond RTLs control it may be rescheduled. The Service Sponsor shall be entitled to, and RTL agrees to give the Service Sponsor, all the rights set forth in this Agreement at NO additional charge to the sponsor.

**NOTICES**

All notices required or permitted under this Agreement shall be deemed as duly sent by email or postage prepaid as follows:

If to RTL:

email: ridethelobster@gmail.com

address: RTL, c/o The Inside Story 963 Central Avenue, Greenwood NS Canada. B0P 1N0

If the Service Sponsor:

email: \_\_\_\_\_

address: \_\_\_\_\_

**ASSIGNMENT**

This agreement is not assignable in whole or in part by any party without written consent of the other party.

**ENTIRE AGREEMENT**

This Agreement contains the entire understanding between the parties and supersedes any and all agreements, arrangements, communications, or representations, whether oral or written. This Agreement can be amended, altered, modified or changed when approved in writing and signed by both parties.

**AGREEMENT BETWEEN**

Agreement dated this \_\_\_\_\_ day, year 20\_\_\_\_, between

RTL Racing Society (RTL)

whose principal place of operation is at

963 Central Avenue, c/o The Inside Story, Greenwood, Nova Scotia, Canada. B0P1N0

Authorized signature (and printed name and position)

\_\_\_\_\_  
Name: \_\_ Edward Wedler \_\_\_\_\_ Position: \_President \_

and

\_\_\_\_\_  
(the 'Service Sponsor')

whose principal place of operation is at

\_\_\_\_\_  
whose principal contact is

\_\_\_\_\_  
Authorized Service Sponsor signature

\_\_\_\_\_  
Print Name: \_\_\_\_\_ Position: \_\_\_\_\_

witness to Service Sponsor signature

\_\_\_\_\_  
dated

\_\_\_\_\_

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APPENDIX A \_\_ Description of Service Sponsor contribution to RTL  
(To be filled out by the Service Sponsor)