

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

TEAM 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 Team Sponsor is the principal supporter of their sponsored team of the race. It is anticipated that the race will run 20-25+ relay teams of 3-4 riders each, representing 15+ countries (some countries having several teams).

The Team Sponsor wishes to provide financial support for RTL in return for which RTL will provide to the Team Sponsor a range of marketing opportunities and other services.

The Team Sponsor will receive media exposure before, during and after this race and maximum exposure on team uniforms, on following, support vehicles, and on team web pages. Sponsor support will go towards racing vests containing GPS equipment, real-time tracking and website mapping support during race, mobile equipment maintenance facility, ground and vehicle support, a promotional video and media for each team.

As riders qualify, they will be assembled into teams with the support and approval of the RTL Race Team Organizers. A sponsor can select their team directly by contacting riders or by selecting from a list provided by the Race Team Organizers.

NUMBER OF TEAM SPONSOR POSITIONS

One sponsor per Team: maximum 20-25+ team sponsors.
Team Sponsors can sponsor more than one team.

COST

Canadian \$ 1,950.00 per team.

Travel costs to get riders to/from the event are the responsibility of the riders (see Rider Sponsor Agreement) and teams.

EXPOSURE

RTL will provide maximum exposure to Team Sponsors for their respective team – on all uniforms, support vehicles and team web pages, team-related news/information. RTL will apply Team Sponsor identification on GPS-equipped vests (eg SPONSOR NAME Team Finland).

Team awards and prizes to be handed out at the end of the race will acknowledge Team Sponsors.

DURATION

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

RTL RESPONSIBILITIES

RTL will arrange staff to plan, organize, market, promote, conduct and evaluate the event. RTL will recognize the Team Sponsor and provide exposure as noted in the PREAMBLE. RTL will adhere to the Team 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 Team Sponsor will provide funds in full within 60 days of this Agreement date, or on terms mutually-agreed-upon, and noted in an attached Schedule. The Team Sponsor provides high resolution logo/imagery and/or text that can be used by RTL for this event. The Team Sponsor may associate this race within its own marketing and promotional plans.

PROMOTIONAL LIMITATIONS

a)

Neither RTL nor the Team 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 Team Sponsor grants RTL a royalty-free, non-exclusive license to use and display the identity of the Team Sponsor and its associated marks (unless limited by an Attachment). Such use shall be limited solely for the duration of sponsorship and any related advertising or promotional materials. RTL and the Team Sponsor acknowledge that provisions in this paragraph do not convey any right, title or ownership interest in marks.

TERM and TERMINATION

This Agreement shall be effective from the date of the Team Sponsor's authorized signature up to one month at 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.

RTL shall be entitled to terminate this Agreement, in writing, if monies due and payable under this Agreement (whether demanded or not) have not been paid in full on the due date for payment.

The Team 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, services or funds received by RTL shall remain the property of RTL, except upon termination of the Agreement by either party in which case unused funds or funds for uncommitted goods and services shall be returned to the Team 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 Team Sponsor shall be entitled to, and RTL agrees to give the Team 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 Team 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 'Team Sponsor')

whose principal place of operation is at

whose principal contact is

Authorized Team Sponsor signature

Print Name: _____ Position: _____

witness to Team Sponsor signature

dated
