



MAURY COUNTY FAIR & EXPOSITION, INC.

1018 Maury County Park Drive
Columbia, TN 38401
(931) 548-6257

SPONSOR AGREEMENT FOR 2017

GENERAL

The undersigned Sponsor hereby agrees to sponsor the event MAURY COUNTY FAIR & EXPOSITION, INC. (MCF&E) as described in the SPONSORSHIP PROPOSAL, a copy of which is attached hereto as Exhibit A and is incorporated herein by this reference. The Sponsor agrees to provide to MCF&E the following in-kind services and/or pay the following fees:

Sponsorship - \$ _____

In consideration therefore, MCF&E shall provide Sponsor with the benefits described in the Proposal. MCF&E may adjust benefits, substitute benefits or provide other benefits as it deems necessary or appropriate without approval of the Sponsor.

PAYMENT

Payment arrangements may be made as follows: Payments are due as follows: 25% (percent) on or before _____ and the balance due on or before _____; or on terms otherwise agreed upon. Failure to pay the agreed upon amount may result in termination of this agreement.

LIMITATION ON SPONSORSHIP

Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to the MCF&E to be held August 29 through September 2, 2017.

LICENSE AND USAGE

Sponsor hereby grants MCF&E a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary Information [the "Proprietary Information"] owned by the Sponsor. MCF&E agrees that the Proprietary Information will be used only in connection with the 2017 event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and MCF&E may agree. MCF&E's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, whose approval will not be unreasonably withheld.

SPONSOR UNDERSTANDINGS

Sponsor understands as follows: the dollar values set forth in the Proposal are estimates based upon general sponsorship information available to MCF&E; the audience multiplier is based upon estimates of MCF&E attendance and actual attendance figures may vary materially. No portion of the sponsorship payment is subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal or Application.

TERMINATION

MCF&E may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted donation amount or services, MCF&E shall refund any cash amount received from Sponsor by MCF&E. Sponsor shall not terminate this agreement without the approval of MCF&E.

AMENDMENTS

This agreement may be amended only by a written instrument executed by both parties.

MISCELLANEOUS

This agreement is governed by T.C.A. _____ law and is binding upon all of the parties' successors and assigns.

IN WITNESS WHEREOF, signed this ____ day of _____, 2017.

SPONSOR

MCF&E BOARD

By: _____

By: _____

Title: _____

Title: _____