

Thank you for supporting

Sugar Rush
5K and 1 mile run/walk
Benefitting the Rougon Elementary School Playground
Sponsor Package



Thank you!

The Harvest Festival Sugar Rush 5K is an annual event that promotes healthy and active lifestyles by hosting road races in the beautiful city of New Roads, Louisiana and benefitting local organizations.

This year's Sugar Rush will 100% financially support Rougon Elementary's new playground. Currently, the school does not have a playground and is applying for a matching grant to assist with the purchase of playground equipment.

Being a community-built playground, citizens and businesses in and around our parish get to take ownership in the playground's success through their financial support and active participation in planning and/or building the playground. As a sponsor of the Sugar Rush, you will have the opportunity to be named as a contributor on the permanent markings of the playground, as described below.

The establishment of this playground will guarantee that students have recess time that encourages an active lifestyle, cooperative play, brain breaks, free choice options, and the pure enjoyment of being a kid. Studies show that children, who live an active lifestyle, grow to live longer healthier lives and perform better in school. Please help support our mission by becoming a sponsor. Your support will directly create a safe engaging play experience that will bring lasting memories and academic/developmental benefits for every child that steps foot on our playground. In return, we hope that you will feel empowered and take pride knowing that your contribution helped change the health and school experience for the current and future students at Rougon Elementary. Thank you!

Playground's Spotlight Sponsor and Sugar Dash Presenting Sponsor

(1)- \$5,000

- *Main logo on playground plaque as Rougon's Spotlight Sponsor*
- *Invitation for honorary recognition at playground's ribbon cutting ceremony*
- The event referred to as "Sugar Dash presented by "SPONSOR"
- Logo included on finish-line structure.
- Main logo on the back of all-sized Sugar Dash shirts as TITLE/PRESENTING SPONSOR.
- Main logo on event website.
- Logo included in all media releases sent out about the event, which includes information sent to potential participants, including running clubs and e-mail list.
- Logo and messaging shared on the event Facebook page both in pre-race and post-race posts.
- Logo included in event e-blasts, which go out to previous race veterans and those signed up for the current year.
- Sponsor is invited to attend and set-up table with company materials/information/signs at finish line for the beignet celebration and awards.
- First right of refusal on title/presenting sponsorship for Sugar Dash 2022.

Corporate Contributors - \$2,500

- *Logo on the playground plaque*
- *Invitation for honorary recognition at playground's ribbon cutting ceremony*
- Logo on the back of adult-size Sugar Dash shirts
- Name listed on the back of youth-size Sugar Dash shirts
- Logo on event *website*.
- Logo and messaging shared on the event *Facebook* page both in pre-race and

post-race posts.

- Logo included in *event e-blasts*, which goes out to people who have participated in the event in years prior and this year.

Partnering Sponsors - \$1,000

- *Name listed on playground plaque*
- *Invitation for honorary recognition at playground's ribbon cutting ceremony*
- Name listed on the back of adult-size Sugar Dash shirts
- Logo on the event *website*
- Logo and messaging shared on the event *Facebook* page.
- Name included in *event e-blasts*, which go out to people who have participated in the event in years prior and this year.

Additional Sponsors - \$500

- Name listed on the back of Sugar Dash youth-size t-shirts
- Logo and messaging shared on the event *Facebook* page.
- Invitation to display company signs and distribute materials/informational items on race day.

****If you are not interested in sponsoring the race but would like to donate to our playground fund, any financial assistance will be greatly appreciated! Thank you for your support!**

Sponsorship Agreement

This Sponsorship Agreement (the “Agreement”) is entered into effective as of the date set forth on the signature page hereto (the “Effective Date”) by and between Rougon Elementary and Sponsor set forth on the signature page hereto (“Sponsor”) for sponsorship of the (“Event”).

This agreement is valid for 2021. This agreement for sponsorship with Rougon Elementary, is effective upon receipt of the first payment and will remain in effect through race day 2021 so long a sponsorship payments are received timely by Rougon Elementary.

Terms and conditions as provided in the above proposal.

In consideration of the mutual covenants contained herein and for other good and valuable consideration the parties hereby agree as follows:

SPONSOR DELIVERABLES

- (a) Sponsor Payments.
Sponsor will provide to Rougon Elementary a payment of \$_____ made payable to “Rougon Elementary” within thirty (30) days following the Effective Date.
- (b) Use of Sponsor Name and Logos.
Sponsor grants Rougon Elementary the nonexclusive right to use the Sponsor name and logos as part of press releases, marketing, advertising and promotional materials. Rougon Elementary rights to use Sponsor’s name and logos are as specified in the attached proposal.

Rougon Elementary DELIVERABLES

- (a) Rougon Elementary Deliverables.
After the Sponsor deliverables have been received, Rougon will provide to Sponsor the deliverables set forth in the attached proposal
- (b) Sponsor Use of Sugar Dash Name and Logos.
Sugar Dash grants Sponsor the nonexclusive right to use the event name and logos as part of press releases, marketing, advertising and promotional materials solely in connection with Sponsor’s sponsorship of Rougon Elementary. Sponsor is to notify Rougon Elementary of the use. The license gives Sponsor limited rights to use the Rougon Elementary/Sugar Dash name and logos. Sponsor does not

become the owner of Sugar Dash, and Rougon Elementary retains title to, such Rougon brand names and logos. The foregoing license specifically excludes any right to use of the Rougon name or logos in any series of Sponsor's products or services or for similar commercial purposes.

CANCELLATIONS OR DELAY OF A RACE.

Tri us will use its good faith diligent efforts to conduct the Event on the Event date(s) as advertised; provided, however, that Rougon shall not be responsible for damages that result from delays or postponements of an Event due to circumstances beyond its reasonable control; and in the event that an Event does not take place, the sponsorship payment shall be treated as a donation to Rougon Elementary and shall not be refunded.

LIABILITY.

Rougon Elementary shall not be responsible for any loss of or damage to property of Sponsor, its employees, agents, contractors or assigns nor for any personal injury to Sponsor's officers, directors, employees, agents, contractors and/or invitees. Sponsor shall indemnify, defend, and hold Rougon Elementary harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective websites, use of Sponsor's trademarks and logos, and Sponsor Materials.

CONFIDENTIALITY

Each party agrees to hold in strict confidence, during the term of this Agreement, all information, material, and data that have been disclosed one to the other during the term of this Agreement and is marked "Confidential", including the terms of this Agreement (other than Sponsorship Levels). Each party agrees that it will not use any such confidential information of the other party for any purpose not directly associated with the former party's obligations hereunder, without prior approval from the other party; provided, however, that each party may disclose such information without prior approval if required by law or court order.

Checks made payable to:

Rougon Elementary
13258 HWY 416
ROUGON 70773

Payment schedule:

2021 – 30 days following the Effective Date

Rougon Elementary

[Sponsor]

Signature: _____

Signature: _____

Title: _____

Title: _____

Date: _____

Date: _____