



Northpole.com Sponsorship Application & Agreement

Please type or write legibly, complete all pages, and send back to Northpole Productions, LLC via email at sponsors@northpole.com or fax at +1 770.590.4313.

Company Name _____

Contact Name _____ Title _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Phone _____ Fax _____

Email _____

Website _____

Additional Contact Name _____ Email _____

One Sentence Company Description _____

Sponsorship Level

Please select the desired sponsorship level and fill in your company's exact sponsorship amount.

Diamond Deck-the-Halls
\$10,000+

Platinum Poinsettia
\$5,000–9,999

Gold Gingerbread
\$2,500–4,999

Silver Snowflake
\$1,000–2,499

Bronze Bell
\$500–999

} \$ _____
Exact Sponsorship Amount



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Northpole.com Sponsorship Agreement

This *Agreement* made as of ____/____/____ (“*Effective Date*”) is entered into between Northpole Productions, LLC (hereafter “*Northpole*”) and _____ (the “*Sponsor*”) to support the hosting, continuation, and future development of www.northpole.com (the “*Northpole Website*”).

WHEREAS, the *Sponsor* desires to be associated with the *Northpole Website* described above; and

WHEREAS, *Northpole* agrees to associate the *Sponsor* at the level and under the terms described below;

NOW THEREFORE, *Northpole* and the *Sponsor* hereby agree as follows:

Article 1. Purpose of Agreement

The purpose of this agreement is to describe the nature and scope of the sponsorship provided by the *Sponsor* to *Northpole*.

Article 2. Term of Agreement

The agreement shall commence upon the *Effective Date* and shall last for one (1) year from the date of payment.

Northpole may terminate this agreement and the resulting benefits if the payment is not received within the timeframe given in Article 3.

Sponsor may decide to withdraw the display of acknowledgements on the *Northpole Website* at any time but understands that the sponsorship payment will not be returned. *Northpole* agrees to reimburse the *Sponsor* a prorated amount of the sponsorship payment for any time period in which *Northpole* is unable to comply with the terms of this agreement.

After sponsorship term has expired, the sponsorship may be renewed, by mutual agreement of both parties. If the sponsorship is not renewed, the *Sponsor* logo will then be removed from the *Northpole Website* at the end of the sponsorship term.

Article 3. Terms of Payment

The *Sponsor* agrees to pay to *Northpole* the amount of US \$ _____ for the _____ sponsorship level. The minima in US \$ in Article 4 apply. Payments by the *Sponsor* to *Northpole* are due within one week of notification of sponsorship approval. Only child-appropriate sponsors will be approved, as determined solely by *Northpole*. *Sponsor* makes this payment with no expectation that it will receive any return benefit other than acknowledgement on the *Northpole Website* (at the Internet domain: www.northpole.com) and *Northpole* merchandise as specified below.



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Article 4. Sponsorship Levels

For the *Northpole Website* considered, there are five levels of sponsorship available.

Diamond Deck-the-Halls

Minimum Amount: US \$10,000

Benefits:

- * 70 pixel by 70 pixel logo in the footer on ALL pages of *northpole.com*. (This logo may not contain any qualitative or comparative descriptions of the *Sponsor's* products, services, facilities or company.)
- * 140 pixel by 140 pixel logo in the top section on Sponsors page. (This logo may not contain any qualitative or comparative descriptions of the *Sponsor's* products, services, facilities or company.)
- * These logos will contain a hyperlink to the *Sponsor's* website.
- * Mention in the *northpole.com* eNewsletter that goes out twice a year to one million recipients
- * Direct competitors of Diamond Deck-the-Halls sponsors will not be accepted at any sponsorship level
- * 100 Plush Raymond the Reindeer
- * 50 Northpole Coloring Card Sets
- * 50 Northpole Sticker Sets

Platinum Poinsettia

Minimum Amount: US \$5,000

Maximum Amount: US \$9,999

Benefits:

- * 55 pixel by 55 pixel logo in the footer on ALL pages of *northpole.com*. (This logo may not contain any qualitative or comparative descriptions of the *Sponsor's* products, services, facilities or company.)
- * 110 pixel by 110 pixel logo in the second section on Sponsors page (This logo may not contain any qualitative or comparative descriptions of the *Sponsor's* products, services, facilities or company.)
- * These logos will contain a hyperlink to the *Sponsor's* website.
- * 50 Plush Raymond the Reindeer
- * 25 Northpole Coloring Card Sets
- * 25 Northpole Sticker Sets



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Gold Gingerbread

Minimum Amount: US \$2,500

Maximum Amount: US \$4,999

Benefits:

- * 85 pixel by 85 pixel logo in the third section on Sponsors page (This logo may not contain any qualitative or comparative descriptions of the *Sponsor's* products, services, facilities or company.)
- * This logo will contain a hyperlink to the *Sponsor's* website.
- * 25 Plush Raymond the Reindeer
- * 10 Northpole Coloring Card Sets
- * 10 Northpole Sticker Sets

Silver Snowflake

Minimum Amount: US \$1,000

Maximum Amount: US \$2,499

Benefits:

- * 70 pixel by 70 pixel logo in the fourth section on Sponsors page (This logo may not contain any qualitative or comparative descriptions of the *Sponsor's* products, services, facilities or company.)
- * This logo will contain a hyperlink to the *Sponsor's* website.
- * 10 Plush Raymond the Reindeer
- * 5 Northpole Coloring Card Sets
- * 5 Northpole Sticker Sets

Bronze Bell

Minimum Amount: US \$500

Maximum Amount: US \$999

Benefits:

- * 60 pixel by 60 pixel logo in the fifth section on Sponsors page (This logo may not contain any qualitative or comparative descriptions of the *Sponsor's* products, services, facilities or company.)
- * This logo will contain a hyperlink to the *Sponsor's* website.
- * 5 Plush Raymond the Reindeer
- * 5 Northpole Coloring Card Sets
- * 5 Northpole Sticker Sets



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Article 5. Company Logo & Placement

For Diamond Deck-the-Halls or Platinum Poinsettia levels: *Sponsor* will provide *Northpole* with the logo image in electronic form in vector format (either EPS or AI).

For Gold Gingerbread, Silver Snowflake, or Bronze Bell levels: *Sponsor* will provide *Northpole* with the logo image in electronic form in either GIF or JPEG format.

Northpole reserves the right to compress this image if it is larger than 50 KB and to resize it to be the proper size. See Article 4 for image dimensions for the appropriate sponsorship level. *Northpole* reserves the right to reject any logo images that are of poor quality and request *Sponsor* to send a higher quality image. *Sponsor* will be given the opportunity to approve any image changes made by *Northpole* prior to website publication.

All logos must be on a white background. Animated or audible logos are not permitted.

Logo placement on Sponsors page is determined by sponsorship level. Logo placement within each sponsorship level is determined by exact sponsorship amount. Placement of sponsors with the same sponsorship amount is determined by date of payment (earliest sponsor is placed first).

Article 6. Exposure

Northpole offers no guarantees of the level of exposure of the *Sponsor* acknowledgements on the *Northpole Website*. *Northpole* will provide website page view statistics to *Sponsor* on a monthly basis if requested.

Article 7. Competitors

Northpole reserves the right to display other sponsor acknowledgements on the Sponsors page of the *Northpole Website*. Direct competitors of Diamond Deck-the-Halls sponsors will not be accepted at any sponsorship level. *Northpole* cannot guarantee that competitors won't be co-sponsors in the Platinum Poinsettia, Gold Gingerbread, Silver Snowflake, and Bronze Bell levels.

Article 8. Payment and Processing

Payments can be made in U.S. Dollars by check. This agreement serves in lieu of an invoice. A receipt from *Northpole* will be made available upon request.

One copy of the agreement should be filled out, signed and sent either by fax (+1 770.590.4313) or by email to sponsors@northpole.com. *Northpole* will return a fully executed copy by fax to the *Sponsor*.



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Checks in U.S. Dollars shall be made out to Northpole Productions, LLC. Check shall be sent to the following address:

Becky Clutter
Northpole Productions, LLC
1325 Williams Drive
Marietta, GA 30066
USA

Sponsorship and *Sponsor* logo will be displayed on the *Northpole Website* within one (1) business day of payment receipt. *Northpole* merchandise will be shipped to *Sponsor* within one (1) week of payment receipt.

Article 9. Limitations of Liability and Disclaimer of Warranties

Neither party shall be liable for the acts of the other in carrying out this Agreement and, specifically, but not by way of limitation, neither party shall be responsible for the legal, financial or any other obligation entered into by the other in performing this Agreement.

Article 10. Non-Use of Names

The *Sponsor* shall not use the name of the *Northpole Website* in any form of publicity or advertising *beyond the scope of the agreement*. All further use of the name of the *Northpole Website* require prior written approval. *Northpole* will provide the *Sponsor* with appropriate direction as to the content of materials for the purpose of describing the sponsorship.

The *Sponsor* hereby grants *Northpole* world-wide royalty-free permission to use logos of the *Sponsor* as described in Article 4. Furthermore, the use of the logos, brands and trademarks as described in Article 4. is granted to *Northpole* in order to fulfill obligations resulting from this agreement. The respective licenses are bound to the lifetime of the materials related to the event, printed or electronic. Article 2 applies.

Article 11. Force Majeure

Neither party shall be responsible to the other for failure to perform any of the obligations imposed by this Agreement, provided such failure shall be occasioned by fire, flood, explosion, lightning, windstorm, earthquake, subsidence of soil, failure or destruction, in whole or in part, of machinery or equipment or failure of supply of materials, discontinuity in the supply of power, governmental interference, civil commotion, riot, war, strikes, labor disturbance, transportation difficulties, labor shortage or any cause beyond the reasonable control of the party.

Article 12. Assignment

This Agreement shall be binding upon and inure to the benefit of the parties hereto and the successors to substantially the entire business and assets of the respective parties hereto. This Agreement shall not be assignable by either party without the prior written consent of the other party. Any attempted assignment is void.



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Article 13. Governing Law

The validity and interpretation of this Agreement and the legal relationship of the parties to it shall be governed by American Law. The place of trial is Marietta, Georgia, United States. In case of dispute, mediation is preferred by both parties.

Article 14. Entire Agreement

Except as otherwise specified hereinabove, this Agreement embodies the entire understanding between *Northpole* and the *Sponsor* with respect to the *Northpole Website* and supersedes any prior or contemporaneous representations, either oral or written entered into by the parties with respect to the subject matter hereof. No amendments or changes to this Agreement shall be effective unless made in writing and signed by authorized representatives of the parties.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be signed by their duly authorized representatives, effective as of the day and year first written above.

_____ (*Sponsor*)

Signed: _____

Printed Name: _____

Title: _____

Date: _____

Northpole Productions, LLC (*Northpole*)

Signed: _____

Printed Name: _____

Title: _____

Date: _____