



Sponsorship Agreement
Between
2021 Adams County Fair
And
SPONSOR

This will confirm the terms and conditions on which SPONSOR, (hereafter referred to as the "Sponsor") has agreed to sponsor Adams County Fair (hereafter referred to as the "Event"), organized by Adams County Parks & Open Space, (hereafter referred to as the "Organizer").

1. The Organizers shall use their best efforts to conduct and promote the Event to take place August 4-8, 2021, at the Adams County Fairgrounds in Brighton, Colorado.
2. **Sponsor Status.** The Organizers hereby grant the Sponsor the right to be an Associate Sponsor of the Event, with recognition as detailed in Attachment 1, *Schedule of Sponsor Rights & Benefits*.
3. **Term:** The term of this Agreement encompasses the 2021 Event commencing upon execution of this Agreement by both parties and ending on November 30, 2021 unless otherwise extended by written agreement of the parties.

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4. **Sponsorship Fee.** In consideration of the full performance by Organizer of all of its obligations hereunder and all rights granted hereunder to Sponsor, Sponsor shall pay the Organizer a sponsorship fee of \$\$\$\$\$. All checks to be made payable to Adams County Fair.
5. **Insurance.** All vendors, sponsors, exhibitors or any companies doing business with the Adams County Fair during the dates of or purposes for the Event will be required to provide a certificate of insurance verifying coverage.
6. **Indemnification.** To the extent allowed by the law, each party will indemnify, defend and hold the other party (and its parent, subsidiaries, affiliates, contractors and vendors) harmless from any third party claims, causes of action and damages, including reasonable outside attorney fees, arising from or relating to the indemnifying party's breach or alleged breach of its obligations, including the representations and warranties, under this Agreement. Sponsor will not be held liable for any activities or occurrences relative to the Event, except for those activities or occurrences over which Sponsor has direct control.
7. **Force Majeure.** Neither party shall be liable for any delay or failure to perform its obligations hereunder to the extent that such delay or failure is caused by a force or event beyond the control of such party including, without limitation, war, embargoes, strikes, governmental restrictions, riots, fires, flood earth quakes, or other acts of God.
8. **Notices.** All notices hereunder shall be sent in writing and shall be delivered by first class mail, in person, by facsimile, e-mail or by courier, to the parties at the following addresses:

For the Organizer:

Adams County Fair
Casandra Vossler
Fair Manager
9755 Henderson Road
Brighton, CO 80601
Phone: 303-637-8027
E-Mail: CVossler@adcogov.org

For the Sponsor:

8. **Relationship of Parties.** This agreement does not constitute a partnership or joint venture or principal-agent relationship between the Organizers and the Sponsor. Except to a parent company, affiliate, subsidiary, the Agreement may not be assigned by either party. It shall be governed by the laws of the State of Colorado. It is complete and represents the entire agreement between the parties.
9. The terms of this agreement are final, and supersede any oral or written communications or agreements made prior or hereafter signing of this agreement. Any change in agreement terms must be revised into this agreement and signed by both parties.

Sponsor Adams County Fair Letter of Agreement – page 3

Please sign, scan and email to Courtney Cox at the Adams County Fair

Approved by:

By: _____

Date: _____

Cassandra Vossler
Adams County Fair

Agreed and Accepted:

By: _____

Date: _____

Name: _____

Position: _____

