

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

EVENT 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.

An Event Sponsor is a principal supporter of this event. The Event Sponsor wishes to provide financial support for RTL in return for which RTL will provide to the Event Sponsor a range of marketing opportunities and other services. The Event Sponsor will receive maximum media exposure before, during and after this race. Sponsor support will go towards assisting riders' accomodation, event transport and food, event management, marketing and promotion, and awards at the concluding awards ceremony.

NUMBER OF EVENT SPONSOR POSITIONS

Maximum 5 sponsors.

Event sponsors can purchase more than one (or all) positions.

COST

Canadian \$ 12,500.00 per position.

EXPOSURE

RTL will provide highest profiles to identify an Event Sponsor on all RTL website pages, correspondence, announcements, banner/poster displays, support vehicle and ground support station signs, and selected promotional items (videos, internet broadcasts, flash trailers). A Flash-based animation will be made for each Event Sponsor, connecting them with this event. A sponsor hospitality venue will be set up by RTL at the start and end of the event. Awards and prizes to be handed out at the end of the race will acknowledge Event 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 sponsors, with priority/high profile positions available for Event Sponsors.

RTL RESPONSIBILITIES

RTL will arrange staff to plan, organize, market, promote, conduct and evaluate the event. RTL will recognize the Event Sponsor and provide exposure as noted in the PREAMBLE. RTL will adhere to the Event 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 Event 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 Event Sponsor provides high resolution logo/imagery and/or text that can be used by RTL for this event. The Event Sponsor may associate this race within their own marketing and promotional plans.

PROMOTIONAL LIMITATIONS

a)

Neither RTL nor the Event 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 Event Sponsor grants RTL a royalty-free, non-exclusive license to use and display the identity of the Event 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 Event 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 Event 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 Event 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 Event 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 Event Sponsor shall be entitled to, and RTL agrees to give the Event 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:

ridethelobster@gmail.com

RTL, c/o The Inside Story 963 Central Avenue, Greenwood NS Canada. B0P 1N0

If the the Event 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 ammended, 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 'Event Sponsor')

whose principal place of operation is at

whose principal contact is

Authorized Event Sponsor signature

Print Name: _____ Position: _____

witness to Event Sponsor signature

dated
