

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

RIDER 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.

A Rider Sponsor is the principal supporter of their sponsored rider in the race. It is anticipated that the race will run 20-25+ relay teams of 3-4 riders each (60-100+ riders), representing 15+ countries (some countries having several teams).

The Rider Sponsor wishes to provide financial support for qualified riders in the race. Rider Sponsor support will go towards registration administration, and travel to/from their home to the event. RTL will handle registration. The rider and sponsor will handle travel arrangements.

The Rider Sponsor will receive media exposure before, during and after this race and maximum exposure on rider uniforms and on rider web pages.

As riders qualify for the race, a sponsor can select their rider directly or select from a list provided by the Race Team Organizers. A rider who qualifies from Israel, for example, may be on the list of qualified riders and be in need of financial support to get to the event.

NUMBER OF RIDER SPONSOR POSITIONS

One sponsor per rider: maximum 60-100+ Rider Sponsors.
Rider Sponsors can sponsor more than one rider.

COST

Canadian \$ 100.00 per Rider Sponsor.

Travel costs to get riders to/from the event are the responsibility of the riders and their sponsors.

EXPOSURE

RTL will provide exposure to Rider Sponsors for their respective rider – on their racing bib (eg SPONSOR NAME Rider Name) and the rider web page, and rider-related news/information.

Individual awards and prizes to be handed out at the end of the race will acknowledge Rider 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 Rider Sponsors.

RTL RESPONSIBILITIES

RTL will arrange staff to plan, organize, market, promote, conduct and evaluate the event. RTL will recognize the Rider Sponsor and provide exposure as noted in the PREAMBLE. RTL will adhere to the Rider 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 Rider Sponsor will provide funds in full within 30 days of this Agreement date, or on terms mutually-agreed-upon, and noted in an attached Schedule, and provide travel arrangements/funds for their rider. The Rider Sponsor provides high resolution logo/imagery and/or text that can be used by RTL for this event. The Rider Sponsor may associate this race within its own marketing and promotional plans.

PROMOTIONAL LIMITATIONS

a)

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

email: ridethelobster@gmail.com

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

If the Rider 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 amended, 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 'Rider Sponsor')

whose principal place of operation is at

whose principal contact is

Authorized Rider Sponsor signature

Print Name: _____ Position: _____

witness to Rider Sponsor signature

dated
