

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

STAGE 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 Stage Sponsor is the principal supporter of each stage of the race. There are FIVE stages in this race. The precise route of each stage is scheduled to be posted to the website www.ridethelobster.com early in 2008, and may be modified dependent on rules, regulations, conditions or unforeseen circumstances.

Evangeline Stage 1 (16th June 2008)
Lighthouse Stage 2 (17th June 2008)
Time Trials Stage 3 (18th June 2008)
Glooscap-Sunrise Stage 4 (19th June 2008)
Cape Breton Stage 5 (20th June 2008)

The Stage Sponsor wishes to provide financial support for RTL in return for which RTL will provide to the Stage Sponsor a range of marketing opportunities and other services. The Stage Sponsor will receive media exposure before, during and after this race and maximum exposure during the running of the sponsored stage of the race. Sponsor support will go towards ground support, signage, staging and service facilities, spectator controls and stage volunteer organization. Each stage will have a recognized stage jersey logo and a Stage Award on behalf of the Stage Sponsor.

NUMBER OF STAGE SPONSOR POSITIONS

One sponsor per Stage: maximum 5 sponsor stages (positions)
Stage Sponsors can purchase more than one, or all, stages (positions).

COST

Canadian \$ 5,700.00 per stage/position.

EXPOSURE

RTL will provide maximum exposure to Stage Sponsors for their respective stage of the race – on all maps (print/website), stage banners and signs, other stage related news/information. RTL will rename the stage prefaced by the Sponsor's name (eg The SPONSOR NAME Evangeline Stage). A short, brand-identification interactive Flash animation will be created for each Stage Sponsor for website display.

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

DURATION

The agreement is effective 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 Stage positions available for Stage Sponsors.

RTL RESPONSIBILITIES

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

PROMOTIONAL LIMITATIONS

a)

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

whose principal place of operation is at

whose principal contact is

Authorized Stage Sponsor signature

Print Name: _____ Position: _____

witness to Stage Sponsor signature

dated
