



## Ocala Jockey Club 2017 International 3-Day Event Sponsorship Sign-up Form

<b>Sponsor:</b>	<b>Contact:</b>
<b>Address:</b>	
<b>Phone:</b>	<b>Cell:</b>
<b>Email:</b>	<b>Fax:</b>

### Corporate Sponsorship and Private Entertainment Packages

- |   |   |
|---|---|
| <input type="checkbox"/> \$25,000 Presenting Sponsor Package<br><input type="checkbox"/> \$15,000 Platinum Corporate Package<br><input type="checkbox"/> \$10,000 Gold Corporate Package<br><input type="checkbox"/> \$7,500 Silver Corporate Package<br><input type="checkbox"/> \$5,000 Segment Sponsor Package | <input type="checkbox"/> \$5,000 Private Corporate Entertainment Package<br><input type="checkbox"/> \$3,500 Bronze Corporate Package<br><input type="checkbox"/> \$1,250 OJC Friend Sponsor Package<br><input type="checkbox"/> \$350 Premium tailgating 12'x12' space for 4<br><input type="checkbox"/> \$250 Regular tailgating 12'12' space for 4 |
|---|---|

### Hospitality Packages

#### All-Star Experience Package

#### VIP Experience Package

#### Welcome Experience Package

#### Finale Experience Package

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> \$1,875 Single        | <input type="checkbox"/> \$1,250 Single        | <input type="checkbox"/> \$250 Single          | <input type="checkbox"/> \$500 Single          |
| <input type="checkbox"/> \$3,000 Package for 2 | <input type="checkbox"/> \$1,950 Package for 2 | <input type="checkbox"/> \$475 Package for 2   | <input type="checkbox"/> \$925 Package for 2   |
| <input type="checkbox"/> \$5,250 Package for 4 | <input type="checkbox"/> \$4,250 Package for 4 | <input type="checkbox"/> \$950 Package for 4   | <input type="checkbox"/> \$1750 Package for 4  |
| <input type="checkbox"/> \$9,750 Package for 8 | <input type="checkbox"/> \$7,950 Package for 8 | <input type="checkbox"/> \$1,750 Package for 8 | <input type="checkbox"/> \$3,250 Package for 8 |

### Promotional Opportunities: Onsite, Online and Showcase Exposure

#### Event Program Advertising

#### Website and Online Rates

#### Onsite Promotional Options

#### Naming and Showcase Options

- |   |   |  |  |
|---|---|--|--|
| <input type="checkbox"/> \$1,250 Full page    | <input type="checkbox"/> \$975 Showcase       | <input type="checkbox"/> \$350 Sign on fence     | <input type="checkbox"/> \$2,000 VIP Breakfast     |
| <input type="checkbox"/> \$1,000 2/3 page     | <input type="checkbox"/> \$850 Banner ad      | <input type="checkbox"/> \$1,000 XC jump sign    | <input type="checkbox"/> \$1,250 Competitor Lounge |
| <input type="checkbox"/> \$750 Half page      | <input type="checkbox"/> \$450 Linked logo    | <input type="checkbox"/> \$1,500 Show jump sign  | <input type="checkbox"/> \$3,000 VIP Area Lunch    |
| <input type="checkbox"/> \$600 1/3 page       | <input type="checkbox"/> \$500 E-blast banner | <input type="checkbox"/> \$2,500 Livestream ad   | <input type="checkbox"/> \$750 VIP Wine & Cheese   |
| <input type="checkbox"/> \$450 ¼ page         | <input type="checkbox"/> \$450 Facebook post  | <input type="checkbox"/> \$1,000 Volunteer shirt | <input type="checkbox"/> \$1,500 Information Booth |
| <input type="checkbox"/> \$1,750 Inside cover | <input type="checkbox"/> _____                | <input type="checkbox"/> \$750 Competitor bag    | <input type="checkbox"/> \$3,500 Kid Zone          |
| <input type="checkbox"/> \$1,950 Back cover   | <input type="checkbox"/> _____                | <input type="checkbox"/> \$1,250 Attendee bag    | <input type="checkbox"/> \$3,000 Band performance  |
| <input type="checkbox"/> _____                | <input type="checkbox"/> _____                | <input type="checkbox"/> \$750 VIP bag           | <input type="checkbox"/> _____                     |
|   |   | <input type="checkbox"/> \$500 Event PA          |  |

**SPONSORSHIP FEE INCLUDES:** The sponsorship benefits as outlined in the Ocala Jockey Club 3-Day Event Sponsorship Package, applicable to package chosen, or as custom package set out in Exhibit A to this form. **ITEMS NOT INCLUDED IN SPONSOR FEE:** The sponsorship benefits do not include any products or services unless specifically set out in this form or attached Appendix. Extra sponsorship benefits are available from the OJC at a-la-carte additional cost. Costs of activation of sponsorship benefits (such as ad and signage design and production costs, food & beverage costs not specifically included in hospitality benefits and similar items) are to be borne separately by the Sponsor or will be subject to additional charges by OJC. Arrangements for such items are to be made directly between the Sponsor and a vendor, caterer and/or event planning company. OJC must approve any such contracting party. It is the Sponsor's responsibility to ensure that any additional items or equipment is rented in a timely manner. Any VIP or general admission tickets above the number in the package purchased by Sponsor will be charged at advertised rates. **SEATING ASSIGNMENTS:** OJC does not guarantee any specific seating assignments and will allocate seating according to sponsorship level priorities. OJC will assign seats in OJC's discretion based on criteria such as complementary business categories, sponsor seating arrangement requests, etc.

**SET-UP; TEAR-DOWN:** Two days of set-up time is included immediately prior to Start Time stated above. One day of Tear-down / cleanup is included immediately after End Time stated above. Additional set-up/tear-down time may be booked subject to availability, to be charged at overtime charges. SPONSOR ACKNOWLEDGES THAT ALL SET-UP, DROP-OFF & DELIVERIES, AND DECORATING MUST BE DONE WITHIN TWO DAYS OF EVENT DATE START ONLY. After the event all items including, but not limited to, signage, decoration and personal items must be removed unless a prior arrangement has been made with OJC management. A list of all caterers, vendors and/or suppliers must be submitted to OJC at least three weeks prior to the event. Setup maps and logistics must be finalized by four working days prior to the event. There may be additional charges for set-up or logistical changes unless the Sponsor notifies OJC at least four working days prior to the event.

**SALES AND USE TAX:** Applicable sales taxes will be included in total sponsorship fee, but itemized on taxable portions of sponsorship contract. In-kind sponsorships will be subject to sales and/or use tax based on sponsorship fair market value.

**PAYMENTS:** Payments may be made in cash, check, money order, PayPal, certified check or credit card. Checks are to be made payable to "Ocala Jockey Club". Payments made by personal check must be made 10 days prior to the deadlines otherwise required. An NSF fee of \$35 per returned check and a finance charge of 2% per month may be assessed on all past due accounts.

**PAYMENT SCHEDULE:** A 50% non-refundable deposit is required to hold the sponsor space and to begin activation of sponsorship benefits, at the time of booking. If this deposit, along with a signed copy of this contract, is not received within seven days of receipt of this contract, OJC will release the sponsorship space from hold and the reserved slot may be freely available to any party. The final 50% is payable 30 business days before the event date. The OJC reserves the right to request full payments for events up front.

**THEFT AND DAMAGES:** Sponsor agrees to be responsible for any damage to or theft of sponsor's property at the OJC Restaurant or anywhere on the OJC farm by the Sponsor's guests, invitees, vendors, or other individuals responsible by Sponsor. OJC will assume no financial responsibility for damaged or stolen property brought to the facility by Sponsor, Sponsor's guests or outside vendors.

**LIABILITY INSURANCE:** If the Sponsor is providing any onsite advertising, product placement, vendor booth, and/or other products or services other than cash payment, the Sponsor must provide evidence of a \$1,000,000 liability insurance policy. The policy shall name the OJC as the Certificate Holder/Additional Insured as follows: "Valhalla Estates LLC, dba Ocala Jockey Club & Valhalla Holdings LLC & Erik & Pavla Nygaard & OJC Home Owners Association, No. 1, Inc., et. al." The policy must be provided to the OJC at least 21 days prior to the Event in order to be approved by the OJC's insurer.

**CANCELLATION POLICY:** Sponsor is advised to purchase Event Cancellation insurance to protect against losses related to the Event. Cancellation must be requested in writing. Cancellation results in the forfeiture of any deposit made to date. No refunds are available within 30 days of the Event. In addition, Sponsor may be charged for any actual out-of-pocket expenses paid by the OJC for the purposes of activation of the Sponsor's sponsorship of the event and not recoverable otherwise. Any loss of funds charges will be billed to the Sponsor. Sponsor's failure to pay any deposits or funds due to OJC results in automatic Cancellation and forfeiture of any deposits made to date.

**USE AND ACCESS RESTRICTIONS:** Neither Sponsor nor any of Sponsor's guests or invitees are allowed to use the swimming pool adjacent to the OJC Restaurant. The Sponsor recognizes that horses on the OJC farm may be unpredictable and dangerous. Horses may kick, bite or strike when playful or threatened. No guests, vendors, or other invitees of Sponsor are permitted to enter any paddocks or areas containing horses, nor to touch horses over fences. No feeding of horses is permitted unless accompanied and allowed to do so by the horse's owner and/or trainer of record. Sponsor acknowledges that Thoroughbred horses are highly valuable animals. Food other than their normal diet could cause severe illness or death. The Sponsor will be responsible for any damage to horses on the OJC farm due to failure to heed this paragraph. The OJC will not be responsible for any damage to person or property due to failure to heed this caution. **PROHIBITED ITEMS:** Smoking is prohibited inside the OJC Restaurant and anywhere on the OJC farm property not specifically designated for the use by smokers. The Sponsor acknowledges that the OJC is a working horse farm and that the disposal of cigarettes on the pastures poses a fire hazard and health hazard to the horses stabled at the farm. The use of non-enclosed candles, smoke or fog machines, and fireworks are considered a fire hazard and not permitted under any circumstance. Possession of firearms is not permitted anywhere on the OJC property. Motorcycles are prohibited anywhere on the Ocala Jockey Club property, which includes the Clubhouse, the OJC horse farm, and all access roads. **CHILDREN:** Children must be supervised by a parent or guardian at all times. **DECORATIONS AND DISPLAY MATERIALS:** Only such signage, vendor tents, private hospitality tents, pamphlets, brochures or other display materials are allowed on the OJC property that have been agreed to within a sponsorship package, and if there are no outstanding charges remaining under such sponsorship contract. No floating display materials or decorations such as sparklers, bubbles, confetti or glitter may be used without prior approval by OJC. Nothing may be affixed to any walls of the OJC Restaurant without prior OJC approval. The OJC may withhold approval at its discretion, such approval will not be unreasonably withheld.

**USE OF IMAGES:** Sponsor hereby grants and assigns OJC the irrevocable and unrestricted right to photograph (including video), use and publish for editorial, trade, advertising or any other purpose and in any manner and medium, including social media, website and internet promotion, all photographic, video and digital images from the Event as it relates to the Sponsor or Sponsor's guests and invitees. Sponsor hereby releases OJC from all claims and liability relating to said photographs, video, digital images and/or publication thereof.

**GOVERNING LAW, SIGNATURES AND ATTORNEY'S FEES:** This contract will be governed by the laws of the State of Florida. Each person who executes this Contract on behalf of Sponsor and OJC, respectively, represents and warrants that he/she has the authority to do so. By signing, the person signing indicates that he or she has read, understand and agree in full to the terms and conditions in this Contract. If OJC is required to commence any action or proceeding against Sponsor by reason of any breach of this contract, OJC will be entitled to recover from Sponsor actual attorney's fees and costs, whether or not the proceeding or action proceeds to judgment.

**LIMITATION OF LIABILITY and DISCLAIMER:** OJC's liability to Sponsor is limited to the deposit(s) actually paid to OJC by Sponsor. OJC assumes no further liability to Sponsor for any loss, injury, damage or otherwise incurred as a consequence of anything arising in relation to this Contract, Event, or any related matter. OJC cannot be held responsible for any disruption of an event as a result of war, weather, civil disturbance, or act of God, or for the damage or loss of any property which the Sponsor or Sponsor's guests and invitees bring to the event.

**ENTIRE AGREEMENT:** This agreement contains the entire agreement of OJC and Sponsor, and supersedes any prior or contemporaneous written or oral agreements between them with respect to the event. There are no representations, warranties, agreements or understandings, oral or written, between Sponsor and OJC relating to the subject matter contained in this contract which are not fully expressed in this contract. This contract may be amended only in writing signed by the Sponsor and OJC.

\_\_\_\_\_  
Sponsor signature

\_\_\_\_\_  
OJC Management signature

\_\_\_\_\_  
By: Name and Title (please print)

\_\_\_\_\_  
Name and Title (please print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date