



# 17-3018 - B - SAMPLE SPONSORSHIP APPLICATION TEMPLATE

CUPERTINO

CUPERTINO RECREATION & COMMUNITY SERVICES | 408-777-3120 | WWW.CUPERTINO.ORG

## SPONSOR INFORMATION

Company: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Entity Type:     Sole Proprietor             Partnership             Corporation (Type: \_\_\_\_\_)  
                   NonProfit: (Type: \_\_\_\_\_)     Trust             Other: \_\_\_\_\_

## EVENT INFORMATION

Event Name: \_\_\_\_\_ Event Date(s): \_\_\_\_\_

Event Description: \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

*[This is where the conditions of the sponsorship including benefits to the City and recognition of the sponsor will be outlined.]*

## PAYMENT INFORMATION

Check (Make Payable to: City of Cupertino)     AMEX     Discover     Master Card     Visa

CC #: \_\_\_\_\_ CVC: \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_ Amount: \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

## TERMS AND CONDITIONS

1. The Sponsor has reviewed and agrees to be bound by those procedures, limitations, and restrictions identified in the City's Sponsorship Policy.
2. All sponsorships greater than \$500 must complete the required City of Cupertino Sponsorship Agreement. (Separate Document)
3. The sponsor may not receive exclusive rights to benefits unless approved by the Department Head.
4. Sponsor agrees, to the fullest extent allowed by law, to indemnify, defend, and hold harmless the City, and its officers, employees, and agents ("City indemnitees"), from and against any and all causes of

action, claims, liabilities, obligations, judgments, or damages, including reasonable legal counsels' fees and costs of litigation ("claims"), arising out of the Sponsorship or Sponsor's performance of this Application and/or Agreement, including the City's active or passive negligence, except for such loss or damage arising from the sole negligence or willful misconduct of the City. In the event the City indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from this Sponsorship or Sponsor's performance of this agreement, Sponsor shall provide a defense to the City indemnitees, or at the City's option, reimburse the City indemnitees their costs of defense, including reasonable legal counsels' fees, incurred in defense of such claims. This duty extends to any claim for violation of intellectual property rights, including but not limited to copyright or patent rights.

5. To the extent applicable, Sponsor is is required to comply with the City's event permitting requirements, including the insurance requirements stated therein.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

CUPERTINO STAFF USE ONLY (FOR SPONSORSHIPS NOT REQUIRING A SPONSORSHIP AGREEMENT)

Status:     Approved         Denied

Reason for Denial:

Special Requirements:

Reviewed by:

Staff Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_