



Tips Outdoors Foundation
P.O. Box 796, Lindstrom, MN 55045
651-779-8216 ♦ tipsoutdoors@gmail.com

**"Mentoring the Future of
the Great Outdoors"**

2018 Annual Sponsorship - Donation

Have the Tips Outdoors Foundation's and our Certified Outdoor Mentors, Pro Staff and Volunteers teach kids and families how to use, and have success in the Great Outdoors with Your Great Products!

Advisory Board Position (optional)

- ☛ Advisory Board Position for either:
 - Education – Programs – Events Advisory Board
 - Fundraising – Donor – Sponsorship Advisory Board
 - Marketing – Internet – Social Media Advisory Board

Tips Outdoors Marketing

- ☛ Internet
 - Placement of logo and/or company name and link on Tips Outdoors website's Supporting Partner's page
- ☛ Graphics, Signage and Brand Identification
 - Prominent on-site signage at key traffic locations and at all Tips Outdoors Events
 - Prominent graphics on Tips Outdoors vehicles, boats, event trailers and equipment
- ☛ Print Publications
 - Placement of logo and/or company name in footer on all print materials created for the Tips Outdoors including such items as posters, brochures, event forms and newsletters
- ☛ Radio
 - Included in radio spots for Tips Outdoors events in applicable markets for one month prior to event date
 - Reach includes local, regional and national audiences promoting the Tips Outdoors Foundation's events to include on air mention of company and/or products
- ☛ Public Relations
 - Inclusion within all local, regional and national Tips Outdoors events public relations activities as a contributing sponsor-donor, Supporting Partner

Tips Outdoors Foundation would further like to look at build a caused-based marketing relationship with your company. Caused-based marketing programs are a win-win-win-win for the Sponsor - Donor (your company), Tips Outdoors, kids and families, and the future of traditional outdoor sports. Working together, we can help develop a new generation of outdoor enthusiasts. Outdoors men and women are more likely to buy a product if they know a portion of the proceeds of the sale goes to a good cause helping the outdoors, so a cause-based program is truly mutually beneficial for you and Tips Outdoors. If you would like to discuss how we can work together to implement a cause-based marketing program please contact us.

The Tips Outdoors Foundation is a fully accredited 501(c)(3) nonprofit organization, so all or part of your sponsorship-donation can be tax deductible.

TIPS OUTDOORS FOUNDATION
2018 SPONSORSHIP - DONATION AGREEMENT

THIS SPONSORSHIP - DONATION AGREEMENT (the "Agreement") made this ____ day of _____, 20____, by and between, _____ (hereinafter "Company"); and the Tips Outdoors Foundation, a Minnesota Nonprofit Corporation (hereinafter "Tips").

RECITALS:

WHEREAS, Tips Outdoors Foundation is a 501(c)(3) nonprofit organization that provides, supports and partners with other organizations to create various activities, events and educational experiences for children and families for the purpose of introducing them to outdoor related activities;

WHEREAS, Company desires to provide to Tips an annual tax-deductible donation for 2017 as described in the "AGREEMENT" area 3. Sponsorship Donation of this agreement in exchange for certain benefits as described herein;

WHEREAS, Company and Tips desire to enter into an agreement to memorialize said agreement on the terms and conditions contained herein.

AGREEMENT:

NOW, THEREFORE, in consideration of the mutual covenants contained herein and other good and valuable consideration, the parties hereto agree as follows:

- 1.0 Sponsorship. Company shall be a sponsor (as herein defined) of Tips.
- 2.0 Display of Company Logo and/or Name. Tips shall display the Company logo and/or Company name as a sponsor, in the reasonable discretion of Tips, as follows:
 - 2.1 Internet. Tips shall display the Company logo and/or Company name at the Tips Outdoors website's Supporting Partner's page.
 - 2.2 Graphics, Signage and Brand Identification. Tips shall display prominent on-site signage at key traffic locations and at all Tips Outdoors events. Tips shall display the Company logo and/or Company name on Tips Outdoors vehicles, boats, trailers and equipment.
 - 2.3 Print Publications. Tips shall display the Company logo and/or Company name in the footer on all print materials created for Tips Outdoors, including such items as posters, brochures, event forms and newsletters.
 - 2.4 Radio Spots. Tips shall mention name of Company and/or product(s) when appropriate in radio spots for Tips Outdoors events in applicable markets for one month prior to event date. Such coverage includes local, regional and national audiences promoting the Tips Outdoors Foundation's events.
 - 2.5 Public Relations. Tips shall include Company in all local, regional and national Tips Outdoors public relations activities as a contributing donor-sponsor and/or supporting partner.
- 3.0 Sponsorship Donation. Company shall provide to Tips the sum of Six Thousand Dollars (\$6,000.00) annually. Company may elect to satisfy up to Two Thousand Dollars (\$2,000.00) of its Sponsorship Donation in the form of products and/or services provided to Tips. The valuation of products for purposes of this paragraph will be at the Company's cost of such products. The valuation of services for purposes of this paragraph will be at the cost generally charged by the Company for such services. Company elects to provide:
 products / services in partial satisfaction of its Sponsorship Donation valued at \$_____.

Donation Payment Schedule Options:

- Annually: 1 payment of Six Thousand Dollars (\$6,000.00) due on January, 1st,
- Bi-Annually: 2 (two) payments of Three Thousand Dollars (\$3,000.00/ea.) due on January 1st, and due on July 1st,
- Quarterly: 4 (four) payments of One Thousand, Five Hundred Dollars (\$1,500.00/ea.) due on January 1st, due on April 1st, due on July 1st, due on October 1st,
- Monthly: 12 (twelve) payments of Five Hundred Dollars (\$500.00/ea.) due on the 1st of every Month.

Please check the payment option that best fits Company and send 1st payment dated when due with this signed Agreement. In the event Company elects to provide products or services, such products or services will be valued as provided above and the above Annual, Bi-Annual, Quarterly, and Monthly payment figures will be adjusted based upon such valuation. Tips shall have the right to suspend its sponsorship and marketing activities on behalf of the Company in the event company fails to make a scheduled payment in such failure to pay continues for a 10-day period.

4.0 Term. The term of this Agreement shall be one (1) year from the date of execution hereof.

5.0 Tips Outdoors' Trademarks and Tradenames. The Parties agree that Tips' trademarks, service marks, and tradenames shall remain the sole property of Tips. Tips hereby grants to Company a limited license to use the trademarks, service marks, and tradenames of Tips Outdoors in the sale, promotion, and marketing of Company products and services during the term of this Agreement.

6.0 Company Trademarks and Tradenames. The parties agree that the Company's trademarks, service marks, and tradenames shall remain the sole property of Company. Company hereby grants to Tips a limited license to use the trademarks, service marks, and tradenames, of Company in conjunction with this Agreement and in conjunction with the operation of Tips activities and events during the term of this Agreement.

7.0 Indemnification. The parties agree to indemnify and hold harmless each other from any and all damages and losses sustained by the other party (including the payment of reasonable attorney's fees and costs associated therewith) and all claims, demands, or causes of action from third parties (including the payment of reasonable attorney's fees and costs associated therewith) arising out of any breach of the terms and conditions of this Agreement and/or the operation of the parties' respective businesses.

8.0 Additional Sponsors. Tips shall be allowed to obtain additional sponsors during the term of this Agreement. The names and trademarks of such additional sponsors may be displayed at the same times and locations as Company's name and trademark.

9.0 Advisory Board. Company has option to be a member of Tips' Advisory Board which will meet (via in person, video, or telephone conferencing) two to three times per year during the term hereof.

10.0 Assignment. Neither party may assign their interests in or obligations under this Agreement without the prior written consent of the other party.

11.0 Law. This Agreement is made under and governed by the laws of the State of Minnesota.

IN WITNESS WHEREOF, each of the parties has executed this Agreement as of the date shown below by each signature.

COMPANY: _____
Name

TIPS OUTDOORS FOUNDATION

By: _____
Signature

By:  _____
Signature

Print Name

Mark L Tipler

Print Name

Its: _____
Title

Its: Founder & Executive Director

Title