



**Tips Outdoors Foundation**  
P.O. Box 796, Lindstrom, MN 55045  
651-779-8216 ☛ [info@tipsoutdoors.org](mailto:info@tipsoutdoors.org)

**“Mentoring the Future of  
the Great Outdoors”**

## **Tips Outdoors Annual Donation - Sponsorship**

**Have Tips Outdoors and our Certified Outdoor Mentors, Pro-Staff and Volunteers show kids - families - everyone how to have success with your Great Products and/or Services!**

### **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**

☛ Website

- Placement of Donor – Sponsor logo and/or company name and link on the Tips Outdoors website’s Supporting Partner’s page

☛ Social Media

- Tips Outdoors will make social media posts on behalf of Donor – Sponsor across all our social media accounts. Post will mention your company’s products and/or services, marketing – promotional campaigns, and notable news the Donor – Sponsor company would like Tips Outdoors to share, including company logo, graphics, adds, photos, video’s
- Tips Outdoors will make Donor – Sponsor social media posts of \_\_\_\_ /week = Total of \_\_\_\_ /month

☛ Graphics, Signage and Brand Identification at Events

- Prominent on-site signage at key traffic locations at Donor – Sponsor and Tips Outdoors joint Events
- Donor – Sponsor logo in prominent location on all Tips Outdoors vehicles, boats, event trailer(s) and equipment

☛ Print Publications

- Placement of Donor – Sponsor 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

☛ Public Relations

- Inclusion within all local, regional and national Tips Outdoors events public relations activities as a contributing Donor - Sponsor 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 Donor – Sponsor (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**  
**2019 – 2020 DONATION - SPONSORSHIP AGREEMENT**

THIS DONATION - SPONSORSHIP 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 2019 - 2020 as described in the "AGREEMENT" area 3. Donation - Sponsorship 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 Donation - Sponsorship. Company shall be a donor - 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 donor - 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 website's Supporting Partner's page.
  - 2.2 Social Media. Tips shall make social medial posts on behalf of Company and/or product(s) across all of Tips social media accounts, Facebook, Instagram, Twitter, LinkedIn, and will share appropriate video's on YouTube, per the agreed upon number of social media posts from the page 1 Social Media section.
  - 2.3 Print Publications. Tips shall display the Company logo and/or Company name in the footer on all print materials created for Tips, including such items as posters, brochures, event forms and newsletters.
  - 2.4 Graphics, Signage and Brand Identification. Tips shall display prominent on-site signage at key traffic locations and at all Tips events. Tips shall display the Company logo and/or Company name on Tips vehicles, boats, trailers and equipment.
  - 2.5 Public Relations. Tips shall include Company in all local, regional and national Tips public relations activities as a contributing donor-sponsor and/or supporting partner.
- 3.0 Donation Sponsorship. Company shall provide to Tips the sum of Ten Thousand Dollars (\$6,000.00) annually. Company may elect to satisfy up to Two Thousand Dollars (\$2,000.00) of its Donation Sponsorship 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 Donation Sponsorship valued at \$\_\_\_\_\_.

Please check the payment option that best fits Company and send 1<sup>st</sup> payment dated when due with this signed Agreement. In the event Company elects to provide products or services, such products or services

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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.

**Donation - Sponsorship Payment Schedule Options:**

- Annually:** 1 payment of six Thousand Dollars (\$6,000.00) due on January, 1<sup>st</sup>, or on the date of execution.
- Bi-Annually:** 2 (two) payments of Three Thousand Dollars (\$3,000.00/ea.) due on January 1<sup>st</sup>, and July 1<sup>st</sup>, or on date of execution and 182 calendar days after date of execution on: Month \_\_\_\_\_ Day \_\_\_\_\_, Year \_\_\_\_\_,
- Quarterly:** 4 (four) payments of One Thousand, Five Hundred Dollars (\$1,500.00/ea.) due on January 1<sup>st</sup>, April 1<sup>st</sup>, July 1<sup>st</sup>, October 1<sup>st</sup>, or on date of execution and every 90 days thereafter for a total of 1 year,
- Monthly:** 12 (twelve) payments of Five Hundred Dollars (\$500.00/ea.) due on the 1<sup>st</sup> of every Month, or on date of execution and on the same day, \_\_\_\_\_ of every month thereafter for a total of 1 year.

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

5.0 Tips 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 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