



MumFest

NEW BERN, NORTH CAROLINA

Music Sponsor Agreement (\$600) MumFest 2022, October 8-9

COMPANY: _____
(Name as to appear on banner.)

CONTACT: _____ PHONE: _____

ADDRESS: _____

EMAIL: _____

AUTHORIZED SIGNATURE TITLE

AUTHORIZED NAME (PRINTED) DATE

SWISS BEAR, INC. SIGNATURE Executive Director
TITLE

Lynne Harakal
SWISS BEAR, INC. NAME (PRINTED) DATE _____

T-SHIRTS _____ XXXL _____ XXL _____ XL _____ L _____ M _____ S

TITLE SPONSOR BENEFITS AGREED TO BY SWISS BEAR, INC.:

- **Sponsor to be billed as a Music Sponsor for MumFest 2022,**
- Name and logo included in MumFest advertising: social media
- A minimum of four (4) social media posts on both MumFest Facebook and IG. Posts will include a combination of posts with logo, posts with name recognition, other social media recognition negotiable
- Sponsor website exposure linking sponsor site and MumFest site
- Signage by stage during MumFest, including sponsor logo
- One (1) custom printed MumFest banner hung on streetlights in downtown vicinity in prominent locations. Display period minimum of six (6) weeks beginning in September
- (1) MumFest T-shirts and (1) limited edition MumFest posters. Sponsors may purchase t-shirts at a discounted price – \$16 for XXL-XXXL and \$14 for S-XL.

- Additional sponsor name and logo exposures whenever possible
- **The above terms apply to MumFest 2022.**

SPONSOR AGREES TO:

- A one-year sponsorship, paid as follows:
 - \$600 in 2022; paid in full at signing,
- Not provide give-aways of bottled water or soda during MumFest,
- Promote MumFest through sponsor PR channels where appropriate,
- **The above terms apply to MumFest 2022.**

THIS AGREEMENT, made and entered into this ____ of _____, 2022 by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST, October 9, 2022. Sponsor does not participate in, nor assume responsibility for the organization or execution of MUMFEST or its activities. Sponsor has no authority, real or apparent, to make decisions affecting MUMFEST or to negotiate a contract with any third party regarding the operation, obligations, or responsibilities of any party regarding MUMFEST. Sponsor shall not be responsible for any injury or loss to Swiss Bear or to any third party which arises out of or results from any intentional or negligent action, commitment, commission or omission of Swiss Bear or its employees, invitees or agents. Sponsor understands MUMFEST is a rain or shine event. Swiss Bear and its employees are not liable or responsible for delays, cancellation, or postponements of the Festival or events within the Festival due to inclement weather, war, government action, strikes or other matters beyond its control.

Swiss Bear Inc. / PO Box 597/ New Bern, NC 28563 / Phone: 252-288-9825 / director@swissbear.org