

2025 Gala Sponsorship Agreement

Smokestack Theatre Company
319 Lynn Street
Danville, VA 24541

Created on May 2, 2024

Terms of Agreement

1. Obligations of STC

- **\$2,500 Sponsorship - Headliner** - Full back page ad (5"x8") in Gala programs. Two (2) social media posts between today and day of the event. "EVENT NAME presented by SPONSOR" on all event advertising created after today's date. Private corporate table at the front of house for up to eight (8) guests, including tickets for each. Table sign featuring company logo. Business card or informational brochure provided to all attendees. Ad included on Lobby monitor slide rotation. *(Please note: This Sponsorship tier is exclusive for one Business and may be unavailable)*
- **\$1,500 Sponsorship - Catering Sponsor** - Signage placed near food featuring BUSINESS LOGO. Additional marketing and announcements will feature business as the catering sponsor. This sponsorship may be purchased in addition to a corporate table or separately for a business unable to attend the event. If sponsoring both a table and catering, your business will have a table located at the front of the house along with the Headliner sponsor. Ad included on Lobby monitor slide rotation.
- **\$1,000 Sponsorship - Full Corporate Table** - Full page ad (5"x8") in Gala programs. Two (2) social media posts between today and day of the event. Private corporate table for up to eight (8) guests, including tickets for each. Table sign featuring company logo. Ad included on Lobby monitor slide rotation.
- **\$500 Sponsorship - Half Corporate Table** - Half page ad (5"x3.93") in Gala programs. One (1) social media post between today and day of the event. Shared corporate table for up to four (4) guests, including tickets for each. Table sign featuring company logo.
- **\$250 Sponsorship - Quarter Corporate Table** - Quarter page ad (2.43"x3.93") in Gala programs. Shared corporate table for up to two (2) guests, including tickets for each. Table sign featuring company logo.
- **\$100 (Value) Sponsorship - Donor** - Logo featured on raffle table sign. Special recognition during raffle drawing. Additional marketing possible on social media or other online platforms. Please note, should we have an excessive amount of raffle donations we may use your donation for a different event and you will be recognized as part of *that* event online and during the raffle drawing in addition to being thanked at the Gala event. Email info@thesmokestack.org to arrange pickup or delivery of in-kind donations.

2. Obligations of Sponsor

Subject to the terms and conditions of this agreement, the Sponsor grants STC the right to use the Sponsor's trade names, logo designs, trademarks, and company descriptions as provided in sponsor marketing materials. These assets may be used in any medium of advertising, promotional products, or marketing materials distributed by STC. STC agrees to use materials according to Sponsor's trademark usage guidelines, if applicable.

The sponsor agrees to offer the following materials for marketing and promotional purposes (30) thirty days prior to the event:

One (1) High resolution logo file in PNG format with transparent background or JPEG format.

One (1) Quarter (2.43"x3.93"), Half (5"x3.93"), or Full (5"x8") page ad according to sponsor tier.

STC may request edits to the provided ad to maintain branding and program style. Should a logo or ad not be provided, STC will not be liable for inclusion of logos or ads in any materials both physical and digital. If Sponsor would like STC to create an ad, please provide general information to be included or STC will utilize information from Sponsor website.

4. Indemnity

4.1 Sponsor will indemnify, defend, and hold STC harmless from and against any claims relating directly or indirectly to, or arising out of, content posted on the Sponsor's respective website or social media sites, use of Sponsor's materials, or use of Sponsor's logos and trademarks.

4.2 Sponsor will give STC prompt written notice of any suit or claim that comes within the purview of these indemnities.

5. Limitation of Liability

In no event shall either party be liable to the other party for any consequential, incidental, indirect, or punitive damages regardless of whether such liability results from breach of contract, breach of warranties, tort, strict liability, or otherwise.

6. Term and Termination

6.1 This Agreement shall be valid for the period of May 5, 2024 to May 5, 2025.

6.2 STC may terminate this Agreement at any time for any reason. In the event that STC terminates this agreement for any reason other than Sponsor's breach of agreement, STC shall refund any fees received from the Sponsor and return any materials, equipment, hardware, or software loaned by the Sponsor for use by STC.

6.3 The Sponsor may terminate this Agreement for breach of Agreement by STC after giving STC at least ten (10) days prior written notice specifying the nature of the breach and giving STC at least ten (10) days to resolve such breach.

7. Miscellaneous

7.1 This Agreement will supersede any or all prior oral or written forms of understanding between the Sponsor and STC. This Agreement may not be amended or modified except when one or both parties execute amendments in writing and amendments are signed by both parties.

7.2 This Agreement shall be governed by and executed in accordance with the laws of the state of Virginia applicable to agreements made and to be performed entirely within the state.

7.3 The terms and conditions of this Agreement shall not be divulged to any third party without prior written approval from both parties.

Online payment by Sponsor confirms agreement by STC and Sponsor to enter into this Agreement and the terms written above on the date of payment submission.

If you would prefer to sign this agreement in physical form, please email info@thesmokestack.org or call 434.549.5445 for more information. Checks can be mailed to Smokestack Theatre Company, 319 Lynn Street, Danville, VA 24541.

