

## EXAMPLE CONTRACT SPECIFICATIONS

Complete contracts are essential for effective corporate sponsored events. Because events have so many "active and uncontrollable" elements (i.e., event participants, weather, other corporate sponsors, locations and spectators), the contract has to outline every possible scenario.

The contract should be thought of as *more* than a legally binding document. It should be the operating guideline for the two parties clearly defining each group's roles and responsibilities. Often sponsors do not continue event sponsorship because there was a misunderstanding of responsibilities.

Finally, event contracts should spell out all sides of the agreement. They must clearly outline the responsibilities of all parties concerned. An example of a contract is provided below for a major tennis event and Coca Cola.

### Coca-Cola will provide Tennis Canada (the event owner) with:

1. \$100,00 cash.
2. Additional promotional spending worth \$100,000.
3. \$25,000 (value) of Coca-Cola T-shirts.
4. 500 Coca-Cola T-shirts.
5. \$50,000 to pay for TV production costs.

### Tennis Canada will provide Coca-Cola with:

1. Title sponsorship.
2. Right of refusal over sub-sponsors.
3. Turnkey sponsorship/execution by Tennis Canada.
4. 3 corporate boxes.
5. The exclusive softdrink listing for the event.
6. 5 banners (to be paid for by Tennis Canada).
7. Product category exclusivity.
8. Guarantee 2 hours of prime TV coverage and four 30-second commercials to Coca-Cola.
9. Right to present trophies on TV.