

Promotion and publicity agreement: sport, concert or other event

Dated: [Date]

The Association: [Name]

The Promoter: [Name]

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Schedule 1: [name of Event, series or multiple events]

Schedule 2: Details of tasks and payments [including dates due]

Schedule 3: Marketing and promotional plan

This agreement is dated: [date]

The Association is: [company's name] ("the Association")

The Association's address is: [company's address]

The Promoter is: [Promoter's name] ("the Promoter")

The Promoter's address is: [Promoter's address]

The contract terms are:

1. Definitions

information about staff and their personal contact information,

data or information relating to event plans, marketing strategies, finance, operations, customer relationships, customer profiles, sales estimates, business plans, and internal ■ ■ ■ ■ ■

It includes information about the Intellectual Property and ■ ■ ■ ■ ■ - ■ ■ ■ ■ .

"Intellectual Property" means intellectual property owned by the Association, of every sort, whether or not registered or registrable in any country, including intellectual property of kinds coming into existence after today; and including, among others, patents, trade marks, unregistered marks, designs, copyrights, [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED].

2. Interpretation

In this agreement unless the context otherwise requires:

[REDACTED], [REDACTED] [REDACTED]
[REDACTED].

- 2.11. All money sums mentioned in this [REDACTED]
[REDACTED], [REDACTED]
[REDACTED].
- 2.12. This agreement is made only in the English language. If there is any [REDACTED]
[REDACTED]
[REDACTED], [REDACTED]
[REDACTED].

3. Basis of agreement

- 3.1. Nothing in this agreement shall be deemed to create a partnership or [REDACTED].
[REDACTED]
[REDACTED].
- 3.2. This agreement contains the entire agreement between the parties and
supersedes all previous agreements and [REDACTED]
[REDACTED], [REDACTED]
[REDACTED], [REDACTED], [REDACTED], [REDACTED]
[REDACTED].
- 3.3. All conditions, warranties and other terms implied [REDACTED]
[REDACTED]
[REDACTED].
- 3.4. The Association may [REDACTED]
[REDACTED].
- 3.5. The Promoter and the Association have agreed each to provide a
named person as the prime “liaison contact” for all purposes. A party
may rely on any [REDACTED]
[REDACTED]
[REDACTED], [REDACTED]
[REDACTED], [REDACTED]
[REDACTED], [REDACTED]
[REDACTED].

4. Terms of appointment

5. Promoter's undertakings

The Promoter agrees that he will:

6. Promoter's marketing tasks

- 6.4. The Promoter will [REDACTED]
[REDACTED].

7. Payment procedure

OR

8. Confidential Information

- 8.1. In respect of the Confidential [REDACTED], [REDACTED]:
[REDACTED];

8.1.1 use his best endeavours [REDACTED];

8.1.2 [REDACTED], [REDACTED], [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] [REDACTED];

8.1.3 [REDACTED]
[REDACTED]
[REDACTED], [REDACTED]
[REDACTED];

8.1.4 [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] - [REDACTED];

8.1.5 [REDACTED]
[REDACTED], [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED].

8.2. This paragraph does not apply to disclosure:

8.2.1 made by order of the court;

- 8.2.2 [REDACTED]
[REDACTED]
[REDACTED];
- 8.2.3 [REDACTED]
[REDACTED]
[REDACTED].
- 8.3. [REDACTED]
[REDACTED]
[REDACTED].

9. Intellectual Property

- [REDACTED]
[REDACTED]
[REDACTED], [REDACTED]
[REDACTED].
[REDACTED]:
- 9.1. [REDACTED]
[REDACTED]
[REDACTED];
- 9.2. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED];
- 9.3. [REDACTED]
[REDACTED];
- 9.4. [REDACTED]
[REDACTED]
[REDACTED];
- 9.5. [REDACTED]
[REDACTED], [REDACTED]
[REDACTED]
[REDACTED];
- 9.6. [REDACTED] [REDACTED]
[REDACTED] [REDACTED];

[/ .]

10. No competition

11. Termination

12. Miscellaneous matters

It shall be deemed to have been delivered:

72 ;
- - - - : 24 . [, , ,].

- 12.11. [REDACTED]
- 12.12. [REDACTED]
[REDACTED], [REDACTED].
- 12.13. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED], [REDACTED]
[REDACTED].
- 12.14. [REDACTED], [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED].

Signed by [personal name], duly authorised for the Association:

Witness to signature: [Signature]

name: [Name]

Address: [Address]

Signed by [personal name], duly authorised for the Promoter:

Witness to signature: [Signature]

name: [Name]

Address: [Address]

Schedule 1: [name of Event, series or multiple events]

Schedule 2: Details of tasks and payments [including dates due]

Schedule 3: Marketing and promotional plan

Explanatory notes:

Promotion and publicity agreement: sport, concert or other event

Paragraph specific notes

Notes numbering refers to paragraph numbers.

1. Definitions

We use	You decide to change to
Event	Concert / Match / Game / Series /
Association	Newcastle Dome / Bloggs Enterprises / Jane Smith (■ ■ ■ ■) ■ ■ ■ ■

Finally, what exactly do you want your promoter to do? What are the limits of his authority? What do you want to hold back from his control. You probably need to define certain specific task areas, as we have used “Concessionaire”, “”.

2. Interpretation

Leave these items in place unless there is a good reason to edit or remove.

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3. Basis of agreement

4. Terms of appointment

The terms of appointment are very important. Agree all aspects of the structure in order to avoid future problems. You cannot ■ ■ ■ ■ ■ ■ ■ ■

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.....

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5. Promoter's undertakings

6. Promoter's marketing tasks

7. Payment procedure

8. Confidential Information

9. Intellectual Property

10. No competition

11. Termination

The termination notice periods will reflect the difficulty to [REDACTED]
[REDACTED], [REDACTED]
[REDACTED]. [REDACTED]

12. Miscellaneous matters

..... ,

■

Schedule 1 [name of Event, series or multiple events]

List the details of the event.

Schedule 2 Details of tasks and payments [including dates due]

Here set out the exact

.....
.....

Schedule 3 Marketing and promotional plan

These could be plans made by you or by the promoter,

End of notes