

BackerBoost Comprehensive Sponsorship Agreement (UK Version – Informational Draft)

Important Notice

This template is provided for general informational purposes only and does not constitute legal advice. BackerBoost is not a law firm, solicitor, or regulated legal services provider and makes no warranty that this agreement is suitable for your particular circumstances. All parties are strongly advised to seek independent legal advice from a solicitor qualified in England and Wales, Scotland or Northern Ireland (as appropriate) before signing.

1. Parties

This Comprehensive Sponsorship Agreement (the "Agreement") is made on [Date] between:

Team/Organisation: [Team Name], a legally registered entity with its principal office at [Team Address], represented by [Name & Title] ("Team"); and

Sponsor: [Business Name], a legally registered entity with its principal office at [Business Address], represented by [Name & Title] ("Sponsor").

Collectively, the "Parties".

2. Purpose and Scope

This Agreement sets out the full understanding between the Parties regarding sponsorship funding, services, and promotional rights. No verbal statements or side arrangements are binding unless confirmed in writing.

3. Sponsorship Rights and Deliverables

[Detail promotional rights, marketing assets, placements, and deadlines, using UK spelling such as organisation, authorised, etc.]

4. Financial Terms

Sponsor agrees to pay the total amount of [Amount] in the manner and schedule specified in Schedule B. Late payments shall accrue interest at the statutory rate pursuant to the Late Payment of Commercial Debts (Interest) Act 1998, unless otherwise agreed in writing. All payments are non-refundable except as expressly stated herein.

5. Representations and Warranties

Each Party represents and warrants that it has full power and authority to enter into this Agreement and that its execution does not violate any other agreements or applicable law. The Team warrants that it holds all rights to display Sponsor marks and will not infringe third-party rights.

6. Compliance with Laws

Each Party shall comply with all applicable laws and regulations of the United Kingdom, including (without limitation) the UK GDPR and the Data Protection Act 2018, advertising

standards, and relevant tax obligations.

7. Confidentiality

Any confidential or proprietary information disclosed shall be kept strictly confidential and used only for fulfilling obligations under this Agreement, surviving termination for a period of five (5) years.

8. Indemnity

Each Party agrees to defend, indemnify, and hold harmless the other Party, its officers, agents, and employees from any claims, liabilities, damages, and expenses arising out of or related to its own acts or omissions.

9. Insurance

The Team shall maintain appropriate public liability and event insurance coverage. Certificates of insurance shall be provided to the Sponsor upon request.

10. Term and Termination

This Agreement shall commence on [Start Date] and continue until [End Date]. Either Party may terminate for material breach with thirty (30) days' written notice if the breach is not cured. Termination for convenience requires mutual written consent. Obligations regarding confidentiality, indemnification, and outstanding payments shall survive termination.

11. Force Majeure

Neither Party shall be liable for failure to perform due to circumstances beyond their reasonable control, including but not limited to natural disasters, pandemics, or governmental actions, provided prompt notice is given.

12. Governing Law and Dispute Resolution

This Agreement and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with it shall be governed by and construed in accordance with the laws of England and Wales. The Parties agree that any dispute which cannot be resolved by good-faith negotiation shall be referred to arbitration under the Arbitration Act 1996, with the seat of arbitration in London, England. (If the Team is based in Scotland or Northern Ireland, replace with the appropriate jurisdiction and arbitration rules.)

13. Entire Agreement

This document and its attached schedules constitute the entire agreement between the Parties and supersede all prior discussions or agreements, written or oral.

14. Amendments

Any modifications must be in writing and signed by authorised representatives of both Parties.

15. Notices

All notices shall be in writing and delivered by recorded delivery, courier, or email to the addresses set forth above.

Non-Company and Liability Disclaimer

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Limitation of Liability: To the maximum extent permitted by applicable law in England and Wales, BackerBoost shall not be liable for any loss, damage, cost, or expense arising out of or in connection with the use of this template.

Schedule A – Sponsorship Deliverables

[Detailed description of all marketing assets, placements, and deadlines.]

Schedule B – Payment Schedule

[Breakdown of amounts, due dates, and acceptable payment methods.]

Executed as a Deed on [Date]:

Authorised Representative of Team

Authorised Representative of Sponsor

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