SPONSORSHIP AGREEMENT - 2027

Culture Reggae Festival · Lisbon Falls, Maine · info@culturereggaefest.com · 207-407-4312

This agreement is between **Culture Reggae Festival** ("the Festival") and the business named below ("the Sponsor"). It covers the Sponsor's partnership in Culture Reggae Festival 2027.

THE FESTIVAL

Legal name Culture Reggae Festival

Contact Rayon Wilson, Founder

Email info@culturereggaefest.com

THE SPONSOR

Business name _____

Contact person _____

Address _____

Phone _____ **Email** _____

1. THE EVENT

Culture Reggae Festival 2027, a one-day festival on a Saturday in August 2027, planned for the Worumbo Riverfront Event Center, 1 Canal Street, Lisbon Falls, Maine. The Festival will confirm the date and venue in writing. If either changes, the Sponsor's benefits move with the event.

2. PARTNER LEVEL

☐	**Title Sponsor** · "[Sponsor] presents Culture Reggae Festival 2027"	**$20,000**
☐	**Roots** · named space: ☐ Main Stage ☐ VIP Area	**$10,000**
☐	**Rocksteady** · named space: ☐ Kids Zone ☐ Water & Shade Station	**$5,000**
☐	**Lovers Rock** · Community Partner	**$2,000**
☐	**One Love** · Friend of the Festival	**$500**
☐	**Community Supporter** · amount: $ _____	**$100 – $499**
☐	**Two-year partner** · same level for 2027 and 2028, 10% off each year	**Save 10%**

Add-ons or custom items _____

In-kind (what, how much, value at your normal price) _____

Business category (for exclusivity) _____

Cash $ _____ **+ In-kind value $** _____ **= Total value $** _____

3. PAYMENT

1. **Title, Roots, Rocksteady and Lovers Rock:** 50% is due when this agreement is signed, to confirm the Sponsor's spot. The rest is due by **Thursday, July 1, 2027**.
2. **One Love and Community Supporter:** paid in full when this agreement is signed.
3. The Festival sends an invoice. Payment by check payable to the Festival's legal name above, or by the method shown on the invoice.
4. At Rocksteady and above, in-kind support can cover up to half of the level; the rest is cash. In-kind items must be delivered by the date agreed in writing.
5. The Festival is a business, not a charity. Payments and in-kind support are not tax-deductible charitable donations; many businesses treat them as marketing.

4. WHAT THE SPONSOR RECEIVES

The benefits listed for the chosen level in the **Culture Reggae Festival 2027 Sponsorship Packet**, plus any add-ons written above. At Title, Roots and Rocksteady, the Festival will not accept another sponsor at those levels in the business category written above. The Festival sends the Sponsor a short results report within 14 days after the festival.

5. LOGOS AND MATERIALS

1. The Sponsor sends its logo as a vector file (.ai, .eps, .svg or .pdf) by **Friday, June 11, 2027**. Sponsors who sign or send logos after that date are added online and on site, but may miss printed posters, flyers and shirts.
2. The Sponsor allows the Festival to use its name and logo to promote Culture Reggae Festival 2027 (and 2028 for two-year partners), including after the event in recaps.
3. The Sponsor may say it is a "Proud Partner of Culture Reggae Festival 2027" and may use the festival logo and the photos the Festival provides for that purpose. Other uses of the festival logo need the Festival's OK by email.
4. This is a family event. The Festival may decline any sign, giveaway or product it believes isn't suitable for a family audience, and will work with the Sponsor on a replacement.

6. ON FESTIVAL DAY

1. Sponsors with tent space bring their own 10×10 tent with weights, plus tables and chairs, and follow the Festival's set-up and tear-down times and site rules.
2. If the Sponsor's staff, vehicles or equipment will be on site (for example carts, generators, food sampling or activities), the Sponsor provides a certificate of insurance before the event. The Sponsor is responsible for any licenses or permits its own activity needs, such as for selling or sampling food.
3. Each party is responsible for its own staff, property and equipment.

7. WEATHER AND CANCELLATION

1. The festival happens rain or shine. Weather alone isn't a reason for a refund.
2. If the Festival cancels the 2027 event, the Sponsor chooses either a **full credit toward 2028** or a **refund of its payment minus costs already spent on its benefits** (such as printing). The Festival will show those costs.
3. If the Sponsor withdraws after signing, the deposit is not refunded. If it withdraws after July 1, 2027, payments are not refunded. Any in-kind items not yet delivered are released.

8. RESPONSIBILITY

1. Each party is responsible for its own actions and its own negligence, and will cover the other for claims caused by them.
2. Neither party is responsible for the other's lost profits or other indirect losses. The Festival's total responsibility under this agreement is limited to the amount the Sponsor paid.
3. Neither party is responsible for delays or cancellation caused by events outside its control, such as severe weather, emergencies or government orders. Section 7 still applies.

9. GENERAL

This agreement and the Sponsorship Packet are the whole agreement. Changes must be in writing (email is fine) and agreed by both parties. Maine law applies. Signed copies, including scanned or electronic signatures, count as originals.

FOR THE FESTIVAL

Signature _____

Name Rayon Wilson

Title Founder **Date** _____

FOR THE SPONSOR

Signature _____

Name _____

Title _____ **Date** _____

Next: sign and email both pages to info@culturereggaefest.com. We'll send your invoice and logo instructions the same week. Questions? Call or text Rayon at 207-407-4312.