

HARROGATE WELCOMES THE WORLD

GALA DINNER

20th
September

SPONSORSHIP OPPORTUNITIES

To celebrate the Yorkshire 2019 UCI World Cycling Championships Harrogate Convention Centre is hosting a spectacular Royal Hall gala dinner on the eve of competition.

GALA DINNER | ROYAL HALL | 20 SEPT 2019



A UNIQUE SPONSORSHIP OPPORTUNITY

GALA DINNER

The UCI Road World Championships is the pinnacle event on the professional cycling calendar featuring the best male and female riders from around the globe.

Previous locations include Melbourne (Australia), Doha (Qatar) and Richmond (USA). In 2019, Harrogate Welcomes the World for nine days of world-class cycling in glorious Yorkshire, with every race finishing in our charming town.

From 21-29 September 2019, 1400 athletes representing 90 countries supported by 7,000 national federation members, delegates, technicians and journalists will gather in and around our District.



2019 is set to be a truly outstanding year for Harrogate's world-wide profile as a visitor destination and to celebrate; Harrogate Convention Centre is hosting a spectacular Royal Hall gala dinner on the eve of competition, **Friday 20 September 2019** for around 250 guests.

This glittering black-tie event celebrating 400 years of Harrogate *welcoming the world* will be attended by leaders in Yorkshire's public and private sectors.

BENEFITS OF SPONSORSHIP

- ✓ Increase your brand awareness
- ✓ Access to key decision makers
- ✓ Network with regional businesses and other key organisations



BE AN EVENT PARTNER

£5,000+VAT

Being one of three event partners is an opportunity for your business to raise your brand's awareness by being closely associated with *Harrogate Welcomes the World*, our district's 2019 marketing campaign in the run-up to the championships and this very special evening.

- ✓ Sponsor logo on event literature and digital platforms including; website, e-newsletter, invitation and event programme
- ✓ Sponsor logo on Royal Hall projection screen
- ✓ Full page colour advert in the souvenir gala dinner programme
- ✓ Front row table for 10 at the four course gala dinner
- ✓ Recognition and hyperlink in post event digital newsletter

SPONSOR A HERITAGE ERA AV MODULE

£2,500+VAT (OR 3X £2,500+VAT)

The evening includes 3 x3 minute multimedia presentations with celebrity narrator hailing the history of Harrogate through the ages.

- ✓ Sponsor logo on screen at the end of one three minute sequence
- ✓ Half page colour advert in gala dinner brochure
- ✓ Four tickets for the gala dinner (or table if all three modules sponsored)
- ✓ Recognition and hyperlink in post event digital newsletter

SPONSOR THE DRINKS RECEPTION

£800+VAT OR PRODUCT IN KIND

- ✓ Sponsor branding in drinks reception area
- ✓ Half page colour advert in gala dinner brochure
- ✓ Two tickets for gala dinner
- ✓ Recognition and hyperlink in post event digital newsletter

SPONSOR THE ENTERTAINMENT

2,500+VAT

- ✓ Special thanks during the evening raising your brand awareness
- ✓ Logo on stage projection screen during entertainment
- ✓ Four tickets for the gala dinner
- ✓ Recognition and hyperlink in post event digital newsletter

SPONSOR THE TABLE CENTRES

£1,500+VAT OR PRODUCT IN KIND

- ✓ Recognition in event brochure
- ✓ Logo cards "Courtesy of..." with table centres
- ✓ Four tickets for the gala dinner
- ✓ Recognition and hyperlink in post event digital newsletter



SPONSORSHIP AGREEMENT

Harrogate Convention Centre is giving you the opportunity to promote your business by being part of the Harrogate Welcomes The World 2019 marketing campaign and Gala Dinner 2019.

If you are interested in being a part of this once in a generation event, please complete and return this form to sales@harrogateconventioncentre.co.uk

I WOULD LIKE TO A BE AN EVENT PARTNER - £5,000+VAT

SPONSOR AN AUDIO VISUAL PRESENTATION - £2,500+VAT

SPONSOR THE DRINKS RECEPTION OR PRODUCT IN KIND - £800+VAT

SPONSOR THE ENTERTAINMENT - 2,500+VAT

SPONSOR THE TABLE CENTRES OR PRODUCT IN KIND - £1,500+VAT

Name:

Organisation:

Address:

Post Code:

Tel:

Email:

PAYMENT METHOD (PLEASE TICK BOX)

☐ Enclosed cheque made payable to Harrogate Convention Centre

☐ Please forward an invoice

☐ PO Number if required:

TERMS AND CONDITIONS

1. APPLICATION AND AGREEMENT

The Sponsor acknowledges and agrees that the Sponsorship Agreement is a binding contract once it is signed by both the Sponsor as well as the Event Organiser.

In the event of conflict between the various documents forming this agreement between the parties the following order of priority shall apply:

1. The Sponsorship agreement; followed by
2. These terms and conditions;

2. SPONSORSHIP FEES AND PAYMENT TERMS

The Sponsor agrees to pay the Sponsorship Fees in accordance with the amounts and payment terms set out in the Sponsorship Agreement.

Payment shall be made in two instalments: 20% of the Sponsorship Fees on sign up and 80% of the Sponsorship Fees two months prior to the Event. On receipt of the signed Sponsorship Agreement, the Event Organizer will invoice the Sponsor for 20% of the Sponsorship Fee. The remaining 80% of the Sponsorship Fee is due two months before the event.

If the Sponsorship Agreement is contracted within two months of the Event, then payment shall be made in one instalment of 100% of the Sponsorship Fees. On receipt of the signed Sponsorship Agreement, the Event Organiser will invoice the Sponsor for the full amount of the Sponsorship Fee. Unless otherwise agreed by the parties and stated in the Sponsorship Agreement, Sponsorship Fees shall be paid by the Sponsor within 30 days of the invoice date for such Fees. If a shorter payment period for payment of Fees (or part of them) is agreed by the Sponsor and recorded in the Sponsorship Agreement, such shorter period shall apply. In all cases Fees shall in any event be paid at least 60 days before the commencement of the Event. In the event the Sponsor fails to meet any payment obligations, (whether as to the amounts or date of payment), then the Event Organiser shall be entitled in its sole discretion to deem that the Sponsor has cancelled its sponsorship for the event and to exercise its rights pursuant to clause 3 (Cancellation and Resale of Sponsorship item). Instructions for payment will be indicated on all invoices which will be issued to the Sponsor by the Event Organiser. Bank transfer payments: All bank charges payable on transfers have to be borne by the Sponsor.

3. CANCELLATION BY SPONSOR

If the Sponsor cancels the Sponsorship three months prior to the Event, a Cancellation Charge of 50% of the Sponsorship Fee will apply.

If a Sponsor cancels the Sponsorship within two months of the Event, the Sponsor agrees to pay 100% of the contracted Sponsorship Fee as Cancellation Charge.

If a Sponsor cancels with an outstanding balance due, the Sponsor remains responsible for the entire balance due, plus reasonable fees to collect.

Cancellations must be received in writing by the Event Organiser. Upon receipt of Sponsorship cancellation notice, the Event Organizer shall have the absolute discretion to resell the sponsorship item(s) forfeited.

The Sponsor hereby acknowledges that the Cancellation Charge represents a reasonable pre- estimate of the likely losses and costs that would be incurred by the Event Organizer as a result of the Sponsor's cancellation and that they do not represent a penalty. For the avoidance of doubt, the Event Organizer is not required to mitigate its losses and/or costs in such circumstances and the Cancellation Charge shall remain payable even where the Event Organizer is able to resell the sponsorship item.

4. POSTPONEMENT AND CANCELLATION BY THE EVENT ORGANISER

The Event Organiser shall be relieved of its obligations under this Agreement in the event that the holding of the Event by the Event Organiser, the performance by the Event Organiser of any of its material obligations under this Agreement and/or the attendance at the Event by the Sponsors and/or any other Sponsor and/or any visitors is impossible, illegal or substantially or materially interfered with, due to any cause or causes beyond the reasonable control of the Event Organiser or the providers of the Venue including, without limitation, any of the following: act of God, governmental act, war, fire, flood, explosion, civil commotion, armed hostilities, act of terrorism, revolution, blockade, embargo, strike, lock-out, sit-in, industrial or trade dispute, adverse weather, disease, risk to public health, accident to or breakdown of plant or machinery, shortage of any material, labour, transport, electricity or other supply, regulatory intervention, general advice or recommendation of any government (including any government agency or department), regulatory authority or international agency against travel, events and/or public gatherings, or the Venue becomes unavailable and/or unfit for occupancy and/or use ("force majeure").

In the event of force majeure, the Event Organiser may cancel, amend the date of the Event or change the Venue or otherwise alter the Event. Should the Event be cancelled, curtailed or adversely affected by any cause not within the reasonable control of the Event Organiser including but not limited to any of the force majeure events as identified in the preceding paragraph, the Event Organiser shall be under no obligation to refund all or part of the sums paid by the Sponsor in respect of his participation in the Event. The Event Organiser shall be under no liability to the Sponsor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the Sponsor as the result thereof.

5. TERMINATION BY EVENT ORGANISER

On termination of the contract for reasons other than force majeure as mentioned in clause 4, the Sponsorship Fee paid by the Sponsor shall be refunded to the Sponsor without any interest.

5.1 Subject to the Sponsor complying with the provisions of this Agreement, the Event Organiser hereby grants the Sponsor a non-exclusive, non-transferable, royalty-free, revocable, worldwide license for the period of time between the date of the Agreement and the end of the Event, to use the Event Organizer Branding solely and strictly for the purpose of reasonably promoting, marketing and advertising its participation in the Event.

5.2 Subject to the Event Organiser complying with the provisions of this Agreement, the Sponsor hereby grants the Event Organiser a non-exclusive, non-transferable, royalty-free, revocable, worldwide license, to use the Sponsor Branding solely and strictly for the purpose of promoting, marketing and advertising the Event and the Sponsor's involvement in the Event.

6. GOVERNING LAW AND JURISDICTION

These terms and conditions will be governed by the laws of the United Kingdom.

7. CONFIDENTIALITY

Neither party shall use, copy, adapt, alter, disclose or part with possession of any information or data of the other party which is disclosed or otherwise comes into its possession directly or indirectly as a result of this Agreement and which is of a confidential nature ("Confidential Information") except as strictly necessary to perform its obligations or exercise its rights under this Agreement PROVIDED THAT this provision shall not apply to Confidential Information:

- i. Which the receiving party is able to prove was already in its possession at the date it was received or obtained or which the receiving party obtains from some other person with good legal title to the same or which is independently developed by or for the receiving party; or
- ii. Which comes into the public domain otherwise than through the default or negligence of the receiving party; or
- iii. Which the receiving party is required to disclose by law or applicable regulatory authority.

In all cases each party shall inform the other party immediately upon becoming aware or suspecting that an unauthorized person has become aware of Confidential Information, or that an unauthorised disclosure of Confidential Information has been made. Each party shall ensure that its personnel, sub-contractors and agents who have, or may have, access to the Confidential Information are bound by an undertaking in substantially the same terms as this Clause 9. The provisions of this Clause 9 shall continue in force notwithstanding termination or expiry of this Agreement.

8. LIMITATION OF LIABILITY AND INDEMNITY

This Clause 10 sets out the entire liability of the Event Organiser (including any liability for the acts or omissions of its employees, agents and sub-contractors) to the Sponsor in respect of:

- i. Any breach of this Agreement;
- ii. Any use made by the Sponsor of the Sponsorship; and
- iii. Any representation, statement or tortious act or omission (including negligence) arising under or in connection with this Agreement.

Neither the Event Organiser nor any of its respective agents shall be liable to the Sponsor under this Agreement in contract, tort (including negligence and breach of statutory duty) or otherwise for any loss of profits (whether direct or indirect), revenue, goods, use, anticipated savings, goodwill, reputation or business opportunity or for any indirect, incidental special or consequential loss arising under this Agreement (whether or not reasonably foreseeable and even if it had been advised of the other incurring the same).

The Event Organiser's total liability in contract, tort (including negligence or breach of statutory duty) or otherwise arising in connection with this Agreement shall be limited to the total Fees paid by the Sponsor for the relevant Event in connection with which such liability arises.

All warranties, conditions and other terms implied by statute or common law are, to the fullest extent permitted by law, excluded from this Agreement.

Nothing in this Agreement purports to exclude or limit the Sponsor's liability for death or personal injury as a result of its negligence, fraud or fraudulent misrepresentation or any liability that cannot be excluded by law.

The Sponsor shall on demand indemnify and keep indemnified the Event Organizer against all costs, claims, demands, proceedings and losses whatsoever made against or incurred by the Event Organizer, its employees, agents or contractors as a result of any breach of any term(s) of this Agreement by the Sponsor, its agents, contractors or employees.

9. GENERAL

Any notices served on the Sponsor to the details provided by the Sponsor at the time of executing the contract shall be deemed as correctly notified.

i. Assignment: The Sponsor shall not be entitled to assign, transfer or delegate to a third party, any rights or obligations of the Sponsor arising under this Agreement. The Event Organizer shall be entitled to assign the benefit (subject to the burden) of this Agreement without notice to or consent from the Sponsor.

ii. Notices: Any notice required or permitted to be given by either party to the other under this Agreement shall be in writing and may be given either personally or by email or by facsimile transmission or by post. Notice to the Event Organiser delivered in person or by post must be to the address of Harrogate Convention Centre, Kings Road, Harrogate, HG1 5LA or sales@harrogateconventioncentre.co.uk

iii. Set-off: The Event Organizer reserves the right to set off any indebtedness of the Sponsor to the Event Organiser against any indebtedness of the Event Organizer to the Sponsor.

iv. No waiver: No waiver by the Event Organiser of any provisions of this Agreement or any of its rights under this Agreement shall have effect unless given in writing and signed by any director of the Event Organizer. The Event Organiser's rights shall not be prejudiced or restricted by any concession, indulgence or forbearance extended to the Sponsor.

v. Cumulative remedies: No remedy conferred by any of the provisions of this Agreement is intended to be exclusive of any other remedy, except as expressly provided, and each and every remedy shall be cumulative and shall be in addition to every other remedy given under this Agreement or now or hereafter existing in law or in equity or by statute or otherwise.

vi. Headings: The headings in this Agreement have been inserted for reference only and do not affect their interpretation.

vii. Relationship: Nothing in this Agreement shall create a relationship of landlord and tenant between the Event Organiser and the Sponsor or give the Sponsor any estate or interest at the Event.

viii. Severability: The provisions contained in each clause, and sub-clause of this Agreement shall be enforceable independently of each of the others and its validity shall not be affected if any of the others is invalid. If any of those provisions is void but would be valid if some part of the provisions were deleted, the provision in question shall apply with such modification as may be necessary to make it valid.

ix. Supplementary regulations and instructions: Notwithstanding any other provision of this Agreement, the Event Organiser reserves the right to issue supplementary regulations or instructions in addition to those in this Agreement to ensure smooth management of the Event. Any additional written regulations or instructions shall be deemed to form part of these terms and conditions and shall be binding on the Sponsor.

10. PRIVACY POLICY

Information supplied to the Event Organiser may be used for publication (where the Sponsor provides details for inclusion in the Event directory or catalogue and website) as well as to provide the Sponsor with services and also information about the Event Organiser's products or services in the form of direct marketing activity by phone, fax or post.