



2024 SPONSORSHIP & PARTNERSHIP PROGRAM

**ENHANCING LIVES
ENRICHING COMMUNITY**

ABOUT US



The Rochester Avon Recreation Authority (RARA) has been providing recreational services to the communities of Rochester, Rochester Hills, Oakland Township, and the surrounding communities in Michigan, since 1946.

We provide recreation programs for ages 6 months to 99+, in a variety of areas. Including: Adaptive/Special Needs, Performing Arts, Visual Arts, Martial Arts, Gym/Cheer, Sports/Leagues, Special Events, Facility Rentals, Clinics & Classes, Day Camps, Fitness, Preschool, and any other idea that you bring to us.

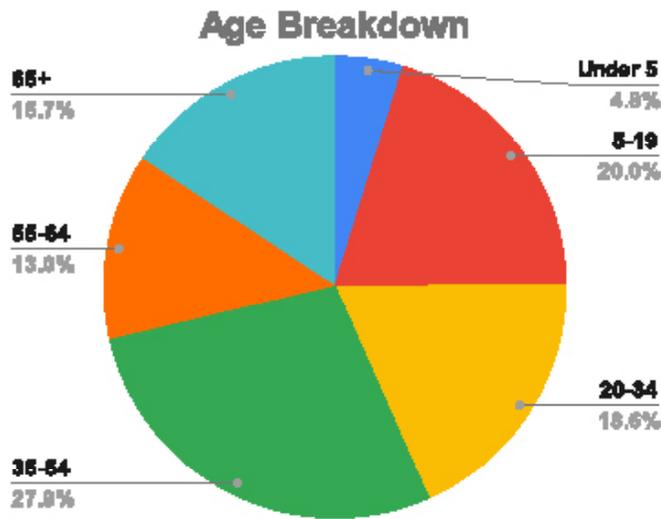
Welcome to RARA! Enhancing lives & enriching community, one activity at a time.

RARA hosts a variety of community activities throughout the year, building connections with its citizens and businesses that reflect the breadth and richness of the diversity in our city. These events would not be possible without the support and partnership of local community businesses and organizations. We invite you to collaborate with us and promote your organization or business in conjunction with RARA activities.

This sponsorship packet includes many exciting activities planned for our entire community to enjoy. By taking advantage of the sponsorship opportunities, your business will be able to maximize exposure to the residents of Rochester, Rochester Hills, and the greater Rochester area and show community support. Our combined success yields resilient kids, strong families, and healthy communities. Become a part of that success today!

GREATER ROCHESTER DEMOGRAPHICS

Total Population: 133,171
Male: 49%
Female: 51%
Median Household Income: \$108,399



2023 RARA PARTICIPATION NUMBERS

Sports: 3,227

Activities: 764

Adaptive: 1,112

Special Events: 3,000

Camps: 2,083

Dance, Performing Arts & Fitness: 1,162

TOTAL PARTICIPATION: 11,348

Social Media Following (Facebook, Instagram, etc.): 6,155

Social Media Reach: 78,995 per month

Website Visitors: 5,572

Google Profile Views: 31,240

Activity Guide Reach: 40,051

PARTNERSHIP OPPORTUNITIES

We are excited to present our inclusive sponsorship package, carefully crafted to offer your brand a range of excellent opportunities for community engagement and enhanced visibility. Our well-curated events have been organized into two distinctive tiers: **Annual and Social Events**.



Annual Events are notable events that draw a lively and enthusiastic crowd, creating a vibrant atmosphere and significant visibility for your brand. As a sponsor of these large-scale gatherings, you have the unique opportunity to engage with a diverse audience, extending your brand's reach and creating memorable impressions. Don't miss the chance to be a part of these remarkable events and showcase your company's commitment to community engagement.

Social Events are intimate gatherings that offer a unique opportunity for your brand to build strong and lasting connections with a select audience. Sponsoring these smaller-scale events allows for deeper interactions and personalized experiences, leaving a positive impression of your brand. Stand out by making a genuine impact in the community through these social events.

Annual Events

Tons of Trucks
Boo Bash
Heroes vs. Villains One Mile Fun Run
Milk & Cookies
Easter Egg Hunt
Pumpkin Roll
Dance Recital
St. Patty's 5K Race
Pitch Hit Run
Mom to Mom Sales
Daddy Daughter Dance
Mother Son Dance
Holiday Craft & Vendor Show

Social Events

Family Bingo/Trivia Nights
Middle School Lock-In
Parents Night Out
Mom Prom/Mom's Night Out
Movies in the Park
SCAMP Bowling & Cornhole Fundraiser

ANNUAL EVENTS



BOO BASH Attendance Average 300

Boo Bash is your one stop shop for all of the spooktacular Halloween fun! We have face painting, balloon artists, a magician, crafts, bounce houses, pumpkins, donuts & cider, and so much more! This is the perfect event to interact with the community indoors and enjoy a spooky event that is guaranteed to have a great family-fun atmosphere.

HEROES VS. VILLAINS ONE MILE FUN RUN Attendance Average 150

Heroes vs. Villains is our One Mile Fun Run Race that we do once a year around Halloween! Each year, participants dress up as their favorite Hero or Villain and take a run, jog or walk down the Clinton River Trail. At the end of the run, we greet the participants with medals, water, and candy!



PUMPKIN ROLL Attendance Average 400

Have you ever wondered what you could do with your leftover Halloween pumpkins rather than throwing them away? Our Annual Pumpkin Roll event is great for just that! Roll your pumpkins down the Bloomer Park Sledding Hill and watch them smash! After you're done, we'll throw them in the woods for the deer to eat - it's a win-win!

MILK & COOKIES Attendance Average 400

Ho, ho, ho! Step into RARA's Winter Wonderland with our annual Milk & Cookies Event with Santa. Families will enjoy building Christmas crafts to take home and eating Milk & Cookies while waiting to see Santa Claus. Photographers are there to photograph the special moment that families will be able to look back on for years to come.



EASTER EGG HUNT Attendance Average 700

Hop your way into spring by kicking off our Annual Easter Egg Hunt with us. Kids will race in the hunt to find colorful Easter Eggs while maybe even getting the chance to see Peter Cottontail himself. Families will enjoy the chance to win exciting Easter Baskets filled with lots of goodies!

TONS OF TRUCKS Attendance Average 3,000

Tons of Trucks is a great way to interact with our community! Join us to see Police, Fire, and Construction vehicles along with the amazing staff that operate them. Families will have the chance to see how each vehicle operates and will also get to win awesome giveaway prizes just for showing up! Admission is FREE to the whole community.



ANNUAL EVENTS



DANCE RECITAL Average Attendance 300

Join us for our annual dance recital where our families' favorite dancers, daughters, granddaughters or loved ones take the stage and show their passion for the sport of dancing! With a different theme every year, the dance recital will be sure to keep you on your toes with fun, new and exciting dance routines.

ST. PATTY'S 5K RUN Average Attendance 150

Lace up your running shoes and join us for some very special holiday fun all dressed in green! Whether you're a seasoned runner, or a casual jogger, this Fun Run is for you. Runners, joggers or walkers will be greeted at the end with a medal. Stick around if you have the luck of the Irish for the chance to win some giveaway prizes!



PITCH, HIT, RUN Average Attendance 300

Major League Baseball Pitch Hit & Run is a free event that provides boys and girls -- ages 7 to 14 -- an opportunity to showcase their baseball and softball skills, while earning a chance to attend and perform during the MLB World Series! Athletes are tested, and their measurements are recorded.

MOM TO MOM SALE(S) Average Attendance 800

Mom to Mom Sales are a great place to sell your children's outgrown and gently used items to other moms and dads. This is a great place for new moms to find maternity wear, baby carriers, baby gear, cribs, bouncers, and much more! Mom to Mom Sales take place twice a year at RARA.



DADDY DAUGHTER DANCE / MOTHER SON DANCE Average Attendance 500

Share a special evening with your daughter or son and make memories to last a lifetime! Participants will enjoy a child and adult friendly buffet dinner as well as be able to dance the night away listening to our DJ. Daddy daughter dances happen twice a year at RARA and mother son dances happen once.

HOLIDAY CRAFT & VENDOR SHOW Average Attendance 300

Step into North Pole at RARA and join us for our Annual Holiday Craft & Vendor Show! See the festive marketplace of over 40+ vendors who carry both handmade and non-handmade items. Take home one of a kind, unique items. Raffle tickets are sold at this event to help SCAMP (a special needs camp for kids).



SOCIAL EVENTS



FAMILY BINGO / TRIVIA NIGHT

Gather your family and bring them to RARA for a fun night of friendly competition. At RARA, we play 1 line bingo and every winner gets to choose a prize with the grand prize being a gift certificate to RARA. Trivia Nights are brand new in 2024 to RARA and will be running on a monthly basis just like Family Bingo Night.

MIDDLE SCHOOL LOCK-IN

The middle school lock-in is a great way for kids to hangout with their friends and have some exciting fun at RARA. Bounce houses are set up, selfie stations, crafts, movies, games, and so much more. The kids will never get bored. Parents drop them off at RARA and we handle the rest with an exciting night they won't forget!



PARENTS NIGHT OUT

Parents Night Out is the perfect opportunity for mom and dad to have a date night while the kids are at RARA. We have bounce houses set up, crafts to do, and movies that are playing each time. Each month has a different theme so be on the lookout!



MOM'S NIGHT OUT

Calling all mom's for a much needed night out! Right around Mother's Day, moms will have the chance to go out with friends or alone and have a great time unwinding with wine, crafts and more! Families have a chance to get their mom's a gift they will love for Mother's Day and mom's will have a great time too.



MOVIES IN THE PARK

Tired of watching movies inside all winter long? Movies in the Park is the perfect time to get out, sit under the stars and watch one of your favorite films. Once a month, we'll pick a movie whether it be a family, classic, romance or thriller. So, families or couples can get outside, bring a blanket or chair and cozy up enjoying nature and a great movie.



SCAMP BOWLING & CORNHOLE FUNDRAISER

Join us for our two SCAMP Fundraisers of the year! At the Bowling and Cornhole fundraisers, participants will get a chance to have fun, play lots of cornhole and bowling, win prizes, participate in silent auctions/raffles and give back to our SCAMPers (special needs camp for kids).



PARTNERSHIP PACKAGES

IMPACT - \$2,500

- Title Sponsor of 1 Annual Event.
- Presenting Sponsor of 2 Annual Events
- Presenting Sponsor of 1 Social Event.
- Logo on any specific marketing materials.
- Recognition at the events.
- Your 1/2 page in our current and/or next Recreation Magazine.
- Social Media acknowledgment (over 6,000 followers on Facebook & Instagram).
- Booth and signage at events.

INNOVATION - \$1,000

- Presenting Sponsor of 2 Annual Events (Tons of Trucks will be an additional amount).
- Presenting Sponsor of 1 Social Event.
- Logo on any specific marketing materials.
- Recognition at the events.
- Social Media acknowledgment (over 6,000 followers on Facebook & Instagram).
- Booth and signage at events.

INSPIRATION - \$500

- Presenting Sponsor of 1 Annual Events (Tons of Trucks will be an additional amount).
- Logo on any specific marketing materials.
- Social Media acknowledgment (over 6,000 followers on Facebook & Instagram).
- Booth and signage at event.

COMMUNITY IMPACT - \$150

- Booth Space and Signage at an event of your choosing.
- Social media acknowledgement (over 6,000 followers on Facebook and Instagram).

***TONS OF TRUCKS IS AN ADDITIONAL AMOUNT**
***PLEASE SEE TERMS AND CONDITIONS FOR THE DIFFERENCE BETWEEN TITLE AND PRESENTING SPONSORS.**



PARTNERSHIP PACKAGES



GIVE THE GIFT OF PLAY I PLAY @ RARA SCHOLARSHIP FUND

Enhance quality of life for low-income individuals by donating to the Gift of Play! Your entire donation will be applied toward registration fees for RARA recreation programs, making recreation and its benefits accessible to more youth, young adults, seniors, and participants in adaptive recreation programs.

The Gift of Play! Fund is completely supported through donations from individuals, community service organizations and local businesses. Donate any amount in person to the "Gift of Play!" Recreation Program Scholarship Fund RARA.

For donations \$500 or greater you will get your logo with a link to your companies website posted on our page lasting one calendar year from your donation date.



OTHER PARTNERSHIP OPPORTUNITIES

**LOGO ON YOUTH
SPORTS JERSEYS
(1 TEAM)**

\$100

**RAYC RAPTORS
SPONSOR - LOGO
ON JERSEYS &
T-SHIRTS /
BANNER AT RACES**

\$200

**DAY CAMP
SPONSOR FOR 8
WEEKS (1 CAMP)**

\$500

**2'x4' BANNER IN
RARA FIELDHOUSE**

1 YEAR \$300

2 YEAR \$500

**SCAMP BOWLING
LANE
FUNDRAISER
SPONSOR**

\$50

**TONS OF TRUCKS
TITLE SPONSOR
ADD-ON**

\$750

3 AVAILABLE

**SPORTS LEAGUE
SPONSOR
(6+ TEAMS)**

\$500

**DANCE/SPORTS
CAMP SPONSOR
(1 CAMP)**

\$200

**IN-KIND
DONATIONS / GIFT
CARDS CAN ALSO BE
ACCEPTED FOR
RAFFLES, SILENT
AUCTIONS &
GIVEAWAYS!**

***ALL PARTNERSHIP PACKAGES COME WITH MARKETING ON
FLYERS AND SOCIAL MEDIA ACKNOWLEDGEMENT***

OTHER PARTNERSHIP OPPORTUNITIES

ROCHESTER AREA YOUTH CYCLING - RAYC RAPTORS

The RAYC Raptors have been a part of RARA for about a year now! With your support, you'll help the coaches teach the skills for off-road riding, safety, and etiquette through group rides, drills, games, and fun activities on the trails.



YOUTH SPORTS

Youth Sports are a great way to get your name out to the community. With over 3,000 participants per year and over 6,500 spectators, you'll be sure to reach a lot of people. Your contribution to youth sports allows us to lower cost barriers for families and provides a stress-free introduction of sports to young athletes.

RARA DAY CAMPS

RARA Day Camps are a great way to advertise your company. Each year, we see over 1,500 kids ages from 4-13 who come to our camps in a span of 8 weeks. We have camp Blue Jay, Canary, Flamingo, Cardinal, Raven, Travel, and Specialty.

SPORTS & DANCE CAMPS

As an add-on, we also offer specific sports camps and dance camps to kids. These camps range from wrestling camps all the way to theatre camp. Sports and dance camps happen all summer long with about 8-10 that span 3-4 days long and see between 500-1,000 kids in the summer.



2024 SPONSOR COMMITMENT

Contact Person: _____
Company Name: _____
Address: _____
City: _____ State, Zip: _____
Phone/Cell: _____ Email: _____

Partnership Packages

Annual & Social Event Packages

- Impact - \$2500
- Innovation - \$1000
- Inspirations - \$500
- Community Impact - \$150

Other Partnership Opportunities

- Logo on Youth Sports Jersey (1 team) - \$100
- RAYC Raptors - Logo on Race banners & jerseys/shirts - \$200
- Day Camp Sponsor for one 8 week camp - \$500
- 2'x4' Banner in RARA Fieldhouse for one year - \$300
- 2'x4' Banner in RARA Fieldhouse for two year - \$300
- SCAMP Bowling Lane Fundraiser Sponsor - \$50
- Tons of Trucks Title Sponsor Add-On - \$750
- Sports League Sponsor (6+ teams) - \$500
- Dance/Sports Camp Sponsor (1 week) - \$200

Gift of Play

Amount: _____

Custom Package/In-Kind

Amount: _____

Details: _____

Payment Type

Check

Cash

Card

Card # _____

Exp Date _____ CVV _____

Total Amount to Sponsor: _____ In-kind donations are also available upon request and approval from RARA.

Flexible Sponsorship - Tailor Your Impact:

We understand that every sponsor's needs and goals are unique. That's why we offer the option to create a custom sponsorship package tailored specifically to your preferences and objectives. By selecting from our diverse range of events and opportunities, you can craft a sponsorship experience that aligns with your brand values and target audience.

To build your custom package, simply reach out to our dedicated sponsorship team, who will work closely with you to understand your requirements and recommend the best options to meet your goals. We are committed to providing you with a flexible, personalized approach that ensures maximum impact and return on investment.

Together, let's explore the possibilities and create a sponsorship package that truly reflects your brand's vision and commitment to supporting our community. Contact us today to begin your journey towards a truly unique and impactful sponsorship experience.

AGREEMENT: RARA agrees to provide benefits corresponding to the level of sponsorship. The sponsor agrees to all terms and conditions below including but not limited to release, indemnify, defend, and hold harmless RARA, its elected and appointed officials, agents, employees, and volunteers, from any and all claims, losses, damages, or injuries caused by or resulting from the sponsor's acts or omissions, except for any portion caused by the RARA's sole negligence. RARA does not guarantee any benefit or profit to the sponsor or any person who participates or partakes in its events.

Authorized Signature for Sponsor: _____ Date: _____

Printed Name & Title: _____ Date: _____

Authorized Signature for RARA: _____ Date: _____

Printed Name & Title: _____ Date: _____

Sam Lunt: Assistant Recreation Director Email: sam@rararecreation.org // Phone: 947.886.0040
Return to: 500 E. Second St. Rochester, MI 48307. To submit [online click here](#)

RARA 2024 Sponsorship Terms and Conditions

This Agreement outlines the terms and conditions under which the sponsor agrees to sponsor RARA's events and programs as detailed in the RARA 2024 Sponsorship Packet. The sponsorship is aimed at supporting RARA's commitment to providing valuable community services and events while offering the sponsor an opportunity for community engagement and brand visibility. Both parties agree to adhere to the terms outlined in this Agreement and declare their intention to enter into this mutually beneficial relationship. For full details of the sponsorship opportunities, benefits, and pricing, refer to the RARA 2024 Sponsorship Packet.

Payment Terms

- **Sponsorship Fee:** The Sponsor agrees to pay the sponsorship fee as detailed in the selected package(s) from the RARA 2024 Sponsorship Packet. The exact amount and package details are to be specified in an accompanying Sponsorship Selection Form, which is considered an integral part of this Agreement.
- **Payment Schedule:** Payment shall be made in accordance with the following schedule: Payment shall be made within two weeks of signing the agreement unless otherwise specified.
- **Method of Payment:** Payments are to be made via check, cash, or credit card (credit cards may be subject to fees) payable to the Rochester Avon Recreation Authority
- **Late Payments:** In the event of late payment by the Sponsor, RARA reserves the right to: Suspend sponsorship benefits until payment is received.
- **Non-payment:** Failure to meet the payment obligations within the agreed payment schedule above may result in termination of the Agreement, at RARA's discretion.
- **Refunds and Cancellations:** Sponsorship fees are generally non-refundable. However, under specific circumstances such as event cancellation or significant changes to sponsorship benefits, RARA may, at its discretion, offer a partial or full refund. Such circumstances will be communicated to the Sponsor as soon as possible.

Rights and Obligations

- **Promotional Rights:** The Sponsor shall have the right to use RARA's name, logos, and other branding materials in connection with the sponsored event(s), subject to RARA's branding guidelines and approval.
- **Visibility and Recognition:** Depending on the selected sponsorship package, the Sponsor may be entitled to various visibility opportunities, such as signage at events, mentions in marketing materials, and logo placement in event materials.
- **Free Spots for Title and Presenting Sponsors:** In recognition of their support, title and presenting sponsors will be entitled to receive two complimentary spots for any special event organized by RARA that requires a paid entry. This benefit is extended as a gesture of appreciation and to enhance the sponsorship experience.
- **Compliance with RARA Policies:** The Sponsor agrees to comply with all RARA policies and guidelines related to event participation, marketing materials, and public engagement.
- **Provision of Materials:** If applicable, the Sponsor is responsible for providing any agreed-upon materials or content, such as logos or promotional items, in a timely and suitable manner as per the agreement.
- **Fulfillment of Benefits:** RARA agrees to deliver the benefits outlined in the Sponsorship Packet for the selected package(s), such as event access, advertising opportunities, and recognition in promotional materials.
- **Communication and Support:** RARA will provide necessary support and maintain open communication with the Sponsor regarding event details, deadlines, and any changes to the agreed-upon sponsorship benefits.
- **Use of Intellectual Property:** Any use of RARA's or the Sponsor's intellectual property shall be subject to prior written approval and in accordance with the respective ownership rights and guidelines.
- **Non-Exclusivity:** Unless explicitly stated in the sponsorship package, the sponsorship does not grant exclusive marketing or promotional rights to the Sponsor in relation to the event or RARA's activities.
- **Compliance with Laws:** Both parties agree to comply with all applicable laws and regulations in the execution of their obligations under this Agreement.

Intellectual Property Rights

- **Sponsor's Use of RARA's Intellectual Property:** The Sponsor is granted a non-exclusive, non-transferable, limited right to use RARA's trademarks, logos, and other intellectual property solely for the purpose of promoting and executing the sponsored event(s), in accordance with RARA's branding guidelines and any specific instructions provided by RARA.
- **RARA's Use of Sponsor's Intellectual Property:** RARA is granted a similar non-exclusive, non-transferable, limited right to use the Sponsor's trademarks, logos, and other intellectual property for the purpose of promoting the event(s) and acknowledging the Sponsor's contribution, subject to the Sponsor's branding guidelines.
- **Prior Approval for Use:** Both parties agree to obtain written approval from the other party before using any intellectual property in a manner not explicitly covered by this Agreement.
- **Adherence to Branding Guidelines:** Each party agrees to adhere to the other party's branding guidelines and to use the intellectual property in a manner that is consistent with the other party's brand image and reputation.
- **No Ownership Transfer:** This Agreement does not transfer ownership of any intellectual property rights from one party to the other. Each party retains all ownership rights to their respective trademarks, logos, and other intellectual property.
- **Prohibition of Modifications:** Neither party shall alter, modify, or change the other party's intellectual property in any way without prior written consent.
- **Time-Bound Use:** The rights to use each party's intellectual property are granted for the term of this Agreement and shall cease upon its expiration or termination unless otherwise agreed in writing.

Confidentiality

- **Confidential Information:** For the purposes of this Agreement, 'Confidential Information' includes any data, information, documents, and materials related to the business affairs, customers, financials, or other proprietary and non-public information of either party that is disclosed during the term of this Agreement.
- **Protection of Confidentiality:** Both parties agree to maintain the confidentiality of the Confidential Information and to use it solely for the purposes of fulfilling their obligations under this Agreement.
- **Non-Disclosure:** Neither party shall disclose, publish, release, transfer, or otherwise make available Confidential Information of the other party in any form to, or for the use or benefit of, any person or entity without the prior written consent of the other party.
- **Publicly Available Information:** The obligations of confidentiality do not apply to information that is publicly available, already in the receiving party's possession prior to disclosure, independently developed, or rightfully obtained from other sources.
- **Required Disclosure:** If a party is required by law, regulation, or court order to disclose Confidential Information, that party may do so but must provide prompt advance notice to the other party to enable them to seek a protective order or other appropriate remedy.
- **Continued Obligation:** The confidentiality obligations shall continue for a period for up to the duration of the events sponsored following the expiration or termination of this Agreement unless otherwise agreed in writing.

Indemnification and Liability

- By the Sponsor: The Sponsor agrees to indemnify and hold harmless RARA, its affiliates, officers, agents, employees, and volunteers from and against any and all claims, liabilities, damages, losses, or expenses, including reasonable attorneys' fees and costs, arising out of or in any way connected with the Sponsor's breach of this Agreement, negligence, or willful misconduct.
- By RARA: RARA agrees to indemnify and hold harmless the Sponsor, its affiliates, officers, agents, employees, and volunteers from and against any and all claims, liabilities, damages, losses, or expenses, including reasonable attorneys' fees and costs, arising out of or in any way connected with RARA's breach of this Agreement, negligence, or willful misconduct.
- General Limitation: Neither party shall be liable to the other for any indirect, special, incidental, punitive, or consequential damages arising out of or related to this Agreement, regardless of the form of action.
- Cap on Liability: The total liability of either party for any claim under this Agreement, regardless of the form of action, shall not exceed the total sponsorship fee paid or payable under this Agreement.
- Requirement: Each party agrees to maintain adequate insurance coverage to fulfill its obligations under this Agreement and to provide proof of such insurance upon request.
- Non-Liability for Unforeseen Events: Neither party will be liable for any failure or delay in performing an obligation under this Agreement that is due to causes beyond their reasonable control, such as natural catastrophes, governmental acts or omissions, laws or regulations, labor strikes, or communication system breakdowns.

Termination and Cancellation Policy

- By Mutual Agreement: This Agreement may be terminated at any time by mutual consent of both parties in writing.
- Breach of Agreement: Either party may terminate this Agreement in the event of a material breach by the other party. The non-breaching party must give the breaching party written notice and an opportunity to cure the breach within a specified period (e.g., 30 days) before termination.
- Insolvency or Bankruptcy: Either party may terminate this Agreement if the other party becomes insolvent, declares bankruptcy, or is otherwise unable to meet its financial obligations.
- Event Cancellation: In the event RARA cancels a sponsored event, RARA will notify the Sponsor as soon as possible. The Sponsor may be entitled to a refund of the sponsorship fee or reallocation of the sponsorship to a future event, subject to RARA's discretion.
- Sponsor Withdrawal: If the Sponsor wishes to withdraw from the sponsorship for reasons other than RARA's breach, the Sponsor may be subject to a cancellation fee as determined by RARA, unless otherwise agreed upon.
- Return of Materials: Upon termination, each party shall return or destroy all materials, documents, and property belonging to the other party.
- Settlement of Accounts: Any outstanding balances or fees owed by either party shall become immediately due and payable upon termination.
- Survival of Obligations: Certain obligations such as confidentiality, indemnification, and liability shall survive the termination of this Agreement as specified in their respective clauses.
- Form of Notice: All notices of termination or cancellation must be in writing and delivered by a method that ensures receipt (e.g., registered mail, email with a read receipt).

Dispute Resolution

- Initial Resolution Efforts: In the event of a dispute, the parties agree to first attempt to resolve the issue through direct negotiation.
- Mediation: If negotiation fails to resolve the dispute within a specified period (e.g., 30 days), the parties agree to engage in mediation with a mutually agreed-upon mediator before resorting to litigation.
- Mandatory Arbitration: As an alternative to litigation, the parties may agree to submit the dispute to binding arbitration under the rules of [specify arbitration association, e.g., American Arbitration Association] within the jurisdiction agreed upon by both parties.
- Arbitration Award: The decision rendered by the arbitrator will be final and binding on both parties and may be entered as a judgment in any court of competent jurisdiction.
- Applicable Law: This Agreement shall be governed by and construed in accordance with the laws of [specify jurisdiction, e.g., the State of Michigan].
- Responsibility for Legal Costs: In any dispute resolution proceedings, each party shall be responsible for its own attorneys' fees and costs unless otherwise awarded by the court or arbitrator.

Miscellaneous Provisions

- Entire Agreement: Agreement Supersedes Previous Discussions: This Agreement constitutes the entire agreement between the parties and supersedes all prior discussions, understandings, and agreements, whether oral or written, between the parties.
- Amendment: Written Changes: Any amendment or modification to this Agreement must be made in writing and signed by both parties.
- Severability: Validity of Remaining Provisions: If any provision of this Agreement is found to be invalid or unenforceable, the remaining provisions will continue to be valid and enforceable.
- Waiver: No Implied Waivers: The failure or delay by either party to enforce any provision of this Agreement will not constitute a waiver of that provision.
- Assignment: Restrictions on Transfer: Neither party may assign or transfer any of their rights or obligations under this Agreement without the prior written consent of the other party.
- Notices: Communication Method: All notices under this Agreement must be in writing and delivered by email, registered mail, or courier to the addresses specified in this Agreement.
- Counterparts: Electronic Signatures: This Agreement may be executed in counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same instrument. Electronic signatures shall be considered as valid as original signatures.
- Speaking Rights: Exclusive Opportunity for Title Presenters: Only sponsors at the Title Presenter level shall have the opportunity to speak at events unless otherwise agreed upon in writing by RARA.
- Restriction on Political Affiliation: No Political Sponsors/Speakers: Sponsors and speakers with direct political affiliations or those representing political agendas are not permitted, to maintain the neutrality and inclusive nature of the events.
- Additional Costs for Tons of Trucks: The Tons of Trucks event requires an extra \$750 due to its larger scale and increased exposure opportunities. This includes prominent logo placement.
- Logo Placement Specifics: Logos will be featured on event banners, digital marketing materials, and printed programs. Sizes will vary based on the event and material type.
- Speaking Opportunities: Speaking slots will be approximately 3-5 minutes, primarily during event opening or closing ceremonies, subject to the event agenda. They are only available to Title Sponsors.
- Social Media Acknowledgment: Sponsors will be acknowledged in at least three posts per event across Facebook and Instagram, including pre-event promotion and post-event appreciation.
- Booth and Signage Specifications: Sponsors are encouraged to bring their own tables and tents for booths. The maximum allowed booth space is 10x10 feet unless otherwise specified and approved beforehand.
- Additional Sponsorship Opportunities: Specific benefits for each additional opportunity, like jersey logos or fieldhouse banners, will be outlined in a supplementary document provided to interested sponsors.
- Difference between Presenting and Title: A presenting sponsor is a featured sponsor for an event, while the title sponsor is the main sponsor. A title sponsor will get the chance to speak at each event, while a presenting sponsor will not.

THANK YOU TO OUR 2023 SPONSORS

