

WORKING MUSICIANS ALLIANCE: Sponsorship Agreement Template

SECTION 1 – SPONSORSHIP INFORMATION

Sponsorship / Campaign Name:

Sponsorship Start Date:

Sponsorship End Date:

Sponsored Event / Tour / Project:

Sponsorship Description:

SECTION 2 – SPONSOR INFORMATION

Sponsor Company / Organization:

Sponsor Representative Name:

Representative Title:

Sponsor Phone / Email:

Sponsor Website:

Sponsor Social Media:

SECTION 3 – SPONSORED PARTY INFORMATION

Artist / Band / Creator / Organization Name:

Representative Name:

Representative Title:

Phone / Email:

Website / Social Media:

SECTION 4 – SPONSORSHIP CONTRIBUTIONS

Sponsor Will Provide:

- Financial Sponsorship
- Product Sponsorship
- Equipment Support
- Promotional Support

- Advertising Support
- Hospitality Support
- Travel Assistance
- Other:

Sponsorship Amount / Value:

Product / Equipment Details:

Payment Schedule:

Product Delivery Schedule:

Additional Contribution Notes:

Sponsor Initials: _____

Sponsored Party Initials: _____

SECTION 5 — PROMOTIONAL OBLIGATIONS

Sponsored Party Agrees To Provide:

- Social Media Promotion
- Logo Placement
- Stage Banner Placement
- Livestream Mentions
- Website Promotion
- Verbal Announcements
- Event Booth Presence
- Promotional Appearances
- Product Usage During Event
- Other:

Promotional Posting Expectations:

Required Tags / Hashtags:

Branding Placement Expectations:

Content Delivery Deadlines:

Additional Promotional Notes:

Sponsor Initials: _____

Sponsored Party Initials: _____

SECTION 6 — CONTENT & BRANDING USAGE

Approved Logo Usage:

Sponsor Content Usage Permissions:

Sponsored Party Content Usage Permissions:

Photography / Video Usage Permissions:

Advertising Usage Restrictions:

Approval Procedures For Published Materials:

Sponsor Initials: _____

Sponsored Party Initials: _____

SECTION 7 – EXCLUSIVITY TERMS

Exclusivity Agreement?

Yes

No

Restricted Competing Brands:

Exclusivity Duration:

Category Restrictions:

Additional Exclusivity Notes:

Sponsor Initials: _____

Sponsored Party Initials: _____

SECTION 8 – EVENT & APPEARANCE RESPONSIBILITIES

Required Event Appearances:

Meet & Greet Expectations:

Livestream / Interview Participation:

Sponsor Booth Participation:

Hospitality Arrangements:

Travel / Lodging Responsibilities:

Sponsor Initials: _____

Sponsored Party Initials: _____

SECTION 9 – REPORTING & PERFORMANCE EXPECTATIONS

Reporting Requirements:

Social Media Metrics Expectations:

Deliverable Verification Procedures:

Additional Reporting Notes:

Sponsor Initials: _____

Sponsored Party Initials: _____

SECTION 10 – CANCELLATION & TERMINATION TERMS

Cancellation Procedures:

Refund / Return Obligations:

Product Return Procedures:

Failure To Deliver Obligations:

Force Majeure Considerations:

Additional Termination Notes:

Sponsor Initials: _____

Sponsored Party Initials: _____

SECTION 11 – ADDITIONAL TERMS

Written Here:

Sponsor Initials: _____

Sponsored Party Initials: _____

SECTION 12 – SIGNATURES

By signing below, both parties acknowledge that they have reviewed and agreed to the terms outlined within this agreement.

SPONSOR REPRESENTATIVE

Printed Name:

Title / Position:

Signature:

Date:

SPONSORED PARTY REPRESENTATIVE

Printed Name:

Title / Position:

Signature:

Date:

IMPORTANT NOTICE

This template is provided by Working Musicians Alliance as an educational and operational resource intended to encourage clearer communication and stronger professional standards throughout sponsorship and promotional environments.

Users are encouraged to review and adapt this agreement as necessary for their particular situation and to consult qualified legal counsel for advanced legal matters, exclusivity disputes, intellectual property concerns, or large financial sponsorship arrangements.