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**Monona Terrace Community & Convention Center
Sponsorship Contract**

THIS AGREEMENT is made on this day, April 13, 2015, by and between the Monona Terrace Community and Convention Center Board, ("Facility"), and Great Dane Pub and Brewing Co. Inc., ("Sponsor"), a company having a principal place of business located at 123 East Doty Street Madison WI 53703, for the 2015 summer concert season, as outlined below, at Monona Terrace.

WHEREAS, Monona Terrace has been providing quality free concerts to the community for the past 17 years; and

WHEREAS, the Bylaws of the Monona Terrace Board provide that the Board may accept any contribution, gift or bequest for any general or special purpose of Monona Terrace, as approved by the Common Council.

NOW, THEREFORE, in consideration of the mutual agreements contained herein and the mutual benefits to be derived from this Agreement, the parties hereby agree as follows:

1. SCOPE OF SPONSORSHIP:

Sponsor agrees to pay Facility a Sponsorship Fee of Ten Thousand Dollars (\$10,000) to help support program expenses, including band fees, AV labor, security and some additional marketing for the 2015 Concerts on the Rooftop Series at Monona Terrace, and assist with facility expenses for the 2015 Dane Dances series. The Sponsorship Fee shall be paid in full on or before June 30, 2015 for the services.

In return for its Sponsorship Fee, Sponsor shall receive the following for the 2015 Concerts on the Rooftop season:

- Verbal thank you from stage at each concert
- Up to two reserved tables for guests at each concert – to be arranged in advance
- Exclusive craft and draft beer vendor for Concerts on the Rooftop (June 4, 19, 26, July 9, 16, 23) and Dane Dances (Aug 7, 14, 21, 28).
- Great Dane canned and draft products offered at each concert
- Social media posts, tweets, etc. with two paid Facebook ads tagging Great Dane
- Stage and onsite banners
- Promotional opportunities and giveaways from stage
- Acknowledgement and logo on Monona Terrace website
- Logo in e-card blasts for each concert (4,350 per concert)
- Logo on signage at event
- Table tents placement at each table on the rooftop
- Listing in press release sent to all media for each concert
- Logo on series poster (1,000)
- Logo on concert newspaper ad in WSJ, Isthmus and Hometown News insert (outlying cities including Sun Prairie)

2. **FACILITY AGREES:**

- (a) Facility will ensure its on-site caterer, Monona Catering, LLC, will purchase beer from Sponsor or appropriate wholesaler for each concert to be sold on tap at the main bars in the West Circle of the rooftop, as well as at a Great Dane Festival Bar, approx 6 feet long, for 2015 Concerts on the Rooftop and 2015 Dane Dances.
- (b) It is understood that Sponsor will not buy back any of Sponsor's product post delivery, with the exception of the last concert (Aug 28). Facility may adjust its order up until the delivery time of each event date.

3. **SPONSOR AGREES:**

- (a) Monona Catering staff will serve all beer products. Monona Terrace welcomes Great Dane marketing representatives to be on site.
- (b) In the case of inclement weather, Concerts on the Rooftop will be moved inside Monona Terrace to the Exhibition Hall. The Sponsorship Fee is nonrefundable regardless of weather-related impact on events. There is no rain back up on August 28.

4. **NONDISCRIMINATION:**

- (a) In the services under this Contract, the Sponsor agrees not to discriminate against any employee or applicant because of race, religion, marital status, age, color, sex, handicap, national origin or ancestry, income level or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or student status. Sponsor further agrees not to discriminate against any subcontractor or person who offers to subcontract on this Contract because of race, religion, color, age, disability, sex, or national origin.

5. **ENTIRE AGREEMENT, AMENDMENTS:**

- (a) This Sponsorship Contract, and any amendments or attachments incorporated by reference or attached herein, constitute the entire agreement between the parties.
- (b) This Sponsorship Contract may only be modified by written amendment, signed by authorized signatories of the Sponsor and Facility.

SPONSOR:

Great Dane Pub and Brewing
Company, Inc.
123 East Doty Street
Madison WI 53703

FACILITY:

Monona Terrace Community & Convention Center Board
1 John Nolen Drive
Madison, WI 53703

Signature

By: _____

Elliot Butler, President

Signature By: _____

Glenn Krieg, Board Chair

Date: _____

4/13/2015

Date: _____

Signature By: _____

Gregg McManners, Executive Director

Date: _____