



Nottinghamshire Blood Bikes
Fund-raising Promotion – 100cc Club

FORMAL SPONSORSHIP AGREEMENT

This agreement is between the undersigned participant (henceforth referred to as the “Member”) and Nottinghamshire Blood Bikes (henceforth referred to as the “NBB”) – a Charity registered in England and Wales, number 1155983.

This funding promotion is entitled “The 100cc Club”. It will run for a period of no more than 24 calendar months, starting on January 1st 2017 and finishing no later than 31st December 2018, with a total contribution target of not less than £10,000.

The Member agrees to make a voluntary donation to NBB in order to join The 100cc Club. This donation must be no less than £100 nett of any Gift-Aid or tax incentive which may be application.

To this end, the Member agrees to sponsor NBB the following sum of money;

£.....(figures)

.....(words)

The Member agrees that funds for this sponsorship will become payable in full upon confirmation that the promotion has reached the target level. This confirmation can be in writing or by email to the Member.

Payment can be made in cash, by cheque or via electronic funds transfer (bank transfer) and must be received by NBB no later than 30 calendar days following notification of a successful conclusion. Failure to pay by this date will invalidate this agreement and render any promotional activities associated with it to be null and void. All reasonable costs incurred by NBB in the process of recovering unpaid funds will be met by the Member.

If the Member agrees to make the voluntary donation upon joining, or at any time *before* the target level has been achieved, such funds will be held on account by NBB and will not be spent or otherwise used until the target level has been reached. Should NBB fail to reach the target level of £10,000 then, at the expiry date of the scheme, it agrees to offer the return of donated funds back to the Member. It will be the Member’s decision whether to accept the return of such funds or to allow such monies to be retained by NBB and treated as a separate, voluntary donation.

If NBB fail to achieve the target level of funding, no payment will be owed by the Member and the scheme will become null and void. Any promotional activity carried out by NBB in respect of the Member’s application will cease.

Upon signing this agreement, all Members shall be entitled to receive the following promotional activity from NBB;

- The Member’s name or, at their choice, the name of the company they represent, will be announced as a Member on the website and social media pages belonging to and run by NBB
- One image of the Member’s company logo and one link to the Member’s company website will be shown on the promotional page of NBB’s website (maximum of 150x300 pixels in dimension)
- The Member shall be permitted to display an electronic image, supplied by NBB, on a website of their choice, signifying their involvement with this scheme. Members are also encouraged to detail their involvement separately, both online and in traditional printed media.

Upon both the successful completion of the promotion and receipt of full payment, all Members will subsequently be entitled to receive the following promotional activity by NBB;

- One company logo of the Member’s choice will be included in a newspaper advertisement placed by NBB to signify the successful conclusion of the promotion. The choice of newspaper publisher, date of inclusion, style and content will be at the sole discretion of NBB
- One company logo of the Member’s choice will be included on a promotional, pull-up banner to be displayed at all shows and events attended by NBB for a period of at least 12 calendar months*
- One company logo of the Member’s choice will be displayed on the NBB website “Sponsors’ Page” (max 150x300 pixels)
- Subject to availability of both volunteers and the NBB branded Blood Bike(s), one photo opportunity at the business premises of the Member’s choice within the Nottinghamshire county border - or, alternatively - one photo opportunity at a location of the Member’s choice to participate in press advertising including filming, photography and/or interviews arranged and, if applicable, paid for by the Member
- To receive and display an A4 signed certificate of sponsorship produced by NBB
- To receive and display on the Member’s website of choice, an electronic image signifying membership of The 100cc Club

Membership of The 100cc Club shall be at the sole discretion of NBB and entry may be refused if the Member, or the company they represent, is deemed to have principals which directly oppose those of NBB. Likewise, logos to be used in the publicity of the scheme shall be at the sole discretion of NBB and, in all cases, no correspondence shall be entered into in relation to the decisions of NBB.

At the sole discretion of NBB, any Member whose contribution exceeds £250 may be entitled to additional promotional activity with NBB and may also receive additional logo placement on the promotional pull-up banner(s) or increased logo size. Other promotional activity is open to negotiation.

Subject to a written agreement with NBB, any Member whose contribution exceeds £1,000 will be entitled to additional promotional activity with NBB – the details of which are open to negotiation and NBB would encourage discussion at the earliest possible opportunity.

Member’s Name:

Member’s Signature

Company represented by this membership: