

One of the features of modern marketing and advertisement is the exploitation of the artist's celebrity status and reputation to promote a third party's products or services. This takes two different forms: sponsorship and endorsement.

Sponsorship usually involves the sponsor doing or providing something (e.g. money, radio/TV exposure, companies own product or services) to an artist to assist a company or event and by that, gaining a commercial benefit by the association. Endorsement is an active promotion by the artist of the company's products or services.

Part 14 includes some standard terms of an endorsement proposal and some additional marketing activities to be undertaken by Artist.

SPONSORSHIP AND ENDORSEMENT AGREEMENT

The following will serve as the agreement between *[name of the sponsor]* (hereinafter the "Sponsor") and *[name of Artist's Management]* (hereinafter the "Manager") for the services of *[name of Artist]* (hereinafter referred to as the "Artist") at an event (or series of events) *[name of the Event(s)]* (hereinafter the "Event") in connection with the Sponsor's products and services (all collectively hereinafter referred to as the "Products").

1. Sponsor shall be the exclusive sponsor of the Event tentatively scheduled for *[Event date(s)]*. Without limiting the generality of the foregoing, no other party (e.g. a local radio/TV station or product manufacturer/service provider) may be listed or mentioned as a sponsor or presenter of the Event.
2. As full compensation for the rights and services granted herein, Sponsor shall pay Manager the sum £ *[fee payable by Sponsor to Manager]*.
3. In connection with said Event, Sponsor shall receive *[number of tickets]* tickets at no cost for each performance. Such tickets shall be for favourable seats in the highest price range and locations. In addition, Sponsor shall have the right to purchase, at the ticket's face value price, up to ten percent (10%) of concert tickets at each venue, said tickets to be made available at the earliest date(s) possible.
4. (a) An official logo and identification phraseology or catch phrase shall be developed for the Event by Manager which shall be subject to the approval of the Sponsor and which shall refer to Sponsor (in first position) and Event/Artist (e.g. Sponsor presents Event/Artist). Such logo and/or identification phraseology, where applicable, shall be prominently included in all promotional and advertising references which relate to the Event and disseminated throughout any media (e.g. print, radio, television and point of sale) by promoter or company publicizing the Event. Nothing herein contained shall constitute an obligation on Sponsor's part to advertise or promote the Event, it being understood by the parties hereto that the Sponsor may do so at its option or may refrain therefrom.

(b) Any uses of the official logo and/or identification phraseology or catch phrase, other than specifically provided for in this Agreement, shall be agreed by both Sponsor and Manager.
5.
 - a. Sponsor's sponsorship of the Event shall be prominently featured and/or displayed in, including but not limited to, references on tickets, passes, handbills, inflatables (where applicable), indoor and outdoor venue signage (where applicable), venue marquee, stationary (if any), press