



SPONSORSHIP CONTRACT

This is an agreement between WRAL.com (hereafter known as "Sponsor") and Hopscotch Music, LLC (hereafter known as "Producer"), for the festival hosted by Producer on or between the dates of September 4-6, 2014 held in Raleigh, NC, hereafter known as "Hopscotch".

WRAL.com at CBC New Media Group
John Conway
General Manager
2619 Western Blvd.
Raleigh, NC 27606
jconway@wral.com

CONTRACT TERMS

Sponsorship Participation: **Premiere Sponsor**

The Sponsor, for the term of this Agreement, offers Producer as compensation and as an inducement to execute and enter into this Agreement, the following:

- a. GRANT. Sponsor grants to Producer, and Producer hereby accepts, the non-exclusive right to use Sponsor's owned or controlled Trademarks, Service marks, logos, agreeable likenesses, copyrights and web links , but only subject to the terms and conditions of this Agreement, throughout the world.
- b. Sponsor shall promote collaboration with "Hopscotch" on Sponsor's web site and across all social media platforms
- c. Sponsor shall offer \$10,000 to Producer of in-kind online advertising.

In return for said sponsorship, Producer shall provide the following to Sponsor:

- Sponsorship of the Vintage 21 venue with signage near the entrance
- Logo acknowledgement on the 2014 Festival Guide's sponsor page
- Inclusion of your logo on the all-sponsor banners at 13+ venues
- Placement of your linked company logo on the Sponsor page under Event Partners
- Premium onsite activation with one 10 x 10 area at the 9/6 Downtown Day Party from 12 to 5pm
- 4 VIP passes with 4 VIP gift bags and access to the VIP Sponsor Tent in City Plaza on 9/4 9/5 and 9/6
- 6 Three Day wristbands
- Invitation to the VIP Opening Night Party on 9/4

ADDRESS INFORMATION

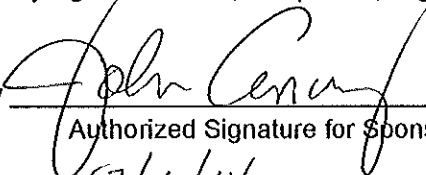
Greg Lowenhagen
Re: Hopscotch Music, LLC
548 East Jones Street
Raleigh, NC 27601

AUTHORIZATION

- Producer reserves the right to terminate sponsorship agreement due to any unpaid balances.
- Sponsor agrees that corporate logo will be used at Producer's discretion in connection with Hopscotch Music Festival.

- Sponsor agrees to cover all costs related to event activation (i.e. banners, giveaways, signage, tents etc.)
- Sponsor agrees to pay collection expenses, court costs, and/or attorney's fee if collection and/or lawsuit is necessary.
- Sponsor agrees that he/she has read and understands the terms of this Agreement, and has authority to execute the same, and in doing so accepts full responsibility for payment of sponsorship under the terms of this contract.
- This agreement is entered into in the State of North Carolina and shall be construed in accordance with the laws of said state applicable to contracts to be wholly performed therein. This instrument contains the entire agreement between the parties, and no statements, promises, or inducements made by either party or agent of either party that are not contained in this written contract shall be valid or binding.

By my signature below, as Sponsor, I agree to personally guarantee and pay all amounts required under this agreement:

By  _____
Authorized Signature for Sponsor

Date 8/11/14

By drafting this agreement on August 11, 2014 and providing it to the Sponsor, the Producer accepts all of the above terms and conditions wholly. This agreement constitutes the complete contract between the Sponsor and the Producer and supersedes and governs all prior proposals, agreements, or other communications between us, if any.

Drafted and accepted by:

Jenny Hwa

Director of Development

P: 917-744-9242

E: jenny@hopscotchmusicfestival.com