

**Event Sponsorship - Letter of Agreement**

This Letter of Agreement between the “Sponsor” \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the California Association of Marriage and Family Therapists – San Fernando Valley Chapter (“SFV-CAMFT”) provides the terms and conditions of the “Sponsorship” for an event.

**Sponsor Representative:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sponsor Address:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sponsor Email:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sponsor Phone:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Event Name/Description:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date/Time of Event:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SFV-CAMFT plans, promotes and conducts various events for the benefit of its members and the community it serves. The event described above is one of these events. Sponsor has applied to sponsor the described event and SFV-CAMFT has approved Sponsor’s participation as provided below.

**Upon receipt of signed contract and payment, SFV-CAMFT will:**

Provide promotion and support via –

1. **Website:**
   * Your name/logo hyperlinked to your website on our *homepage* for approx. 1 month leading up to the event.
   * Your name/logo hyperlinked to your website on our *event page* for approx. 1 month leading up to the event.
   * After event, event page with your name/logo remains on our event page under “past events” indefinitely.
   * Addition of your logo/link to the chapter sponsor partner page on our website.
2. **Newsletter:**
   * Your name/logo hyperlinked to your website and a blurb about your services on distinct page twice - thanked before and after event.
   * Newsletter issues remain on our website indefinitely.
3. **Email (eblast):** Your name/logo hyperlinked to your website on our at least 3 stand alone event emailsthat go out to approx. 2800 subscribers (less if members only). State CAMFT email list obtained for additional exposure (additional 3000 subscribers), if open to all.
4. **Social Media:** 2 posts being thanked with your name/logo, tagged if you have an account, before and after event.
5. **In person:**

* Introduction of sponsor by Sponsorship Chair.
* Two 5-10 minute segments for sponsor representative to speak about their services (one prior to speaker presentation in the morning and one after lunch, or one 10-minute segment depending on length of event) in any style i.e. Q&A, PowerPoint, speech, and/or experiential.
* A table/countertop for your resource materials and opportunity to distribute materials on individual member tables.
* Opportunity for event attendees to meet your representative.
* Complimentary admission to the event for 1 representative including breakfast and/or lunch and CEU's if attending the entire presentation.
* Hybrid/virtual events: Benefit of additional audience, varying in location, to expand reach. Resource materials will be emailed to participants (may also be put in chat); if any please provided to Sponsorship Chair 2 weeks prior to meeting you chose to attend.
* Bonus: Ability to schedule a tour at your facility with board members after Sponsorship.

**Sponsor will:**

1. Make a payment to SFV-CAMFT in the amount of $1000 at least (30) days prior to event date.
   1. If other agreed upon amount, please indicate: $\_\_\_

An invoice will be sent to you to pay online or you’re able to send money via Zelle: sfvcamftcfo@gmail.com

1. Arrive 30 minutes before event.
2. Provide advertising materials (logo, website, small blurb for introduction, 1 line about services for newsletter) in electronic form at least (30) days prior to event date.
3. Supply marketing materials (i.e. banner, signage, brochures, promotional items, etc.) for display table and to place on individual member tables, if wanted.
4. Speak for two 5-minute segments about Sponsor’s services (one prior to speaker presentation in the morning and one after lunch, or one 10-minute segment depending on length of event).
5. Manage the Sponsor’s table.

If you are in agreement with the above terms and conditions, please sign and date below. A countersigned copy will be returned to you.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsor representative signature Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SFV-CAMFT representative signature Date

**Questions?** Please contact our Sponsorship Chair or President at sfvcamftpre@gmail.com.