

Sponsorship Program



Manchester
Esports

Program Sponsorships

MUES Program Sponsors receive the **most branding** opportunities throughout the collegiate esports season.

A **Program** sponsorship fee of **\$2,500** will include the following for one full academic year:

- ✓ Printed banner placed in the MUES Arena
- ✓ Printed banner placed at annual Spartan Smash event
- ✓ Company name announced on the following:
 - Every MUES live Twitch broadcast
 - MUES Stream Team promotional videos
- ✓ Company name or logo will be displayed on the following:
 - Prime spacing on MUES Website
 - Rotating logo during streamed game play.
 - MUES Twitter Account graphics
 - In-season printed publicity (e.g. campus flyers)

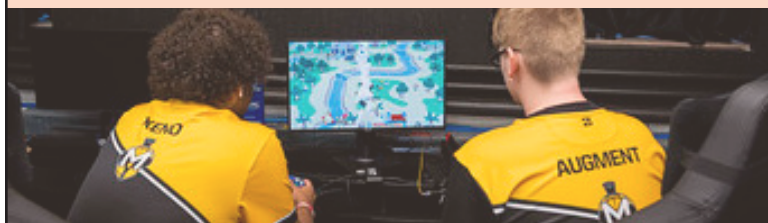
**Excludes printed and pre-recorded University promotional materials.*

MUES Jersey Sponsorships

Team Jerseys are worn for competitions and events throughout the year as well as around campus.

A **Team Jerseys** sponsorship fee of **\$1,500** will include the following for one full academic year:

- ✓ Company logo placed on MUES jerseys provided to each player in the program (6 teams total).
- ✓ Company name mentioned on website.



Casting Desk Sponsorship

The sponsor name will be placed in front of the Manchester University Esports (MUES) casting desk (announcer's table), guaranteeing numerous mentions during streaming. A **Casting Desk** sponsorship fee of **\$2,000** will include the following for one full academic year:

- ✓ Company name announced in front of MUES casting desk on the following:
 - MUES live Twitch broadcasts and saved videos
 - MUES Website
 - MUES Twitter Account

**Excludes printed and pre-recorded University promotional materials.*

Premier and Gold Sponsorships

MUES Premier and Gold Sponsors will receive special branding opportunities.

A **Premier** sponsorship fee of **\$1,000** will include the following for one full academic year:

- ✓ Logo and promotions on the following:
 - MUES Website
 - Rotating logo during game play.
 - Weekly mention via MUES Twitter Account
 - Weekly mention via streamed MUES event

A **Gold** sponsorship fee of **\$500** will provide you the following for one full academic year:

- ✓ Logo and promotions on the following:
 - MUES Website
 - Rotating logo during game play.
 - Monthly mention via MUES Twitter Account

Annual sponsorships end on June 30 of each year. As your sponsorship term expires, Manchester University Esports Staff will provide you with data highlighting the level of exposure you have achieved for you sponsorship.

Sponsorship is renewable every year. Manchester University reserves the right to decline or terminate sponsorship.

Please contact MUES at Esports@manchester.edu for more information.

SPONSORSHIP FUNDS WILL BE USED TO PAY FOR COSTS ASSOCIATED WITH EQUIPMENT, COMPETITIONS, AND STUDENT EVENTS.

Manchester Esports

Spartan Smash Invitational Sponsorship & Vendor Pricing

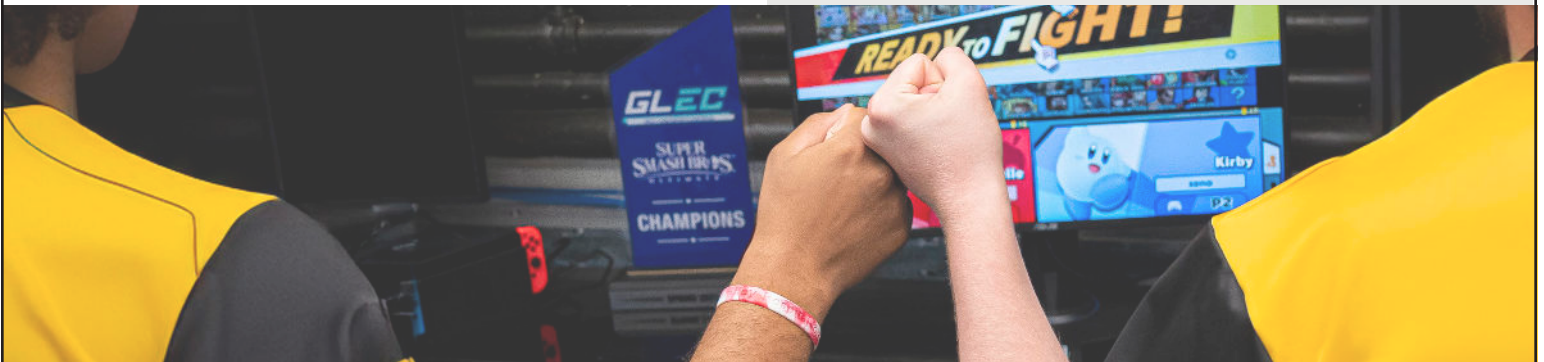
The annual MUES Spartan Smash Invitational is attended by **250+** high school students representing **25+** programs. The event is live streamed to fans, friends, family, and other Esports programs through the online platform, Twitch. Event sponsors will receive special branding opportunities and prime location at the event.

Title Sponsorship **\$2,000:**

- ✓ Recognition and top billing as title sponsor in all marketing material including emails, social media, Discord channel, and onsite signage.
- ✓ Banner or company sign displayed in main arena.
- ✓ 20 mentions during live stream.
- ✓ Rotating logo during game play.
- ✓ Prominent table location.
- ✓ Lunch for up to two individuals.

Event Sponsorship **\$500:**

- ✓ Company logo featured on on-site event signage.
- ✓ Company name will be mentioned as a sponsor during the event and on live stream.
- ✓ Prime space with high traffic will be reserved for company sponsors (if applicable).
- ✓ Rotating logo during game play.
- ✓ Lunch for up to two individuals.



Lunch Sponsorship **\$300:**

- ✓ Logo displayed around buffet and snack stations.
- ✓ Company name will be mentioned as a lunch sponsor during the event and on live stream.
- ✓ Prime space with high traffic will be reserved for company sponsors (if applicable).
- ✓ Lunch for up to two individuals.

Vendor Space **\$250:**

- ✓ 6' table and two chairs.
- ✓ Lunch for up to two individuals at the event.

Event sponsorships end at the conclusion of the event each year. Sponsorship is renewable every year. Manchester University reserves the right to decline or terminate sponsorship. Please contact MUES at Esports@manchester.edu for more information.

SPONSORSHIP FUNDS WILL BE USED TO PAY FOR COSTS ASSOCIATED WITH EQUIPMENT, TRAVEL, COMPETITIONS, AND STUDENT EVENTS.

Sponsorship Agreement



Manchester
Esports

Manchester University thanks _____, for its commitment as a _____ level sponsor of the Manchester University Esports (MUES) program, with a cash contribution of _____ and any in-kind contribution as outlined below.

Sponsorship Benefits

As an official MUES _____ sponsor, Sponsor will receive the following benefits:

(Outline specific package details)

Sponsorship Fee

Sponsor agrees to pay Manchester University the sum of _____. Payment is due by August 1, 2024. Checks should be made payable to “Manchester University” and mailed to 604 E. College Ave. North Manchester, IN.

Sponsorship Term

The Term of this Agreement is for a period beginning on July 1, 2024 and ending on June 30, 2025.

[Note: Agreements entered into after July 1 will still end on June 30. The MUES competition season typically lasts from September to May.]

Sponsor Logo & Intellectual Property

Sponsor grants to MUES and the University a limited, non-exclusive, royalty-free right to use any name, logos, and/or marks provided to MUES by Sponsor for the specific purposes set forth in this Agreement. Notwithstanding any other provisions of this Agreement, the University or MUES may refuse to use a name, logos, and/or marks provided that conflict with the University’s existing contractual obligations or that, in the University’s sole opinion, will be contrary to the mission of the University or negatively affect perception of the University.

Sponsor agrees to submit an official and identifiable company logo in .eps or .ai vector format. Manchester will notify the sponsor of any issues or problems. Logo will be used on various platforms and sizes will vary.

[Note: Nothing in this Agreement gives Sponsor the right to use the name, logos, and/or marks of the University or MUES for any purpose or in any medium without the prior written consent of Manchester University’s Director of Marketing.]

Restrictions

Neither the University nor MUES shall display, distribute or speak any written or visual material provided by or on behalf of Sponsor, that contains: a comparative or qualitative description of Sponsor’s product or business; price information or any other indications of savings or value about Sponsor’s product or business; any message that otherwise endorses Sponsor’s product or induces one to purchase or use Sponsor’s product; or any message that causes Sponsor’s payments to not be treated as “qualified sponsorship payments” as that term is defined in Section 513(i) of the Internal Revenue Code and related regulations.

Exclusivity

Manchester University reserves the right to enter into agreements with other entities that compete with, or have products or services that compete with, the sponsor or its products or services.

Sponsorship Agreement



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NACE or GLEC Rules Violation

The University has the right to terminate this Agreement immediately if, in the University's reasonable discretion, Sponsor has violated NACE or GLEC rules or otherwise taken any action that jeopardizes the eligibility of the University's programs or its student-players.

Indemnification

Sponsor shall indemnify and hold harmless the University, its trustees, directors, officers, employees, agents, students, and MUES from and against any and all liability, loss, damages, and all claims, counterclaims, suits, demands, actions, causes of action, setoffs, liens, attachments, debts, judgments, liabilities or expense, including, without limitation, attorney's fees and legal costs by reason of any claim, suit or judgment arising or alleged to arise from, or relating to: (1) this agreement; (2) the negligent acts or willful misconduct of Sponsor, its employees, agents, or contractors; or (3) any liability for fraud, misrepresentation, copyright or trademark infringement in connection with Sponsor's name and/or logo displayed pursuant hereto. This paragraph shall survive the termination or expiration of this Agreement, and shall not apply to the extent that said Claims arise out of the sole negligence of the trustees, officers, agents, or employees of the University.

Governing Law

This agreement shall be construed and governed in accordance with laws of the State of Indiana, without giving effect to the conflict of law principles thereof. Any dispute arising hereunder shall be resolved exclusively in a court of competent jurisdiction in the State of Indiana. Sponsor hereby irrevocably consents to the jurisdiction of venue of said courts.

Conflict

If the University, MUES, or a member thereof signs any document provided by the Sponsor (including, without limitation, and order form, invoice, pricing list, or agreement), the terms of this Agreement shall govern and control in the event of a conflict between the document provided by the Sponsor and the terms of this Agreement. In addition, any limitation of liability, defense, indemnification, or hold harmless provision of such Sponsor document shall be void and of no force or effect.

Force Majeure

If either party is unable to perform any obligation hereunder by reason of any event beyond such party's reasonable control, including but not limited to fire, flood, epidemic, earthquake, explosion, act of God or public enemy, riot or civil disturbance, strike, lockout or labor dispute, war (declared or undeclared), terrorist threat or activity, or any federal state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within either party's control, the sponsorship will carry over to the following season or either party may terminate this Agreement upon written notice to the other party.

Amendment and Termination

This Agreement may be changed only in a written document signed by both parties. This Agreement may be terminated by either party with fifteen (15) calendar days written notice to the other party. If this Agreement is terminated, neither party shall have any further obligation to the other party except for payments already payable under the terms set forth in this Agreement, and any right otherwise set forth herein to use the name, logos, and/or marks of the other party shall end immediately upon the effective date of the termination.

Sponsorship Agreement



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MUES Representative

Printed Name: _____

Title: _____

Date: _____

Signature: _____

Sponsor Representative

Printed Name: _____

Title: _____

Date: _____

Signature: _____

Manchester University Representative

Printed Name: _____

Title: _____

Date: _____

Signature: _____