

Simple Sponsorship Agreement Template

A straightforward agreement outlining what has been agreed between the club and the sponsor.

This template is designed to confirm expectations clearly and protect both parties. It is intentionally simple and practical.

Clubs may adapt it to suit their own circumstances.

Important Disclaimer

This document is provided for general guidance only.

It is intended as a simple template for documenting sponsorship arrangements between grassroots sports clubs and local businesses. It does not constitute legal advice.

Clubs are responsible for reviewing and adapting this document to suit their own circumstances. If you are unsure about any aspect of this agreement, you should seek independent legal advice before using it.

Neither Tendring Club Support nor Grassroot Media accepts liability for any loss, dispute, or issue arising from the use of this template.

Sponsorship Agreement

This agreement is made between:

Club Name:

<Club Name>

<Address if applicable>

and

Sponsor Name:

<Sponsor Business Name>

<Address if applicable>

1. Purpose

This agreement confirms the sponsorship arrangement between <Club Name> and <Sponsor Business Name> for the period outlined below.

Both parties agree to act in good faith and maintain a positive and professional working relationship.

2. Sponsorship Period

Start Date: <Insert date>

End Date: <Insert date>

Unless otherwise agreed in writing, this agreement ends on the date above.

3. Sponsorship Package

The club agrees to provide the following benefits:

- <Insert agreed asset eg Matchday sponsorship on specific fixture>
- <Insert agreed visibility eg Logo displayed in clubhouse>
- <Insert agreed digital mention eg Website listing>
- <Insert any additional benefits>

Only the items listed above are included in this agreement.

4. Sponsorship Investment

The sponsor agrees to pay:

£<Amount>

Payment terms:

- ☐ Full payment before start date
- ☐ 50 percent upfront, 50 percent by <Insert date>
- ☐ Other agreed terms: <Insert details>

Payment method: <Bank transfer details or instructions>

5. Sponsor Materials

The sponsor agrees to provide:

- High resolution logo
- Any artwork required
- Any relevant brand guidelines

The club is not responsible for delays caused by late delivery of sponsor materials.

6. Branding and Conduct

The sponsor confirms that their business activities are lawful and appropriate for association with a community sports club.

The club reserves the right to decline or terminate association with businesses that may damage its reputation or conflict with its values.

7. Cancellation

If either party wishes to cancel this agreement before the end date, both parties agree to discuss the matter in good faith.

Unless otherwise agreed in writing:

- Payments already made are non refundable
- Benefits already delivered are considered fulfilled

8. Agreement Confirmation

Signed for and on behalf of <Club Name>:

Name: _____

Role: _____

Signature: _____

Date: _____

Signed for and on behalf of <Sponsor Business Name>:

Name: _____

Role: _____

Signature: _____

Date: _____

Guidance for Clubs

- Keep the agreement simple and clear.
- Do not include anything you cannot realistically deliver.
- Ensure the sponsorship package section matches what has been agreed verbally.
- Send the final version as a PDF for signing.
- Store signed copies securely for your records.