

# PLEASANTVILLE MUSIC FESTIVAL

*Artis Senior Living* will partner with the *Pleasantville Music Festival* for a Platinum Sponsorship of the 2022 festival. Please let this letter serve as an agreement with details of what *Artis Senior Living* and *Pleasantville Music Festival* will receive as part of this partnership.

**Event:** Pleasantville Music Festival ☑

**Date:** Saturday, July 9, 2022

**Location:** Parkway Field, Pleasantville NY ☑☑

**Artis Senior Living will provide the following to the Pleasantville Music Festival:**

- \$3,750
- Payment due by June 1, 2022

**Pleasantville Music Festival will provide the following to Artis Senior Living:**

- Assigned 10x10 tent space on Parkway Field
- 6 Pleasantville Music Festival adult tickets  
1 on-site parking pass  
Sponsor-provided banner placement in a high visibility location to be chosen by Festival staff
- 3 PMF social media mentions for promotion of raffles with proceeds go to the Alzheimer's Association, webinars hosted by all NY Artis sites, and other promotions as desired
- Corporate logo on the PMF e-mail blast
- Corporate logo on the PMF Sponsorship page linking to sponsor web site
- PMF program listing
- Exclusive Sponsor from the Senior Care industry

**SIGNED:**



**Artis Senior Living**

**Pleasantville Music Festival**



# SPONSORSHIP AGREEMENT

SPONSOR COMPANY Artis Senior Living of Briarcliff Manor

CONTACT NAME Kristianne Lee

BUSINESS ADDRESS 553 North State Rd.

CITY Briarcliff Manor STATE NY ZIP CODE 10510

PHONE 914 439 9723 FAX 914 800 9061

E-MAIL klee@artisright.com WEB SITE artisseniorliving.com

DAY OF EVENT CONTACT Kristianne Lee

DAY OF EVENT PHONE 914 439 9723 DAY OF EVENT E-MAIL klee@artisright.com

- LEVEL OF SPONSORSHIP** \$3570
- \$50,000 Exclusive Presenting Sponsor
  - ~~\$5,000~~ Platinum Sponsor
  - \$20,000 Premiere Sponsor
  - \$2,500 Gold Sponsor
  - \$12,500 Alternate Stage Sponsor
  - \$1,000 Silver Sponsor
  - \$10,000 Title Sponsor
  - \$500 Bronze Sponsor
  - \$7,500 Supporting Sponsor
  - \$100 Music Fan Sponsor

**FORM OF PAYMENT**  
 Check    Visa    MasterCard

CREDIT CARD # \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ EXP. \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Payment due with signed contract. Make check payable to "Village of Pleasantville" (Memo line: PMF 2022)

**MAIL FORMS AND CHECK TO:** **E-MAIL LOGO ART TO:**  
 Village of Pleasantville   [sponsors@pleasantvillemusicfestival.com](mailto:sponsors@pleasantvillemusicfestival.com)  
 80 Wheeler Avenue   Logo art should be in *hi-res vector format*  
 Pleasantville, NY 10570   (such as .ai or .pdf) so that we can scale  
 Attn: PMF Sponsorship   your logo across all appropriate media.

**PLEASE READ, SIGN, AND SEND ATTACHED TERMS & CONDITIONS ALONG WITH PAYMENT & THIS FORM**

SPONSOR SIGNATURE *Kristianne Lee* DATE \_\_\_\_\_

**YOUR SPONSORSHIP REPRESENTATIVE**  
NAME Kristianne Lee PHONE 914 439 9723

EMAIL klee@artisright.com

*For further information, please contact your sponsorship representative (or e-mail [sponsors@pleasantvillemusicfestival.com](mailto:sponsors@pleasantvillemusicfestival.com)) to customize a plan that works for you.*

## PMF SPONSORSHIP TERMS AND CONDITIONS

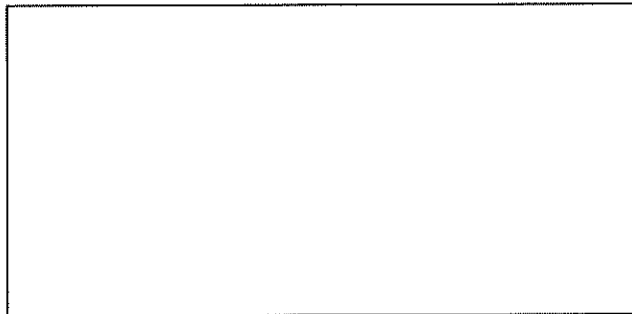
Pursuant to the terms described below, you ("you" or "Sponsor") agree to enter into a sponsorship agreement with the Village of Pleasantville ("VoP") for the July 9, 2022 Pleasantville Music Festival ("PMF").

In consideration of the agreements, representations and obligations stated here, including those in the PMF sponsorship opportunities brochure, which is part of this agreement, (collectively the "Sponsorship Agreement")—and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged—each of us, intending to be legally bound, have entered into this Sponsorship Agreement,

**1. TERM:** The term of the Sponsorship Agreement commences on the date signed by Sponsor (the "effective date") and shall expire on July 10, 2022 (the "Term").

**2. SPONSORSHIP FEE:** As a PMF sponsor at the platinum level, or as an "A La Carte" Sponsor for \_\_\_\_\_, the Sponsor shall pay to the VoP a non-refundable sponsorship fee of \$ 3,150 payable within thirty (30) days of the effective date. Payments shall be made in US dollars, by check made payable to the "Village of Pleasantville" or credit card (information supplied on signed "Sponsorship Agreement") and mailed or delivered to 80 Wheeler Avenue, Pleasantville, NY 10570.

**3. ADVERTISING AND SPONSORSHIP BENEFITS:** The Sponsor will receive the benefits associated with the chosen sponsorship level, as set forth in the attached 2022 sponsorship brochure, unless those benefits are modified as described below:



**4. SIGNAGE:** Except as otherwise agreed by the parties, Sponsor shall be responsible for any and all expenses, including those directly or indirectly related to the installation, fabrication, erection, development and/or installation of any signage at the PMF. The VoP may reject, in its reasonable discretion, any signage or element thereof that it deems unsuitable in content or format for the space designated to Sponsor.

**5. SPONSOR MATERIALS:** Sponsor is responsible, at its sole cost and expense, for securing any consents, licenses, waivers, or any other third-party copyrights, trademarks, service marks, publicity, or privacy rights in connection with any images, art files, music, video or other materials used or provided by Sponsor in connection with this Sponsorship Agreement (e.g., any signage, logos, web site branding, etc.).

**6. SPONSOR PERSONNEL:** Sponsor shall ensure that all sponsor personnel will follow the rules and instructions provided by representatives of the VoP, on site at the PMF or otherwise, in connection with this Sponsorship Agreement (e.g., safety, ingress and egress, scheduling, etc.).

**7. FORCE MAJEURE:** Sponsor acknowledges and agrees that the PMF is subject to cancellation in the event of inclement weather, or other *force majeure* event, as determined in the reasonable discretion of the VoP. Accordingly, any sponsorship benefits to be provided on the day of the PMF may be withdrawn in the event that the PMF is canceled. VoP shall have no liability to Sponsor in the event of such cancellation of PMF, and **no portion of the Sponsorship Fee shall be refunded.**

**8. INDEMNIFICATION:** Sponsor agrees to indemnify, defend and hold harmless the VoP and its directors, officers, employees, agents and representatives from and against any claim, suit or proceeding arising from following: (A) Any breach or alleged breach of this Agreement by Sponsor; (B) Any personal injuries or property damage caused or allegedly caused by the negligence or intentional acts of the Sponsor, its personnel or persons under their control; and (C) Any alleged or actual false advertising, fraud, misrepresentation, libel or slander; illegal competition or trade practice; infringement of trademarks, trade names or titles; violations of rights of privacy or publicity; or infringement of copyrights or proprietary and intellectual property rights arising in connection with the use or display of any sponsor materials or signage.

Sponsor further agrees to reimburse any VoP indemnitee for any and all losses, damages, liabilities, costs or expenses (including reasonable attorneys' and professionals' fees and disbursements) incurred in connection with investigating, preparing, pursuing or defending any third-party action, claim, suit, investigation or proceeding arising from any of the above (whether or not pending or threatened, and whether or not any VoP Indemnitee is a party).

**9. INSURANCE:** [Applies ONLY to sponsors that will have a display or booth at the Festival site. Cross this section out if it does not apply.] Sponsor warrants and represents that it has (or will secure prior to the PMF) and will maintain at its sole cost and expense, effective as of the date hereof and continuing for at least one year after the end of the Term:

(a) Workers' compensation insurance in compliance with statutory laws.

(b) Commercial general liability insurance, including contractual liability and personal injury liability, with minimum limits of \$1 million per occurrence and \$2 million general aggregate.

(c) Umbrella liability insurance, in excess of (b) above, with minimum limits of: \$2 million per occurrence and \$2 million general aggregate.

**10. MISCELLANEOUS.** In case any provision contained in this Agreement, or any application thereof, shall be deemed invalid, illegal or unenforceable, the affected provisions shall be construed and deemed rewritten so as to be enforceable to the maximum extent permitted by law, thereby implementing to the maximum extent possible the intent of the parties hereto. The validity, legality and enforceability of the remaining provisions contained in this Agreement shall not in any way be affected or impaired thereby.

(continued on next page)

**PMF SPONSORSHIP TERMS AND CONDITIONS (CONTINUED)**

*(continued from previous page)*

This Agreement constitutes the entire agreement and understanding between the parties hereto and supersedes all prior agreements and understandings, both written and oral, of the parties hereto regarding the subject matter of this Agreement. The parties agree that all indemnities, representations and warranties contained in this Agreement will survive the termination and/or expiration of this Agreement.

This Agreement may be executed in one or more counterparts, and by the different parties in separate counterparts. When executed, each counterpart will be an original and taken together will constitute one and the same agreement. This Agreement may be executed and delivered via e-mail or fax, which shall be deemed for all purposes as an original.

**ACCEPTED FOR THE SPONSOR**

**FOR THE VILLAGE OF PLEASANTVILLE**

Sponsor Entity: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: Don Per \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_



**Andy Sullivan**  
**Sponsorship Department**  
(646) 302-1996  
sponsors@pleasantvillemusicfestival.com