

**2020 RIDGEWOOD CREW
BOAT SPONSORSHIP CAMPAIGN**

Form C

Crew racing boat Sponsorship - \$10,000

In recognition of your support, your organization's name or a name of your choosing will appear on the side of one of our racing shells. Your name and/or logo will appear for the lifetime of the boat. The useful life of a racing shell is a minimum of 5 years.

1. Guidelines for Naming

- a. Naming rights will normally not extend beyond the normal life of the equipment. Naming rights will normally remain in place for the life of the item. For a racing boat this is typically a minimum of 5 years.
- b. Naming restrictions may include any current or prospective rower, current, or future class, inappropriate name, competing team, or name deemed not in the best representation of RC by the RC Board of Directors. Family names may be used. The RC Board of Directors shall have absolute discretion to reject any name, in which case the person obtaining the naming rights shall submit an alternate name for consideration.
- c. When a proposal involves the use of the name of a living person, approval is contingent on the agreement of that person, apart from certain cases approved by the RC Board of Directors in its sole discretion.
- d. In the event of the exceptional circumstances, at the discretion of the RC Board of Directors it is determined that the continued use of the name is not in the best interest of RC, the RC Board of Directors may seek removal in a manner it deems consistent with the RC governing documents. If the name is removed it is without recourse as against RC, RC Board of Directors, officers, or any of its members.
- e. RC reserves the right to remove any gift recognition as a result of the non-payment of a pledge, or the failure to fulfill the terms of a gift-acceptance agreement without recourse as against RC, RC Board of Directors, officers, or any of its members.
- f. Naming equipment does not grant use of claim for use by any rower, coach, or member of RC for preferential treatment of said equipment.
- g. Sponsor will provide graphic logo artwork files such as Eps or Illustrator files to include In addition to the sponsors company name/logo on the Crew racing boat, the sponsoring company will be listed on RCs website and social media sites.
signage colors which will be required by Ridgewood Crew's signage vendor to prepare graphics to be installed on the boat. A proof of the graphics will be presented and signed off by sponsor prior to fabrication and install.
- h. Graphics will be mounted on both sides of the boat at the Bow or starting at the Bow seat towards the middle of the boat to be finalized with sponsor. The boat graphics will be limited to approx. 3" tall letters/logo, approx. 6'-0" max in length. Ridgewood Crew will review final size and position of graphics on the boat with sponsor prior to install.
- i. This policy may be updated at any time at the sole discretion of the RC Board of Directors.
- j. Payment is to be made in full at time of sponsorship.

In addition to the sponsors company name/logo on the Crew racing boat, the sponsoring company will be listed on RCs website and social media sites.

Sponsor signature _____

Ridgewood Crew President _____