



TYHA Advertising Agreement

Your advertisement is valid from purchase date through August. Website advertisements last for one (1) calendar year from purchase date. All money raised helps our youth players with gear, scholarships, and helps to build our nationally recognized program.

In-Rink Advertisement Space

Initial Here	Scoreboard Sponsor:	\$1,500	1 available (SOLD)
Initial Here	Zamboni Sponsor:	\$1,500	1 available (SOLD)
Initial Here	Grand Panel Logo ¹ :	\$1,000	(33h"x96w") (3 Available)
Initial Here	Full Panel Logo ¹ :	\$550	(33" x 72")
Initial Here	In-Ice Logo ² :	\$500	(11' x 4') (3 Available)
Initial Here	Small Panel Logo ¹ :	\$250	(33"x36")

¹ All ads will be in color unless otherwise stated.

² A 4 ft. by 11 ft. Mesh inlay of your company logo (in color) with 4 locations around center ice and 1 spot in front of each goalie area making 6 spots available. Logo must be paid for and submitted by **October 1st**.

Website & Other Advertisement Space

Initial Here	Website Advertisement	\$100 Thousands of unique page views per month from locals and tourists alike.
Initial Here	Sponsoring a Tournament Event	\$50 Placement in our Thanksgiving and Coyote Classic Tournament program guides.

Please **INITIAL** next to your choice of advertising level(s) above. Fill out the form below (or online at TaosHockey.com), then mail this form with your check to the address below. If you submit this form online you can pay with a credit card, but processing fees will apply.

Business Name: _____

Website Address: _____

Contact: _____

Mailing Address: _____

Daytime Phone: _____ Email: _____

Please note: Your signature represents your agreement to our Sponsorship Terms and Conditions detailed below.

Signature: _____

Thank you for your investment in the youth of Taos

For answers to your questions or for special requests, please email taoshockey@live.com.



Sponsorship Terms and Conditions

1. PAYMENT AND TERMS.
 - a. For sponsorships, the amount the amount must be paid in full prior to publication.
 - b. Payment must be made directly to TYHA by the sponsoring firm in the contract.
2. ELIGIBLE SPONSORS.
 - a. TYHA reserves the right to determine the eligibility of any company specific advertisement before distribution.
3. SUB-LEASING – SPONSORSHIP SHARING.
 - a. No sponsor shall reassign, sublet or share the whole or any part of the sponsorship parameter allotted to the contracting firm without written permission from TYHA prior to the recognition opportunities taking action
4. SPONSORSHIP PACKAGES.
 - a. Prices quoted include all items listed in the sponsorship proposal and signed contract.
5. DECORATIONS.
 - a. TYHA shall have full discretion and authority over the placing, arrangements, and appearance of all items displayed by sponsor, and may require the replacing, rearrangement, or redecorating of any item or of any sponsorship announcement, and no liability shall attach TYHA for costs that may devolve upon the sponsor thereby.
6. ACCEPTABILITY OF ADS.
 - a. TYHA reserves the right to refuse placement of any ad that it believes to be injurious to the purpose of the publication.
 - b. TYHA also reserves the right to refuse placement of any ad that it believes is not appropriate for youth viewership or is in violation of Town of Taos rules and regulations.
7. PHOTOGRAPHY/DISCLOSURE.
 - a. The photographic rights for the events sponsored or items the sponsoring company has agreed to be reserved to TYHA.
 - b. By signing the sponsoring contract, the sponsor company agrees to distribution of the undersigned company in outlined contractual circumstances as well as liberal discretion of TYHA to utilize photography of their event and sponsor company name and logo presence for all other purposes as TYHA sees fit.
8. SPONSOR CONDUCT.
 - a. The distribution of samples, souvenirs, and publications, etc. may be conducted by the sponsor only with written approval of TYHA.
 - b. The sponsor shall conduct and operate its sponsorship (if a physical element exists) so as not to annoy, endanger or interfere with the rights of other exhibitors, sponsors and attendees.
 - c. Any practice resulting in complaints from any other exhibitor, sponsor or any attendee, who in the opinion of TYHA interferes with the rights of others or exposes them to annoyance or danger, may be prohibited by TYHA.
9. CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN SPONSORSHIP CONTRACT.
 - a. In the event that the premises in which the event or outlined sponsorship initiative is or is to be conducted shall become, in the sole discretion of TYHA, unfit for occupancy, or in the event the holding of the event and or sponsorship initiative or the performance of TYHA under the contract (of which these Rules and Regulations are a part) are substantially or materially inferred with by virtue of any cause or causes not reasonably within the control of TYHA, said contract and/or event or initiative (or any part thereof) may be terminated by TYHA.
 - b. TYHA shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of TYHA.
 - c. If TYHA terminates said contract (or any part thereof) as aforesaid, then TYHA may retain such part of an sponsor fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party.
 - d. For purposes hereof, the phrase "cause or causes not reasonably within the control of TYHA" shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defense or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.



10. LIMITATION ON LIABILITY.
 - a. The sponsor agrees to indemnify, defend and hold harmless TYHA, the event facility, the owner of such facility, and the city in which the event is being held, and their respective officers, agents, volunteers and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers.
 - b. TYHA shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.
11. RESOLUTION OF DISPUTES.
 - a. In the Event of a dispute or disagreement between: the sponsor and TYHA or between two or more sponsors; all interpretations of the rules governing the sponsorship contract, actions, or decisions concerning this dispute or disagreement by TYHA intended to resolve the dispute or disagreement shall be binding on the sponsor.
12. AMENDMENT TO RULES.
 - a. Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of TYHA.
 - b. TYHA shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.
13. DEFAULT.
 - a. If the sponsor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any sponsorship Rule or Regulation promulgated pursuant to the contract, TYHA may, in addition to any other remedies provided for herein or otherwise available to TYHA at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages.
 - b. TYHA may thereupon direct the sponsor or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified sponsored event and location.
14. AGREEMENT TO RULES.
 - a. The sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by TYHA.
15. EXCLUSIVITY.
 - a. TYHA events are offered to all potential sponsors without exclusivity.
 - b. TYHA has sole discretion as to any changes in the policy and will disclose those changes to any and all relevant sponsors prior to the sponsor contract remittance.
16. ACCEPTANCE.
 - a. Once the sponsor signs the Advertising Agreement and returns it to TYHA, all Rules and Regulations are officially in affect. This agreement shall not be binding until accepted by TYHA.
17. CANCELLATION OF SPONSORSHIP.
 - a. In the event that written notification of intent to cancel is received at least 30 days prior to the event/publication, all sums paid will be refunded.
 - b. No refunds will be made after this date unless the ad space or sponsorship is resold.