

## APPENDIX C

### 6. RESPONSIBILITIES OF 4 Wing Cold Lake NPP:

NPP will provide the following to the Sponsor in association with the Event:

#### 6.1 Limited use of Sponsor's Logo or Name:

The use of the Sponsor's logo or name shall be limited to its "Sponsor" status of the Event. **4 Wing Cold Lake** may include a disclaimer as part of any promotional materials associated with the Sponsor.

#### 6.2 Approval of Sponsor's Logo Use:

All material produced by **4 Wing Cold Lake** acknowledging the Sponsor, should any be produced, shall be sent to the Sponsor for name/logo approval, which shall not be unduly withheld. Any subsequent and necessary revisions shall also be forwarded to the Sponsor for approval in advance of final production. The Sponsor shall provide written approval, or notice of objection, within forty-eight-hours of receipt of the original material or any subsequent versions thereof.

#### 6.3 Sponsor Support Associated With the **2022 Cold Lake Air Show**

During the term of this Agreement, all materials produced by **4 Wing Cold Lake** in association with, in support of, or making reference to the Event will include reference to the Sponsor in a manner which reflects the official status granted to the Sponsor, as outlined in paragraph 7, section 7.1. During the term of this Agreement, the Sponsor will receive, at minimum:

- 6.3.1 Recognition as Recreation Sponsor;
- 6.3.2 Air Show App Banner Advertisement
- 6.3.3 Corporate Logo on 1,500 Water Bottles
- 6.3.4 Air Show Program Full Page Ad (camera ready artwork to be submitted by 6 May 2022)
- 6.3.5 Logo on Sponsored Page in Courier News
- 6.3.6 VIP Tour of 4 Wing for 8 People
- 6.3.7 Recognition in Air Show Program
- 6.3.8 Logo on Air Show Website
- 6.3.9 Mention on Pre Event Courier News Coverage
- 6.3.10 Mention on Post Event Courier News Coverage
- 6.3.11 Opportunity to Display Corporate Banner
- 6.3.12 Post Event Sponsorship Reception (Fall 2023)
- 6.3.13 4 tickets to the Wing Commander's VIP Tent and VIP Parking (2 on Saturday and 2 on Sunday)
- 6.3.14 Silver Corporate Chalet Package for 30 people
  - (i) 15 people per day in a shared VIP tent
  - (ii) 30 Official Air Show Programs and 30 Air Show Coins
- 6.3.15 Display Area at Air Show (20' x 10')
- 6.3.16 6 tickets to Wing Commander's Dinner on Saturday evening, July 16, 2022
- 6.3.17 Sponsor recognition by PA Announcer during the Air Show.

### 7 ADDITIONAL BENEFITS TO SPONSOR:

#### 7.1 Status:

Recognition as Recreation Sponsor connotes that the Sponsor is granted the right to use the following description in its promotional material:

- *Recreation Sponsor of the 2022 Cold Lake Air Show*

### 8 DENIAL OF APPROVAL