



SOUTHERN FRIED AGILE 2018

**9TH ANNUAL SOUTHERN FRIED AGILE
CHARLOTTE CONVENTION CENTER
FRIDAY, SEPTEMBER 14, 2018**

PARTNER PACKET

With 8 years behind us, we are more proud than ever to bring the 9th Annual Southern Fried Agile Event to the Charlotte Convention Center, an invaluable partner in events past. If you've been to the event before, you know how it's grown and helped hundreds of agile practitioners connect and learn. Each year, we have been able to make larger charitable contributions, with our biggest yet to 2017 recipient Red Cross Hurricane Relief.

HAVING REGISTERED OVER 1000 ATTENDEES LAST YEAR, WE EXPECT 2018 TO BE BIG.

The following outlines a variety of partnership opportunities for the event, showing the number of available spots for each. All are on a first-come, first-served basis, y'all, so step up while it's hot!

What's new? A couple great things.

TITLE PARTNER	Front and center placement with all the "trimmings" you'd expect
MEDIA BOOTH	Sponsor the speaker/attendee interview & connectivity / AV booth
CHARGING STATION	Signs at charging station, logo hot-link on SFA 2018 website
SOCIAL HOUR	Catered post-event social hour on-site

For questions about this packet or planning for SFA 2018, please contact Kelley Horton:
kelley@southernfriedagile.com, 704-965-3658.

PARTNERSHIP & BENEFITS



SOUTHERN
FRIED AGILE
2018

EXHIBITOR PARTNERS

	2 TITLE \$15465	3 PLATINUM \$6188	5 GOLD \$4128	5 SILVER \$2583
Exhibit Booth Space	✓	✓	✓	✓
Feature Mention in Opening Session	✓	✓	✓	
Logo on Lanyard	✓			
Guaranteed Speaker Spot	✓			
Name/Logo on Registration Bags	✓			
Name/Logo at Beverage Stations	✓			
Email List of Early Registrants	✓	✓		
Complimentary Registrations	15	6	4	3
Discounted Registrations (50% OFF)	15			
Recognition on General Session Media Board	✓	✓	✓	✓
Advertising on Schedule App	✓	✓	✓	
Email List of Registrants following Conference	✓	✓	✓	
Verbal Recognition during Conference	✓	✓	✓	✓
Logo Hotlink from SFA 2018 website	✓	✓	✓	✓
Marketing Item in Registration Bag	✓	✓	✓	✓

A LA CARTE PARTNER OPPORTUNITIES

(1) Media Partnership: \$2500

SFA Booth to set up audio & video capabilities, conduct speaker & attendee interviews

FILLED

(2) Charging Stations: \$2000

Signage next to charging stations throughout event + logo hotlink on SFA website

(1) Social Hour: \$ tbd

Post-Event Social Hour on-site at Convention Center, to include hors d'oeuvres & drink tickets

(5) Swag Bag: \$250

Southern Fried Agile Annual Conference Sponsorship Agreement



The partnership agreement is entered into effective as of the date set forth on the signature page here-to (the “effective Date”) by and between Southern Fried Agile, a North Carolina not-for-profit corporation (“SFA”) and the partner set forth on the signature page hereto (“Partner”). In consideration of the mutual covenants contained herein and for other good and valuable consideration, SFA and Partner (sometimes referred to separately as “Party” and collectively, as “Parties”), hereby agree as follows:

1. **Partnership Basics.** Partner agrees to provide the partner level of financial event activities support for the “Event” (defined below) in accordance with the following information:

PLEASE COMPLETE ALL SECTIONS BELOW:

EVENT: _____

PARTNER NAME: _____

PARTNER ADDRESS: _____

PARTNER CONTACT: _____

CONTACT TELEPHONE: _____

CONTACT EMAIL: _____

PARTNERSHIP LEVEL: _____

FINANCIAL COMMITMENT: \$_____

PAYMENT TERMS:

Please remit payment in full on or before Wednesday, June 20, 2018 to secure your space.

CANCELLATION REQUIREMENTS: Partner may cancel this Agreement and receive a refund of one-half of its paid financial commitment, PROVIDED, SFA receives **written notice of cancellation from Partner on or before July 18, 2018** (the “Cancellation Deadline”). After the Cancellation Deadline, Partner paid financial commitments shall be non-refundable.

2. **Intellectual Property Rights.** The Parties grant to one another the non-exclusive right to use each other’s trade name, trademarks, and logos, if any (the “Marks”) as part of press releases, marketing, advertising, and promotional materials solely in connection with the Event. All such use shall be subject to the Marks’ owner’s prior review and written consent. The Marks’ owners reserve all rights not otherwise expressly granted herein; this limited license to use the Marks accordingly will have no effect on ownership and/or title thereto.

3. **Confidentiality.** Each of the Parties (the “Receiving Party”) shall maintain the confidentiality of this Agreement and all confidential information of the other Party (the “Disclosing Party”) and shall not release, disclose or divulge any such confidential information without the prior consent of the other Party. The Receiving Party may only use and copy such confidential information as is necessary to carry out its activities contemplated by this Agreement (but subject to the provisions thereof) and for no other purpose. The Receiving Party may disclose confidential information to its employees, personnel, subcontractors and representatives on a “need to know basis”, provided that it shall first instruct such employees and personnel to maintain the confidentiality thereof. A Disclosing Party’s confidential information shall not include

Southern Fried Agile Annual Conference Sponsorship Agreement cont'd



3. Confidentiality (cont'd).

information that: (a) is or becomes a part of the public domain through no act or omission of the Receiving Party; (b) was in the Receiving Party's lawful possession prior to the disclosure and had not been obtained by the Receiving Party either directly or indirectly from the Disclosing Party; (c) is lawfully disclosed to the Receiving Party by a third party without restriction on disclosure; (d) is independently developed by the Receiving Party; (e) or is required by applicable law to be disclosed.

4. Indemnification; Insurance; Limitation on Liability

a. Partner will indemnify, defend and hold harmless SFA, its affiliates, officers, directors, agents and volunteers from and against any and all cost, expenses, lawsuits (including reasonable attorney's fees), damages, fines, penalties, or other liabilities ("Losses") which may arise from any act, error or omission of Partner or any of Partner's employees or subcontractors in connection with this Agreement and or Partners participation in the Event, including , without limitation, personal injury and/or property damage, infringement or violation of third party intellectual property rights.

b. Partner shall provide to SFA and/or the Event venue management, if required, proof of insurance.

c. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, EACH PARTY DISCLAIMS, AND IN NO EVENT SHALL THEY BE LIABLE TO ONE ANOTHER FOR ANY SPECIAL INCIDENTAL, INDIRECT, AND CONSEQUENTIAL OR PUNITIVE DAMAGES WHATSOEVER, INCLUDING, BUT NOT LIMITED TO, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, OR LOSS OF DATA OR OTHER INFORMATION ARISING OUT OF THIS AGREEMENT.

5. General Provisions.

a. **Notice.** Any notice, request, demand, consent, or other communication required or permitted under this Agreement shall be in writing and given by courier delivery, or sent by first class US mail, postage prepaid, or transmitted by facsimile or electronic mail to the Parties at the addresses set out on the signature page hereto and shall be deemed to have been received on the date on which it was delivered or transmitted, or on the third business day following the date of such mailing.

b. **Force Majeure.** Neither Party shall be liable for any delay or failure to perform its obligations hereunder due to strikes, labor disputes, riots, storms, floods, explosions, accidents, acts of GOD, acts or orders of government, war terrorism, the failure of vendors or other Partners to perform, media event cancellations or any other cause of causes which are beyond its reasonable control.

c. **Non-Waiver.** The failure by either Party to exercise any right, power or option given hereunder, or to insist upon the strict compliance with the terms and conditions of this Agreement will not constitute a waiver of any terms or conditions of this Agreement with respect to any other or subsequent branch thereof, nor a waiver by such Party of its right at any time thereafter to require strict compliance with all of this Agreement's terms and conditions.

d. **Attorney Fees.** If SFA finds it necessary to engage an attorney to enforce any of its rights under this Agreement, whether or not litigation is initiated, and Partner is either adjudicated to be liable to SFA hereunder or settles any dispute with SFA that involves the payment by the Partner, then Partner shall also pay SFA'a reasonable attorney fees arising from such litigation and/or settlement

e. **Governing Law; Jurisdiction and Venue.** This Agreement shall be governed by the laws of the State of North Carolina, as applied to agreements made, entered into and performed entirely in North Carolina by North Carolina residents and the Parties agree to submit to the jurisdiction of the North Carolina State Courts and Mecklenburg County, North Carolina for purposes of adjudicating any matter arising from this Agreement and, further agree, to accept service of process in such litigation by certified US mail.

[Signature Page to Follow]

Southern Fried Agile Annual Conference Sponsorship Agreement cont'd

IN WITNESS WHEREOF, the Parties have signed this Agreement by their duly authorized representatives intending to be legally bound hereunder.

Southern Fried Agile, Inc.

Partner



By (signature):	By (signature):
Print Name: Neville Poole	Print Name:
Title: Conference Chairperson	Title:
Notice Address: 5118 Hyannis Court Matthews, NC 28104	Notice Address:
Tel:	Tel:
Email:	Email:
Date Signed:	Date Signed:

Please use the Eventbrite link to make all payments for SFA 2018 Partnership. Logistical details will be provided after the executed agreement and payment is received.