



CLA Connect LIVE

BRINGING LAUNDRY PROFESSIONALS TOGETHER

Sponsorship Opportunities

The Coin Laundry Association (CLA) is excited to launch CLA Connect LIVE to bring together professionals in the laundry industry to build a community of mutual interest, provide excellent customer service and positively serve our communities. Events will take place in various cities throughout the U.S. and will provide: education, advocacy, community service, networking and visibility of key CLA initiatives. View the [website](#) for specific cities and dates.

CLA offers opportunities for sponsorships of the CLA Connect LIVE events. Sponsorship provides your company an excellent opportunity to showcase your brand to potential and current laundry store owners, network with industry professionals and demonstrate your support of the laundry industry. CLA will only consider sponsorships that advance CLA's mission and benefit our members. Sponsors must be current CLA members.

Sponsorship is \$500 per event and includes the following:

- Verbal recognition and one (1) company logo displayed on opening slide at the event
- Two (2) complimentary registrations to event
- One (1) company logo on communications sent out to promote the event
- Recognition as sponsors in post-event email sent by CLA

The number of sponsors for each event is unlimited and is open to all Distributor and Manufacturer members. Companies that sponsor 3 or more CLA Connect Live events in a calendar year receive a 10% discount.

To secure your sponsorship, please complete and submit the Sponsorship Application along with payment to:

Coin Laundry Association
1S660 Midwest Rd., Suite 205
Oakbrook Terrace, IL 60181
Email: danielle@coinlaundry.org

For more information on sponsorship opportunities at these events, please contact Danielle Bauer, Director of Membership and Section Relations, at danielle@coinlaundry.org or 630-953-7920 x23.



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Sponsorship Application

Contact Information

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Website _____

Payment Information (Applications will not be processed without payment.)

Payment enclosed (make check payable to Coin Laundry Association)

Bill my: Visa Mastercard American Express Discover

Card # _____ Amount \$ _____

Name (as it appears on card) _____ Exp. Date _____

Billing Address (if different from above) _____

City _____ State _____ Zip _____

Signature _____ Date _____

Event Date(s) and Location(s) (see [website](#) for full listing of event dates and locations)

City _____ Date _____

City _____ Date _____

City _____ Date _____

City _____ Date _____

Sponsorship total \$ _____

Contract Information

Sponsorship agreements are final and non-refundable when confirmed in writing by CLA. By submitting this application, Sponsor agrees to the terms set forth above and on the Sponsorship Terms and Conditions document.

Sponsorship Terms and Conditions

A. Scope. This agreement relates to the event presented by the Coin Laundry Association (“CLA”) as identified in the above Sponsorship Application (“Application”). The completed Application incorporates by reference all of the terms of this master contract. In submitting a signed Application, Sponsor agrees to the terms set forth in this Contract. The term “Contract,” as used herein, refers to the terms set forth in this Sponsor’s Contract. “Event” refers to the referenced CLA Connect Live event. “Sponsor” is an entity whose Application has been accepted by CLA and is a current member of CLA. The Application for Sponsorship for a particular Event becomes a binding contract upon CLA’s issuance of a confirmation notice after receiving a fully completed Application and good funds in the amount owed.

B. Objectives of CLA Events. CLA’s primary objective for each Event is to bring together professionals in the laundry industry to build a community of mutual interest, provide excellent customer service and positively serve our communities. This objective is accomplished through ongoing, inclusive, non-biased, local forums that provide education, advocacy, networking, community service and visibility of key CLA initiatives.

C. Terms of Sponsorship.

i) Sponsor agrees to sponsor the Event(s) and to make a contribution in the amount and in the manner specified in the Application. It is understood and agreed that Sponsor’s sponsorship of the Event(s) is not contingent upon any specific attendance levels or other manner of participation by CLA members and non-members at the Event. Payment must accompany the Application. To the extent that any portion of a payment under this Section 1(a) would not (if made as a separate payment) be deemed a qualified sponsorship payment under Section 513(i) of the Code, such portion of the payment and the other portion of such payment shall be deemed and treated as separate payments.

ii) During the term of this Contract, CLA hereby agrees to identify and acknowledge Sponsor as a sponsor of the Event(s) identified on the Application. Such identification and acknowledgment may include displaying Sponsor’s corporate logo and certain other identifying information [as permitted in connection with qualified sponsorship payments under Section 513(i) of the Internal Revenue Code of 1986 (the “Code”) and the Treasury regulations thereunder] on the CLA website in connection with the Event, and on other appropriate promotional materials in connection with the Event, as set forth in the Sponsorship Opportunities. Sponsor agrees to abide by the Participant Guidelines that define rules of engagement for all attendees at the Events.

D. Name and Logo Usage.

i) Sponsor hereby grants CLA a limited, non-exclusive, revocable license to use Sponsor’s name, acronym and logo during the term of this Contract for the purpose of identifying and acknowledging Sponsor’s sponsorship of the Event. The placement, form, content, appearance and all other aspects of such identification and acknowledgement shall be determined by CLA in its sole discretion, which determination shall not be unreasonable. Notwithstanding the foregoing, CLA will make commercially reasonable efforts to confer with Sponsor before making its decision(s).

ii) On or before applicable deadlines, Sponsor shall provide to CLA all necessary logos and other information, content and materials (in printed, electronic and/or other form) for use in connection with its sponsorship of the Event.

iii) CLA hereby grants to Sponsor a limited, non-exclusive, revocable license to use CLA’s name, acronym and logo during the term of this Contract for the purpose of promoting Sponsor’s sponsorship of the Event.

iv) A party’s name, acronym, logos and other trademarks (“Marks”) are and will remain its property. Neither party will take any action that jeopardizes the other party’s proprietary rights or acquire any rights in the Marks, nor revise or alter the Marks in any way. The Marks must be displayed in the same form (and colors) as provided by each party.

E. Cancellation and Force Majeure.

i) Sponsor specifically recognizes that CLA will be harmed if Sponsor cancels its sponsorship at any time after this Contract goes into effect. Should Sponsor cancel participation at any time (except as permitted in Section H (i)(b) due to CLA’s material breach) or fail to make any payment that becomes due, Sponsor forfeits all monies paid and all right to sponsorship benefits. Upon CLA’s cancellation of the Event for any reason, the liability of CLA shall be limited to a refund of fees paid by Sponsor. In the event of any cancellation, all rights, duties, liabilities, and obligations hereunder shall terminate.

ii) Neither CLA nor Sponsor shall be liable for any delays resulting from circumstances or causes beyond its reasonable control, including, without limitation, fire or other casualty, act of God, strike or labor dispute, war, act of terrorism, or other violence, or any law, order or requirement of any governmental agency or authority provided that the party experiencing the delay works diligently to overcome the cause of the delay as expeditiously as possible.

F. General Terms and Conditions.

i) The following shall govern term and termination of this Contract:

- a. This Contract shall commence as specified in Section A above and will terminate at the conclusion of the parties’ obligations pertaining to the Event.

- b. In the event either party commits a material breach of any provision contained herein, which remains uncured after thirty (30) days written notice specifying the breach, the non-breaching party may terminate this Contract. Upon expiration or termination of this Contract each party agrees to return any intellectual property provided by the other party and discontinue use of the other party's intellectual property. In the event this Contract is terminated for material breach of a party following the commencement of the Sponsorship activities, the parties agree to nonetheless cooperate to the extent necessary to avoid interruption of the Event which may include continued use of Sponsor's name in printed materials related to the Event. Such cooperation shall not be construed or operate to waive any claim or defense a party may have.
- ii) Sponsor assumes entire responsibility, and hereby agrees to protect, indemnify, defend and save harmless CLA, and the Event facility, its officers; directors; owners; and all employees and agents of all of them (collectively, 'Indemnitees') against any personal injury to Sponsor or its officers, agents, employees or guests, or to any other person in attendance at the Event. In addition, Sponsor agrees to indemnify and hold harmless the Indemnitees from any and all claims, damages, losses or exchanges, however incurred, and including reasonable attorneys' fees and costs, arising from any claim resulting, in whole or in part, from (a) Sponsor's breach of this Contract; (b) CLA's publication of Sponsor's Marks pursuant to this Contract; and (c) the contents or subject matter of Sponsor's website linked to the CLA Event website. Sponsor specifically warrants that it owns and has all rights to the Marks licensed hereunder.
- iii) Sponsor shall, at its sole expense, carry and keep in full force and effect at all times during the term of this Contract appropriate levels of insurance applicable to its activities under this Contract. Sponsor acknowledges that CLA does not maintain insurance covering Sponsor's property, and that it is the sole responsibility of Sponsor to maintain appropriate insurance covering losses by Sponsor relative to its property.
- iv) In no event shall either party be liable for indirect, incidental, consequential, special or exemplary damages such as, but not limited to, loss of revenue or anticipated profits or lost business, whether in an action in contract or tort even if the other party has been advised of the possibility of such damages.
- v) CLA MAKES NO REPRESENTATIONS OR WARRANTIES, AND SPECIFICALLY DISCLAIMS ANY REPRESENTATIONS OR WARRANTIES, EXPRESS, IMPLIED, OR STATUTORY, INCLUDING (WITHOUT LIMITATION) ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NONINFRINGEMENT OF THIRD PARTY RIGHTS AND IMPLIED WARRANTIES ARISING FROM COURSE OF DEALING OR A COURSE OF PERFORMANCE. WITHOUT LIMITING THE FOREGOING, SPONSOR ACKNOWLEDGES THAT THE CLA EVENT WEBSITE IS OPERATED ON AN "AS IS" BASIS, CLA MAKES NO WARRANTY THAT ITS SITE WILL BE ERROR-FREE OR THAT ACCESS THERETO WILL BE UNINTERRUPTED.
- vi) Sponsor shall comply with all Federal, state and local laws and CLA has no responsibility for Sponsor compliance with applicable laws.
- vii) It is not the intention of Sponsor or CLA that the parties exchange any confidential information during the term of this Contract. However, should either party decide to share such information in its performance of this Contract, it shall so notify the other party, and if such party has no objection to receiving the information, the following terms will apply:
- a. The parties agree that, during and after the term of this Agreement, neither party shall, directly or indirectly, without the express written consent of the non-disclosing party, divulge, use, sell, exchange, furnish, give away, or transfer in any way any Confidential Information (as hereinafter defined) of the other party. The parties acknowledge that any Confidential Information that has been disclosed to the Non-Disclosing Party by the Disclosing Party (both terms as hereinafter defined) has been disclosed solely for the performance of its duties hereunder. The parties agree that all Confidential Information is the exclusive property of the Disclosing Party. If either party is served with any form of process to obtain any Confidential Information, the party served shall, to the extent permitted by applicable law, immediately notify the other party who shall, in addition to the efforts of the party served, if any, have the right to seek to quash such process.
- b. The term "Confidential Information" shall include, without limitation, information disclosed or provided by one party (the "Disclosing Party") to the other party (the "Non-Disclosing Party") which that Disclosing Party has designated as confidential; the names, addresses, and telephone numbers of all customers and members, and any other personally identifiable information or any other information relating to any customers and members, and all lists or other records containing any such information; and all financial, technical, business, credit, all financial and business information relating to either party, including without limitation, all market analyses and market expansion plans, all revenue and profit analyses and projections and all commission structures and statements; all technical information relating to either party, including, without limitation, all implemented or planned product and service improvements or changes; and all other information relating to the operations of either party which was disclosed or provided to the other Non-Disclosing Party or became known to the Non-Disclosing Party through its relationship with the

Disclosing Party; and all other information known about the Disclosing Party by the Non-Disclosing Party not generally known to the public. The confidentiality provisions under this section shall survive the termination or expiration of this Agreement.

- viii) This Contract and the rights granted to Sponsor hereunder are non-exclusive and, among other things, CLA reserves the absolute right to enter into similar agreements with third parties related to additional sponsorship opportunities for the Event.
- ix) This Contract shall be governed by, construed and enforced according to the laws of Illinois (excluding its choice of law rules). The parties hereby agree to submit themselves to the personal jurisdiction of the courts of Illinois, which shall be the exclusive venue for any disputes relating to this Contract.
- x) CLA shall have full power in the interpretation and enforcement of the terms and conditions contained in this Contract, and the power to make, from time to time, such reasonable amendments thereto and to set such further terms and conditions as it shall consider necessary for the proper conduct of the Event, provided, such new terms and conditions do not materially alter or diminish the contractual rights of Sponsor. The failure of CLA to enforce a term or condition of this Contract in one instance shall not be construed to limit CLA's right to enforce the term or condition in any other instance. Neither shall it be construed to affect a waiver of any other term or condition of this Contract.
- xi) Sponsor shall not assign or delegate Sponsor's rights or obligations under this Contract without CLA's prior written consent.
- xii) This Contract may be amended or modified at any time by a writing executed by both of the parties hereto.
- xiii) All provisions of this Contract are severable. If any provision or portion hereof is determined to be unenforceable in arbitration or by a court of competent jurisdiction, then the remaining portion of the agreement shall remain in full force and effect.
- xiv) All rights and remedies herein are cumulative and in addition to any and all other rights and remedies available at law or in equity.
- xv) The representations, warranties, limitation of liability, confidentiality, accrued payment obligations, and indemnities set forth in this Contract shall survive the expiration or other termination hereof.
- xvi) This Contract constitutes the sole agreement of the parties with respect to the subject matter hereof and supersedes all previous written and oral agreements and understandings between the parties with respect to such subject matter. This Contract may be executed in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.