

Brand Licensing Agreement

Date: [Insert Date]

To: [Sponsor Company Name]

Address: [Sponsor Company Address]

Subject: Brand Licensing Agreement for Event Sponsorship

Dear [Recipient's Name],

We are pleased to present this Brand Licensing Agreement for the upcoming [Event Name], scheduled to take place on [Event Date] at [Event Location]. This agreement outlines the terms of your sponsorship and the use of our brand during the event.

1. Parties

This agreement is made between [Your Company Name], herein referred to as "Licensor," and [Sponsor Company Name], herein referred to as "Licensee."

2. Grant of License

The Licensor grants the Licensee a non-exclusive, non-transferable license to use the Licensor's brand/logo in connection with the event as specified in this agreement.

3. Sponsorship Rights

The Licensee shall receive the following sponsorship benefits:

- Brand visibility at the event
- Inclusion in promotional materials
- Social media mentions

4. Compensation

The Licensee agrees to provide the Licensor with a sponsorship fee of [Insert Amount] payable by [Payment Date].

5. Term

This agreement shall commence on the date signed and shall continue until the conclusion of the event.

6. Governing Law

This agreement shall be governed by and construed in accordance with the laws of [State/Country].

We look forward to a successful partnership for [Event Name]. Please sign below to accept the terms of this agreement.

Sincerely,

[Your Name]
[Your Position]
[Your Company Name]

Agreed and Accepted by:

[Recipient Name]
[Recipient Position]
[Sponsor Company Name]

Signature: _____

Date: _____