Sponsorship

MCA 2027 Gala Sponsorship Application

April 10, 2027
Hilton Minneapolis/Bloomington

	☐ Community $ 1,000	☐ Social Hour $ 1,000	☐ Table $ 1,200	☐ Supporting $ 1,700	☐ Featured $ 3,000	☐ Diamond $ 5,000
Opportunity to provide auction and event bag items	✓	✓	✓	✓	✓	✓
Gala ticket discount: 20% up to 6	✓	✓	✓	✓	✓	✓
Full table: 10 Tickets and Table Sign			✓	✓	✓	✓
Recognition on MCA Gala Itinerary				✓	✓	✓
Recognition on MCA Social Media				1	2	3
Recognition in MCA InTouch Newsletter					1	2
Exclusive: One Sponsorship Available					✓	✓
Recognition on Event Signage					✓	✓
Recognition on Event Page and Promotion E-mails					✓	✓
Speaking time during MCA Gala (up to 5 minutes)						✓

Sponsor student attendees: $69 each _____

Company: _____
(Please type exactly as the name should appear in recognition.)

The undersigned are authorized to submit this Application and hereby agree to the attached terms and conditions on behalf of the company. Payment is due within 30 days of this agreement.

_____ _____
Company Name | Primary Contact Name/Title

_____ _____ _____
E-mail | Phone | Website

_____ _____ _____
Type of Ownership | Parent Company (if applicable) | Years in Business

_____ _____ _____ _____
Address | City | State | Zip

_____
Product or Service Description

_____ _____ _____
Signature | Name/Title – Printed | Date

Send completed form to: dmillard@acatoday.org.

General Terms and Conditions

As an MCA SPONSOR, COMPANY will receive benefits as outlined above. Sponsorship with MCA is not to be construed as a partnership as defined under the Uniform Partnership Act. The term "partnership" if used in reference to the sponsorship means a cooperative effort aimed at achieving common goals. MCA will use COMPANY name and logo to recognize COMPANY on its website and in its other materials. COMPANY authorizes MCA to use the COMPANY name, logo and trademark for the purposes identified under this Agreement in accordance with COMPANY's brand guidelines. MCA acknowledges that it acquires no right, ownership, or interest in or to any of the COMPANY logos, names, trademarks or other intellectual property of the COMPANY. MCA acknowledges that upon termination of this Agreement, it will immediately cease use of COMPANY intellectual property.

Eligibility. MCA sponsors are subject to approval by the Minnesota Chiropractic Association (MCA) at its sole discretion.

Exclusion. MCA reserves the right at any time to reject or limit an MCA SPONSOR if MCA determines (i) any items or materials proposed by the Sponsor do not meet standards expected; (ii) materials are objectionable for any reason; or (iii) materials detract from or are not in keeping with the character of the conference as a whole. Without limiting the generality of the foregoing, in addition to the rights specified above, MCA reserves the right, in its sole discretion, to terminate a sponsor if it deems necessary upon notice and refund a prorated amount to COMPANY.

Member Information. Company shall keep confidential the names and addresses of MCA members.

This Agreement is non-exclusive. MCA reserves the right to enter into agreements with other companies at MCA's sole discretion.

Payment. COMPANY shall pay MCA the sponsorship fee due and payable within 30 days of the Effective Date of this agreement.

Rights. COMPANY recognizes MCA's exclusive rights to MCA Property and COMPANY will at no time assert any rights with respect to the MCA Property other than those granted in this Agreement. MCA recognizes COMPANY's exclusive rights to the COMPANY logos, trade names, or trademarks, and MCA will at no time assert any rights with respect to the COMPANY logos, trade names, trademarks other than those granted in this Agreement.

Warranty. Each party is responsible for any and all legal liability arising out of or related to any content accessed through its website or products (except that neither party shall be liable for any content which is accessed through links in its website to the other party's website).

Jurisdiction. This Agreement shall be interpreted, and its validity and effect determined under the laws and in the courts of the State of Minnesota.

Indemnification. COMPANY shall defend, indemnify and hold harmless MCA, its affiliates, officers, directors, employees, and agents, from and against any and all claims, damages, losses, expenses (including reasonable attorneys' fees), demands, actions, and causes of actions, arising from any person's use of the services or products of COMPANY or in any other manner arising out of or relating to this Agreement. COMPANY shall have the option to defend or otherwise handle any claim which is brought against either Party and which qualifies for indemnification under this paragraph. This provision shall survive any termination of this Agreement.

Endorsement. MCA sponsorship does not constitute expressed or implied MCA endorsement of any product or service.

Confidentiality. The terms of this Agreement are confidential and shall not be disclosed to any third party without the prior written consent of the other party; provided, however, that either party is authorized to disclose the terms of this Agreement to

its advisers, consultants or agents who are likewise bound by confidentiality obligations similar to those contained herein, or as may be required by applicable law or regulatory authorities. This provision shall survive any termination of this Agreement.

All the grants and provisions hereof shall bind and extend to the benefits of the parties hereto and to their respective successors-in-interest.

Notices. Any notice to be given pursuant to this Agreement shall be made in writing and either personally delivered or mailed by certified mail, postage prepaid, or by nationally recognized overnight courier.

Relationship of Parties. Nothing contained in this Agreement shall be construed as creating a joint venture, partnership or employment arrangement between the parties hereto, nor shall either party have the right, power, or authority to create any obligation or duty, expressed or implied, on behalf of the other party thereto.

Reinstatement. MCA retains the right to reinstate this Agreement if the Agreement is terminated for reason of nonpayment at its sole discretion.

Event Sponsorship Terms and Conditions

COMPANY agrees to sponsor the event scheduled to be held on the dates stated above. Sponsorship is not confirmed until payment is received in full.

COMPANY will be included in promotional materials for the event as outlined above. COMPANY hereby grants MCA a limited license to use COMPANY's trade name, trademarks, and service marks for the purpose of promoting COMPANY's sponsorship of the event.

A sponsorship of MCA's event does not imply endorsement by MCA of COMPANY or COMPANY's products.

MCA reserves the right at any time to reject or limit COMPANY if MCA determines (i) any items or materials proposed by COMPANY to be distributed or displayed at the Event ("Sponsor Materials") do not meet standards expected; (ii) the Sponsor Materials are objectionable for any reason; or (iii) the Sponsor Materials detract from or are not in keeping with the character of the Event as a whole; MCA will remove any souvenirs, samples, or other handouts of Sponsor Materials which have not been approved by MCA; eject from the event any person or persons who, in the sole judgment of MCA, are conducting themselves in an objectionable manner; and/or enforce any other term or condition expressed herein.

Without limiting the generality of the foregoing, in addition to the rights specified above, MCA reserves the right to terminate a sponsorship if it deems necessary.

COMPANY agrees to receive third-party marketing communications from vendors associated with Event.

Safety Regulations: The use or storage of flammable liquids, gases, or solids will not be permitted. Only a safety film can be used. Video presentation must be arranged so that aisles are not blocked. Sponsor must adhere to all municipal and state laws, rules and regulations. No combustible decorations are allowed, and other material must comply with fire department regulations.

Insurance: Sponsor will maintain insurance sufficient to cover any claims or liabilities which may reasonably arise out of or relate to its obligations under this Agreement and will provide evidence of such insurance upon request.

Liability: Sponsor's liability shall include all losses, costs, damages or expenses arising from or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Sponsor, its agents, employees, and business invitees which arise from or out of the Sponsor's occupancy and use of the exhibition premises, the Venue or any part thereof.

Food and Beverage: If you plan on distributing food and/or beverage, you must receive prior approval from MCA, and any additional fees that are levied by the Venue will be your sole responsibility. Please contact MCA prior to the event to determine the cost associated for your consumable give away.

Amendment of Rules: Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of MCA and the Venue. These rules and regulations may be amended at any time by MCA and the Venue. All amendments shall be binding on Sponsors.

Cancellation and Refunds: In the event the COMPANY cancels its sponsorship or sponsored item, and sends written cancellation notice on or before, January 1, 2027, the Sponsor will be refunded the Sponsor registration fee less a 50% nonrefundable fee. Cancellations received after January 1, 2027 will forfeit the entire fee.

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