



2008 SPORTSMEN'S OUTDOOR STRATEGIES, LLC. **SPONSORSHIP AGREEMENT**

This agreement entered into this ____ day of _____, **2008**, between _____
(here in after sponsor), and SPORTSMEN'S OUTDOOR STRATEGIES for a ____ week sponsorship.

In consideration of the sum of \$_____ to be paid by Sponsor to SPORTSMEN'S OUTDOOR STRATEGIES, the Sponsor and SPORTSMEN'S OUTDOOR STRATEGIES agree as follows:

1. SPORTSMEN'S OUTDOOR STRATEGIES will produce a total of 13 1st run hunting, fishing, and outdoor sports programs and will telecast 26 programs (including re-runs) under the names of "SPORTSMEN'S OUTDOOR STRATEGIES".
2. The programs will be telecast on **Versus, The Sportsman Channel, Fox Sports South, Fox Sports North, Lone Star Network, and The Faith Channel** during the **3rd & 4th quarters** of 2008. Additional station(s) may be added at the discretion of SPORTSMEN'S OUTDOOR STRATEGIES at no additional cost to the sponsor for the 2008 sponsorship, i.e.-regional and local networks such as WGCB, WBG, WTAJ, WOLF etc.
3. Each program will be a minimum of one-half hour length (standard 28:30).
4. Payments will be made by the Sponsor as follows:
 - a. A payment of \$_____ will be paid to SPORTSMEN'S OUTDOOR STRATEGIES, LLC. upon execution of this agreement.
 - b. A second payment of \$_____ is due June 1, 2008.
5. Sponsor will be entitled to have product(s) featured on SPORTSMEN'S OUTDOOR STRATEGIES during the televised programs.
 - a. Sponsor's trade name, logo and/or trademark is listed in the intros & credits for each program sponsored and shall be in print size no smaller than that of any other sponsors.
 - b. Sponsor's products will be shown being used in the field during applicable features. Comments about said products will be made with taste within the flow of production.
 - c. 1 @ 30 second commercial(s) for 26 week(s) sponsorship to be aired on Versus, The Sportsman Channel, Fox Sports South, Lone Star Network and The Faith Channel plus local and regional networks.
 - d. In lieu of a full financial sponsorship, \$_____ (Mfg. cost) of product will be provided by sponsor for use of filming and becomes property of SPORTSMEN'S OUTDOOR STRATEGIES
*Product to be determined through consultation of the Sponsor's marketing team and SPORTSMEN'S OUTDOOR STRATEGIES in order to choose product suitable and pertinent to the program to be filmed.
6. Sponsor's trade name, logo and/or trademark will be included in all advertisements for SPORTSMEN'S OUTDOOR STRATEGIES in any publications.

(Continued... Page 2)

7. SPORTSMEN'S OUTDOOR STRATEGIES agrees to make available, host Bob Walker or Paul Butski to sponsor two commercial appearances of Sponsor's products at the Sponsor's written request.*

* Sponsor agrees to pay travel expenses for Bob Walker or Paul Butski incurred in performing this promotional appearance.

8. SPORTSMEN'S OUTDOOR STRATEGIES agrees to provide a copy of the completed production of the program the sponsor is featured on to allow the Sponsor to use this completed production to promote the Sponsor's products upon written request. Copies of other shows available upon request.

9. If **SPORTSMEN'S OUTDOOR STRATEGIES** fails to have the programs telecast on the stations previously stated, then **SPORTSMEN'S OUTDOOR STRATEGIES** agrees, at sponsor's sole option, to either (a) refund all monies paid by sponsor for said non-broadcast commercials; or (b) to arrange substitution on other equivalent channels. Substitutions shall be made with the concurrence of Sponsor.

10. **SPORTSMEN'S OUTDOOR STRATEGIES** warrants and guarantees that it will not violate any laws, orders, or regulations, either federal or state, in performance of its duties under this agreement, and that **SPORTSMEN'S OUTDOOR STRATEGIES** shall not violate the rights, legal or equitable, of any third party. **SPORTSMEN'S OUTDOOR STRATEGIES** agrees to defend and indemnify Sponsor for any claim or cause of action brought against Sponsor arising out of **SPORTSMEN'S OUTDOOR STRATEGIES** actions in performance of this agreement.

11. **SPORTSMEN'S OUTDOOR STRATEGIES** agrees that the use of the Sponsor's trademarks and trade names by **SPORTSMEN'S OUTDOOR STRATEGIES** is a limited use only for the purpose of allowing **SPORTSMEN'S OUTDOOR STRATEGIES** to complete the duties under this agreement. No assignment or license of Sponsor's trade names or trademarks shall be made or implied other than those stated herein.

12. Sponsor agrees that **SPORTSMEN'S OUTDOOR STRATEGIES** is an independent contractor. **SPORTSMEN'S OUTDOOR STRATEGIES** or its employees shall NOT be considered employees, agents, or servants of the Sponsor.

13. **SPORTSMEN'S OUTDOOR STRATEGIES** assumes the obligations to pay any sales, service, or entertainment tax that is levied by any government on the sums paid to **SPORTSMEN'S OUTDOOR STRATEGIES** under the terms of this agreement.

14. This agreement is not assignable, in whole or in part, by **SPORTSMEN'S OUTDOOR STRATEGIES** or by the sponsor.

15. Proof of telecast of **SPORTSMEN'S OUTDOOR STRATEGIES** is available upon written request.

16. Termination: This agreement may be terminated by either party upon failure and/or refusal of the other party to observe any material terms and conditions set forth herein by giving 30 day written notice.

BY: _____ (SPONSOR) _____(DATE)

_____ (Name)

_____ (Title)

BY: **SPORTSMEN'S OUTDOOR STRATEGIES**

_____ (ROBERT WALKER) _____ (DATE)

(EXECUTIVE PRODUCER)