

# NOLA CIGAR FESTIVAL

## 2027 OFFICIAL VIP SPONSOR PARTNER AGREEMENT

This Official Swag Partner Agreement (“Agreement”) is between **NOLA Cigar Festival (“NCF”)** and the undersigned company or organization (“Swag Partner”) for the **6th Annual NOLA Cigar Festival, April 15–17, 2027, in New Orleans, Louisiana.**

The **Official VIP Sponsor Partner Program** provides approved brands an opportunity to contribute products, merchandise, samples, or promotional items (“Products”) for Festival swag bags and/or other approved gifting opportunities. This is an **in-kind partnership and is separate from NCF’s paid sponsorship and vendor programs.**

### 1. SWAG PARTNER INFORMATION

**Company/Brand:** \_\_\_\_\_

**Contact Name/Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website/Social Media:** \_\_\_\_\_

### 2. PRODUCT CONTRIBUTION

VIP Sponsor Partner agrees to provide:

**Product(s):** \_\_\_\_\_

**Quantity:** \_\_\_\_\_

**Approx. Retail Value per Item:** \$ \_\_\_\_\_

**Approx. Total Retail Value:** \$ \_\_\_\_\_

**Delivery Deadline:** \_\_\_\_\_

**Delivery Location:** \_\_\_\_\_

All Products are subject to NCF approval. Unless otherwise agreed in writing, VIP Sponsor Partner is responsible for all production, packaging, shipping, and delivery costs. Products received after the deadline are not guaranteed inclusion.

NCF may decline Products that are unlawful, unsafe, damaged, expired, inappropriate, or inconsistent with Festival standards.

### 3. OFFICIAL VIP SPONSOR PARTNER BENEFITS

Upon acceptance and fulfillment of the agreed contribution, VIP Sponsor Partner will be recognized as a:

#### 2027 NOLA CIGAR FESTIVAL OFFICIAL VIP PARTNER

Benefits may include:

- Placement of approved Products in designated Festival swag bags and/or gifting opportunities.
- Official Swag Partner recognition.
- Brand name and/or logo recognition on designated NCF digital or promotional materials.
- Potential social media recognition or inclusion in Official Swag Partner announcements.
- Permission to identify the company as an **“Official VIP Sponsor Partner of the 2027 NOLA Cigar Festival,”** subject to NCF brand guidelines.

NCF retains creative control over placement, design, timing, frequency, and presentation of Partner recognition.

### 4. PARTNERSHIP LIMITATIONS

Official Swag Partner status **does not constitute a paid Festival sponsorship** and does not automatically include:

- Festival tickets, passes, or VIP access.
- Vendor booth or selling space.
- Sponsor lounges or restricted access.
- Category or product exclusivity.
- Event naming rights or on-site signage.
- Guaranteed social media posts or marketing impressions.
- Attendee information or contact lists.
- Benefits included in NCF paid sponsorship packages.

Swag Partner may not represent itself as a Title, Presenting, VIP, Event, Exclusive, or other paid NCF Sponsor unless separately authorized in writing.

Additional sponsorship, Vendor participation, or Festival benefits require a separate written agreement.

### 5. PRODUCT DISTRIBUTION & COMPLIANCE

NCF will make reasonable efforts to distribute approved Products through the gifting opportunity for which they were accepted; however, distribution to every attendee is not guaranteed and may depend on quantity, attendance, ticket type, venue requirements, and Festival logistics.

Unless otherwise agreed, unused Products may be used for other NCF gifting, giveaways, promotions, or Festival-related purposes.

Swag Partner represents that all Products are authentic, safe, properly labeled, legally compliant, and suitable for distribution. Swag Partner remains responsible for applicable warnings, ingredients, allergens, age restrictions, licenses, intellectual property rights, and federal, state, and local regulatory requirements.

**Tobacco, cigar, nicotine, alcohol, or other age-restricted Products require advance NCF approval and must comply with all applicable laws and Festival age-verification requirements.**

NCF's acceptance of a Product does not constitute certification of its regulatory compliance.

## **6. BRANDING & INTELLECTUAL PROPERTY**

Swag Partner grants NCF a limited right to use its approved name, logo, trademarks, and Product images to promote or recognize the Official Swag Partner relationship.

NCF retains ownership of its name, logos, event names, artwork, and other intellectual property. Swag Partner may use NCF branding only as approved and solely in connection with this partnership.

Neither party obtains ownership of the other party's intellectual property.

## **7. CONFIDENTIALITY & NON-DISCLOSURE**

VIP Sponsor Partner may receive confidential or non-public NCF information, including Sponsor/Vendor information, pricing, financial or ticket information, marketing strategy, internal communications, contracts, unreleased announcements, business plans, or future Festival concepts.

VIP Sponsor Partner agrees not to disclose, copy, screenshot, publish, distribute, forward, sell, or otherwise share confidential NCF information with unauthorized persons and will use such information only for authorized Festival purposes.

These obligations survive expiration or termination of this Agreement. Information that becomes publicly available through no unauthorized action of VIP Sponsor Partner is not considered confidential. Nothing herein prohibits legally required disclosures or protected reporting.

## **8. LIABILITY, CANCELLATION & TERMINATION**

VIP Sponsor Partner remains responsible for the safety, legality, labeling, quality, and performance of its Products and, to the fullest extent permitted by law, agrees to indemnify and hold harmless NCF and its representatives from claims or liabilities arising from the Products, Swag Partner's negligence, breach of this Agreement, or violation of law.

NCF does not guarantee sales, impressions, engagement, media exposure, or other business results.

NCF may modify, postpone, relocate, or cancel Festival activities due to circumstances reasonably beyond its control.

NCF may terminate Official VIP Sponsor Partner status for failure to provide the agreed contribution, material breach, unsafe or unlawful Products, unauthorized use of NCF branding, misrepresentation of sponsorship status, or conduct materially harmful to NCF.

Upon termination, VIP Sponsor Partner must discontinue use of the Official VIP Sponsor Partner designation and NCF branding.

## 9. GOVERNING LAW & AGREEMENT

This Agreement is governed by the laws of the **State of Louisiana** and represents the parties' understanding regarding the 2027 Official VIP Sponsor Partner relationship. Material changes must be agreed to in writing.

By signing below, VIP Sponsor Partner acknowledges that participation is an **in-kind product partnership**, understands the benefits and limitations described above, and agrees to comply with this Agreement.

---

## OFFICIAL VIP SPONSOR PARTNER

**Company/Brand:** \_\_\_\_\_

**Authorized Representative:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

---

# NOLA CIGAR FESTIVAL

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

