

ATTACHMENT A
SPONSORSHIP POLICY

STANDARD SPONSORSHIP TERMS AND CONDITIONS

1. Subject to UW Policies. This Agreement, and any Acknowledgment of Sponsorship or marketing and promotional activities of Sponsor that relate the Sponsorship, is subject to all applicable University policies, including the "UW- Madison Sponsorship Policy.”
2. No Rights to UW Trademarks. This Agreement does not provide Sponsor with any rights to use names, trademarks or logos of the University. Approval for use of University names, trademarks, and logos must be separately obtained from the University Office of Trademark Licensing, and approval may not be granted or may be conditioned upon a separate licensing agreement.
3. Liability. Sponsor agrees to protect, indemnify and hold harmless the University, its officers, employees, agents and students, from any and all liability, including claims, demands, losses, costs, damages and expenses of every kind and description or damages to persons or property arising out of or in connection with or occurring during the course of this agreement. In turn, University agrees to hold harmless Sponsor, its officers, employees, and agents from any and all liability, including claims, demands, losses, costs, damages and expenses of every kind and description or damages to persons or property arising out of the negligent act or omission of an employee, officer or agent of the University while acting within the scope of employment as provided by ss. 893.82 and 895.46(1), Wisconsin Statutes.
4. No Endorsement. This Agreement shall not be construed or represented as an endorsement by University of Sponsor or Sponsor's goods or services.
5. No Partnership or Joint Venture. This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture between the parties, and the parties shall be treated as independent contractors in all respects.
6. No Assignment. This Agreement is specific to the parties, and may not be assigned or sublicensed by Sponsor without the prior written permission of University.
7. Controlling Law/Jurisdiction for Disputes. This Agreement shall be construed under the laws of the State of Wisconsin, and jurisdiction for any disputes under this Agreement shall be in Dane County, Wisconsin.
8. Sponsor agrees to notify University at the time of sponsorship payment if it intends to claim a charitable contribution deduction on account of a sponsorship payment, so the University can prepare the appropriate gift receipt.

Name:

Company/Organization:

Name:

UW-Madison Department/Unit: