



HALL COUNTY PARKS & LEISURE SPONSORSHIP AGREEMENT

This Sponsorship Agreement ("Agreement") is made and entered into this 28 day of August, 2025, by and between:

Hall County Parks & Leisure (HCPLS), a department of Hall County Government ("County") and Northeast Georgia Health System (NGHS), a Georgia-based health care organization ("Sponsor").

1. Purpose

This Agreement outlines the terms and conditions under which the Sponsor will support select Hall County Parks & Leisure events and programs. The goals of this partnership are to promote community wellness, increase public health awareness, and encourage meaningful use of Hall County's parks as spaces for recreation, connection, and community engagement.

In exchange for this support, HCPLS agrees to provide the Sponsor with marketing exposure, promotional opportunities, and public recognition as a valued community partner.

2. Term

The Agreement shall commence on September 1, 2025, and continue through August 30, 2026, unless terminated earlier pursuant to the provisions herein. Sponsor and County agree that the parties, by mutual written agreement, may cause the Agreement to be renewed for an additional one (1) year term ("renewal term") provided the parties agree upon the renewal prior to the expiration of the original term. The Agreement may be renewed by mutual written agreement a maximum of four (4) times. The Agreement shall not exceed five (5) years in total including any renewal terms.

3. Renewal & First Right of Refusal

Sponsor shall have the first right of refusal to renew this agreement for an additional one-year term. A review will be conducted in April of each year of the agreement to assess mutual interest in renewal and any modifications to the scope or benefits.



4. Sponsorship Value

Sponsor agrees to contribute a total of Twenty Thousand Dollars (\$20,000) to Hall County Parks & Leisure for each year of the sponsorship term.

Payment will be made within 30 days of execution of this agreement, payable to Hall County Board of Commissioners.

5. Sponsorship Benefits

In return for this contribution, the County agrees to provide the following promotional and recognition benefits:

- Event Marketing & Logo Placement
 - Logo placement on Hall County event webpages
 - Sponsor logo included in quarterly Parks & Leisure e-newsletter as it pertains to the events and programs listed in the next section.
 - Sponsor's logo will be displayed on all marketing materials (digital and print) for the following events.
 - River Forks Explorer Day - July 2026
 - Spring and Fall 2026 Youth Baseball/Softball registration
 - Winter 2025 Youth Basketball registration
 - Glow-in-the-Dark Easter Egg Hunt - 2026
 - Community Christmas Market - 2025
- Social & Digital Promotion
 - Sponsorship recognition will include digital marketing campaigns anticipated to reach a broad segment of the community each event season, with performance data shared as available or upon sponsor requests.
 - Sponsorship recognition will include event-dedicated social media posts to promote sponsored events, and organic impressions will be tracked and reported as available or upon sponsor request.



- Sponsorship recognition will be included in relevant event-related communications, which may include social media posts, post-event recaps, e-newsletter mentions, and community storytelling tied to the events mentioned in section four.
- Onsite Visibility
 - Signage at select events, provided by Sponsor or printed by County with Sponsor approval
- Brand Messaging Partnership
 - For each sponsored event, Sponsor may provide a brief, event-related health message and corresponding link for inclusion in select marketing materials. Messages should align with the Sponsor's outreach priorities, relate naturally to the event setting, and include a clear call to action that resonates with the community. Final placement and formatting will be determined by Hall County Parks & Leisure Services.
 - Use of tagline: "Official Healthcare Partner of Hall County Parks"
- Industry Exclusivity
 - The Sponsor will be the exclusive hospital sponsor at any sponsorship level. No logos or mentions of other hospitals or health systems (i.e. Northside, Piedmont, Emory, WellStar, etc.) shall appear in any of the County's athletic venues, collaterals, etc.
 - During the one-year period of the sponsorship contract, the County, out of professional courtesy, will agree to notify and to discuss other medical sponsorships that have contacted the County regarding being considered as a future sponsor prior to signing an agreement with that potential sponsor.

6. Sponsor Obligations

- Provide a high-resolution logo and brand guidelines within 10 business days of Agreement signing.
- Coordinate health messaging content with Hall County Parks Director, or designee, in a timely manner, based on event timelines.



7. Use of Logos & Branding

Each party grants the other non-exclusive, non-transferable, royalty-free permission to use its logo or brand assets solely in connection with the sponsorship and outlined marketing efforts. All usage must follow the brand guidelines provided.

8. Termination

Either party may terminate this Agreement with 30 days' written notice. In the event of termination by the County, a prorated refund may be provided based on unused marketing exposure. If terminated by the Sponsor, no refund will be issued unless agreed upon in writing.

9. Indemnification

Sponsor agrees to indemnify and hold harmless Hall County Government, its departments, officials, employees, and volunteers from any and all claims, liabilities, or damages arising out of the Sponsor's negligence or misuse of branding rights.

10. Miscellaneous

- This Agreement constitutes the entire understanding between the parties.
- No modification shall be binding unless in writing and signed by both parties.
- This Agreement shall be governed by the laws of the State of Georgia.

IN WITNESS WHEREOF, the parties hereto have executed this Sponsorship Agreement as of the date first above written.

For Hall County Government

By: _____

Name: David Gibbs

Title: Chairman, Board of Commissioners

Date: _____



For Northeast Georgia Hospital System

By: Paige Yingst

Name: Paige Yingst

Title: PR Specialist

Date: 8/7/2025