



# IAAPA NORTH AMERICA **SUMMIT 2027** Frisco, Texas

April 18 - 20

## **SPONSORSHIP AGREEMENT**



IAAPA NORTH AMERICA  
**SUMMIT 2027**  
Frisco, Texas  
**APRIL 18 - 20**

## MAXIMIZE YOUR IMPACT

Join IAAPA North America this April in Frisco, Texas, for a premier leadership event bringing together senior attraction professionals for insightful education, meaningful connections, and conversations that shape the future of the industry.

Sponsorship opportunities are now available, offering your organization a unique opportunity to align your brand with leadership and build lasting relationships with influential decision-makers from across North America.

### CONNECT WITH INDUSTRY LEADERS

Connect with decision-makers and leaders representing theme parks, water parks, zoos, museums, family entertainment centers, and more.

### POSITION YOUR BRAND AMONG INDUSTRY LEADERS

Align your organization with a high-level program designed to bring the industry's leaders together. Sponsorship provides high-impact visibility among an influential audience while reinforcing your company's commitment to advancing the attractions industry.

### DEVELOP STRATEGIC PARTNERSHIPS

Take the opportunity to connect with potential partners, suppliers, and collaborators who share your vision for pushing the boundaries of the attractions industry and establish relationships that will extend well past the event.

### ELEVATE YOUR INDUSTRY PRESENCE

Amplify your visibility, strengthen your brand recognition, and stand out from the competition. As a sponsor, your company becomes a part of the experience, positioning your brand alongside the conversations and leaders moving the industry forward.



## Book your room early and save on your stay.

### LOCATION:

**OMNI FRISCO AT THE STAR**  
11 Cowboys Way | Frisco, Texas 75034

### LOCK IN THE BEST RATE:

The booking deadline for discounted rooms is **March 26, 2027.**

**RATE: \$269.00 per night\***

*\*Rate is limited and based on availability. Valid only for a stay from April 16 - 21, 2027.*

**RESERVE YOUR ROOM TODAY**





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## SPONSORSHIP OPPORTUNITIES

### ☐ **Platinum Sponsorship: \$4,500**

Please rank your preference in order from 1-6 for Platinum Opportunities:

\_\_\_\_ Breakfasts    \_\_\_\_ EDUTours    \_\_\_\_ Keynote    \_\_\_\_ Lunches    \_\_\_\_ Registration    \_\_\_\_ Welcome Reception

**Add-on Options (Exclusive to Platinum Sponsors): \$2,000 each**

☐ Coffee Breaks    ☐ Hotel Key Cards    ☐ Lanyards

### ☐ **Gold Sponsorship: \$3,000**

### ☐ **Post Tour Add-on: \$1,500**

| PRE-EVENT SPONSOR BENEFITS                                                                       | Gold Sponsor | Platinum Sponsor |
|--------------------------------------------------------------------------------------------------|--------------|------------------|
| One (1) complimentary Summit registration                                                        | ✓            | ✓                |
| Logo recognition with company link on IAAPA.org                                                  | ✓            | ✓                |
| Use of "IAAPA North America Summit 2027 Sponsor" icon for your social media and email signatures | ✓            | ✓                |
| Logo recognition on an IAAPA North America marketing email promoting the event                   | ✓            | ✓                |
| Acknowledgment in IAAPA North America e-newsletter                                               | ✓            | ✓                |
| Social media recognition                                                                         | ✓            | ✓                |
| One (1) additional complimentary Summit registration when purchasing an add-on                   |              | ✓                |
| Logo recognition in the Know Before You Go email                                                 |              | ✓                |

| ON-SITE SPONSOR BENEFITS                                                                                                         | Gold Sponsor | Platinum Sponsor |
|----------------------------------------------------------------------------------------------------------------------------------|--------------|------------------|
| Logo recognition on digital and/or printed event signage                                                                         | ✓            | ✓                |
| Logo recognition on attendee badges                                                                                              | ✓            | ✓                |
| Recognition on Connect+, IAAPA's official mobile app                                                                             | ✓            | ✓                |
| Verbal recognition from IAAPA leadership during morning welcome session                                                          | ✓            | ✓                |
| Sizzle-reel video (30 seconds) at the event (with IAAPA's approval four weeks in advance)                                        |              | ✓                |
| Exclusive sponsorship of one special event or item (Breakfasts, Lunches, Welcome Reception, Registration, EDUTours, or Keynote ) |              | ✓                |
| Acknowledgment of your selected sponsorship in a Connect+ push notification                                                      |              | ✓                |

*\*Various deadlines apply for the fulfillment of ALL sponsor benefits listed above. For sponsor brochures/giveaways/videos, all must meet IAAPA's safety standards specifically as they relate to good taste and safe riding procedures (i.e., no images of riders with hands in the air). Logo recognition includes a single company logo. Dual or multi-logo branding is not permitted. Sponsor recognition begins after the deposit payment has been made. The event may include multiple sponsors, including those operating in similar or competing sectors. All sponsors must be IAAPA members.*

## Want to go bigger on branding?

Connect with our Sponsorship Team to explore custom experiences such as:

#### ► Room Drop: **\$5,000**

Place sponsor-provided branded materials or gifts in attendees' hotel rooms

#### ► Shuttle Bus: **\$6,000**

Put your brand front and center on attendee shuttle buses

#### ► Dallas Cowboy Cheerleaders Appearance: **\$20,000**

Add a special appearance at the closing reception



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## CONTACT DETAILS & PAYMENT

☐ **Platinum Sponsorship**  
**\$4,500**

☐ **Gold Sponsorship**  
**\$3,000**

☐ **Post Tour Add-on**  
**\$1,500**

Add-on Options (Exclusive to Platinum Sponsors): **\$2,000 each**

☐ Coffee Breaks ☐ Hotel Key Cards ☐ Lanyards

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Phone/Onsite Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Member ID#: \_\_\_\_\_

Company Website \_\_\_\_\_

*All sponsors must be IAAPA members*

## PAYMENT METHOD

☐ **CREDIT CARD:** IAAPA Team will provide a digital link.

☐ **CHECK ENCLOSED:**

in the amount of \$ \_\_\_\_\_ Check #: \_\_\_\_\_

**(Checks must be drawn from a U.S. bank)**

Please make checks payable to **IAAPA**

**Mail to:**

IAAPA, Attn: Sponsorship Team  
4155 West Taft Vineland Road  
Orlando, FL 32837 U.S.

☐ **ACH TRANSFER:** *(from U.S. accounts only)*

**ABA/Routing Number (Domestic U.S. only): 054001204**  
**Bank Account #: 0020-865-69662 (Payable to IAAPA)**  
Bank of America  
1501 Pennsylvania Avenue  
NW Washington, D.C. 20005

☐ **INVOICE US:** Full payment due with contract.

☐ **WIRE TRANSFER:** in the amount of (\$ \_\_\_\_\_ + \$25\*) = \$ \_\_\_\_\_

**(\*Please include a \$25 transaction fee for all wire transfers.)**

Please be sure to identify yourself with the name of the company and member ID.

**International Wire Transfer**

SWIFT Code: BOFAUS3N  
Bank Account #: 0020-866-30597  
(Payable to IAAPA)

**Domestic Wire Transfer (from U.S. accounts only)**

ABA/Routing Number: 026009593  
Bank Account #: 0020-866-30597  
(Payable to IAAPA)

# SPONSORSHIP TERMS & CONDITIONS

Signing this Agreement indicates firm commitment (noncancelable) of the above sponsorship(s) in accordance with the corresponding rate card fees.

**1. Defined Terms:** The term "Event" refers to the International Association of Amusement Parks and Attractions ("IAAPA") North America Summit in 2027 at Omni Frisco at the Star ("Event Facility"). The term "Agreement" refers to, collectively, the Sponsorship Program Order Form and these Terms and Conditions. The term "Sponsor" refers to, collectively, the entity or person that executes this Agreement to sponsor the Event and each of its officers, directors, shareholders, employees, contractors, agents, representatives, and/or assigns, as applicable.

**2. Compliance; No Endorsement** The parties agree that the activities contemplated by the Agreement have a specific and limited scope and are consistent with IAAPA's nonprofit status and tax exemption classification. Sponsor hereby agrees to be bound by this Agreement, the [IAAPA Show Policies](#), the [IAAPA Privacy Policy](#), and any additional rules, regulations, and policies as may be adopted and communicated by IAAPA or the Event Facility. Nothing in this Agreement should be construed to imply or convey IAAPA's approval, endorsement, certification, acceptance, or referral of any Sponsor product or service. No materials developed or intended for use in connection with a sponsorship will be distributed or otherwise used prior to IAAPA's advance review and approval. According to the sponsorship selected, IAAPA will provide appropriate acknowledgment and recognition of the sponsorship in accordance with applicable laws, rules, and regulations.

**3. Listings and Promotional Materials; Recording of Event:** Sponsor grants to IAAPA a worldwide, perpetual, non-exclusive license to use, display and reproduce the name, trade names and product names of the Sponsor in any directory (print, electronic or other media) listing the sponsoring companies and to use such names in IAAPA promotional materials. IAAPA shall not be liable for any errors in any listing or descriptions or for omitting the Sponsor from such a directory or other lists or materials. Sponsor represents and warrants it owns, or has right to use under a valid license, intellectual property to be used for Sponsor's promotion. Sponsor acknowledges that the Event may be photographed, recorded, and reproduced in any form (including digital formats) and hereby authorizes IAAPA and its designees to photograph, record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event. Sponsor hereby releases IAAPA and its designees from, and waives all claims it may have, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

**4. Liability, Indemnification, and Insurance:** Sponsor agrees to indemnify, defend, and hold harmless IAAPA, its officers, directors, employees, and agents, from and against any and all suits, claims, damages or losses, including reasonable attorneys' fees and costs, arising from the negligence, intentional misconduct, or breach of the Agreement by Sponsor or its officers, directors, employees, or agents. In no event will IAAPA be liable to Sponsor, whether in contract or tort, for any amount in excess of the sponsorship fees in relation to any damages, including lost profits, arising out of or relating to this Agreement, the IAAPA Event, the sponsorship, the conduct of IAAPA, any breach of the Agreement, or any other act, omission, or occurrence. In no event shall IAAPA be liable, whether in contract or tort, for any indirect, consequential, exemplary, punitive or special damages or awards (or any similar categories of damage in any jurisdiction). The parties shall each maintain appropriate and sufficient insurance to cover their obligations under the Agreement.

**5. Sponsor Content:** No logos, trademarks, media, advertising content, and/or other media, materials, or content developed or intended for use in connection with this Agreement ("Sponsor Content") may be distributed or otherwise used prior to IAAPA's advance review and approval. Sponsor Content must not be false, deceptive, misleading, illegal, harassing, discriminatory, disparaging, obscene, offensive, or otherwise objectionable, as determined by IAAPA in IAAPA's sole discretion. Sponsor Content including advertising content, if any, should be consistent with the industry's best practices in safety. Photos or illustrations cannot depict unsafe ride conditions or rider behavior (i.e. hands in air vs. holding on while riding). If advertisements or other Sponsor Content are submitted with aforementioned content, IAAPA can request new artwork, refuse artwork, or modify (within reason) the artwork. Please refer to [IAAPA.org](#) for industry safety tips.

**6. Representations and Warranties:** Sponsor represents and warrants that Sponsor (i) will fulfill its obligations under the Agreement in a professional, competent, and timely manner, (ii) has appropriate authority and/or permission to use the Sponsor Content and performance by Sponsor under the Agreement will not infringe any third party proprietary or personal rights (including, without limitation, trademark rights, copyrights, or privacy rights); and (iii) will not engage in any conduct that may harm or disparage IAAPA's business reputation (with any such determination to be made in IAAPA's reasonable discretion).

**7. Termination:** Sponsor acknowledges and agrees that IAAPA may terminate the Agreement at any time for any reason in its sole discretion. Upon termination of the Agreement by IAAPA, IAAPA will determine an equitable basis for the refund of a portion or all of the fees paid by Sponsor, after due consideration of expenditures and commitments already made.

**8. Cancellation:** All cancellations must be submitted in writing to IAAPA at: [Sponsorship@IAAPA.org](mailto:Sponsorship@IAAPA.org). In the event that Sponsor cancels the Agreement, 100% of the total sponsorship fees payable under the Agreement shall become immediately due and payable by Sponsor as liquidated damages. Upon receipt of cancellation notice from Sponsor, IAAPA shall have no further obligations to the Sponsor under the Agreement. If Sponsor fails to make any payment when due or otherwise breaches its obligations under this Agreement, IAAPA reserves the right to treat such breach as a cancellation by Sponsor subject to the liquidated damages set out above.

**9. Postponement:** IAAPA may postpone the Event, or decide to hold all or part of the Event virtually, for any reason, and Sponsor acknowledges and agrees that in such an event, the Agreement shall remain in full force and effect for the virtual Event or the new Event dates. The parties acknowledge and agree that IAAPA shall not be in breach of the Agreement by virtue of postponement of the Event, or the decision to hold all or any part of the Event virtually.

## 10. Data Protection:

**a.** For the purposes of this Agreement, the following terms shall have the following meanings:

**i.** "Privacy Legislation" means all laws and regulations, including (without limitation) the laws and regulations of the European Union, the European Economic Area and their member states, which are applicable to the processing of Personal Data under this Agreement, including (without limitation) the EU General Data Protection Regulation (2016/679) ("GDPR") the PRC Personal Information Protection Law ("PIPL") applicable to sponsors incorporated in China, etc.

**ii.** "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.

**b.** Both IAAPA and Sponsor acknowledge and agree that each party shall be a separate Data Controller in respect of the Personal Data received from the other party and processed in relation to this Agreement and each party shall be responsible for its compliance with the Privacy Legislation. Both parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation.

**c.** Should Sponsor transfer Personal Data to IAAPA, Sponsor represents, warrants and guarantees that

(i) the Personal Data has been collected in strict compliance with the Privacy Legislation; (ii) it has properly notified the Data Subjects concerned that their Personal Data may be transferred to third parties including IAAPA and any other information to be notified to the Data Subject(s) if so required by the applicable Privacy Legislation; and (iii) Sponsor has all necessary rights to transfer the Personal Data to IAAPA and such transfer of the Personal Data is and shall be in compliance with the applicable Privacy Legislation.

**d.** Sponsor agrees and acknowledges that any data other than Personal Data, which IAAPA has obtained from Sponsor, may be freely shared with and transferred to IAAPA and IAAPA's affiliates and any third party for commercial purposes unless Sponsor has specified to the contrary in writing stating what data may not be so shared or transferred.

**11. IP Enforcement:** If Sponsor is attending, or is allowing its materials to be distributed at, the Event, the relevant provisions of the [IAAPA IP Enforcement Policy](#) shall apply in the event of a dispute.

**12. Severability:** If any provision of the Agreement is held to be illegal, invalid, or unenforceable under the present or future laws, then such provision shall be fully severable, and the Agreement shall be construed and enforced as if such illegal, invalid, or unenforceable provision had never comprised a part of the Agreement and the remaining provisions of the Agreement shall remain in full force and effect and shall not be affected by the illegal, invalid, or unenforceable provision or by its severance from the Agreement.

**13. Disputes:** Sponsor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of the Agreement will be decided by binding arbitration. Specifically, all disputes between Sponsor and IAAPA shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration under its rules then in effect, or, for disputes arising outside of the United States, under the JAMS International Arbitration Rules and Procedures as then in effect. The arbitration shall be conducted in the Orlando, Florida, U.S. area, or at such other location as the parties mutually agree, before one arbitrator, to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred. It is the intention of the parties that all questions with respect to the construction and enforcement of the Agreement and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of the State of Florida, U.S.

**Please sign and email to [Sponsorship@IAAPA.org](mailto:Sponsorship@IAAPA.org).**

**I have read and agree to the terms as set forth above.**

COMPANY NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

**FOR MORE INFORMATION: [Sponsorship@IAAPA.org](mailto:Sponsorship@IAAPA.org)**