

# Calmar's Annual Lemonade Stand

# Sponsorship Package



The Town of Calmar is kicking off summer by  
hosting the

# 1st Annual Calmar Lemonade Stand Day!

In conjunction with the  
Calmar Resident Appreciation BBQ!

## Itinerary (Draft)

- Date: Saturday June 21, 2025  
Location: Enberg Park (Spray Park)  
4:30pm - BBQ & Lemonade stands open  
6:30pm - Games for the kids  
8:00pm - Lemonade Stand Awards & Door Prize Draws

We are going out to our business community to ask for one business to sponsor one child who will design, decorate and give away lemonade at their lemonade stand.

Each business will be paired with a Calmar Child to help cover the cost of supplies to make and give away the lemonade. The stand and its decorations will be up to the children (and their parents).

The idea behind this is to introduce our young entrepreneurs to our business community.

# How It Works:

- The sponsorship dollars will provide all the fixings needed to make some great lemonade.
- Town administration will purchase the supplies. (locally sourced, of course) and put together in a kit for each of the lemonade stands.
- The children can pick up their kits at the Town office on June 13, 2025.
- The number of Lemonade stands will be capped at 15, unless we have an overwhelming response for sponsorships.
- Each sponsor will be highlighted in social media, town website, emails to the parents of elementary school aged children, and posters that will be placed around town.
- On Lemonade Stand Day there will be a sign showing which business sponsored each stand.

## Each Kit Contains

- Lemonade mix (the perfect base for some yummy drinks)
- Ice bags
- Three Lemonade pitchers & a mixing spoon .
- Napkins
- Cups, lids & straws (serving lemonade in style!)

# Awards

Our Town Council will be our panel of judges! Some of the criteria that the stands and lemonade will be judged on is:

- Deliciousness
- Most colorful stand and so much more

**\*\*Every stand will get an award!\*\***

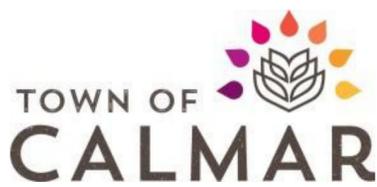
The prizes will be gift cards from kid friendly local businesses.

## How to Sponsor a Lemonade Stand

The cost of Sponsorship is \$175.00

1. Fill out and sign the enclosed contract.
2. Send the signed contract with payment to Sandra McIntosh at the Town Office  
smcintosh@calmar.ca or 780-985-3604
3. We will assign your business to a child's lemonade stand and let you know who you are sponsoring.

Any questions or concerns, please call Sandra at the Town Office at 780-985-3604



# Lemonade Stand Day Agreement

This Lemonade Stand Day Agreement known here after as the "Agreement" is executed on this date, [Date Contract issued](#), between The Town of Calmar, 4901 - 50 Avenue, Calmar, AB T0C-0V0, known here after as the "Leasee" and [Company name, address](#), known hereafter as the "Lessor".

## RECITALS

The Town of Calmar is providing the opportunity to partner with the Town on providing the ingredients and supplies to the Calmar resident children hosting the Lemonade Stands. The Lessor desires to sponsor one lemonade stand at Lemonade Stand Day, June 21, 2025. In consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows:

### 1. Leasee Obligations.

The Leasee shall provide the Lessor the benefits set out below, which is incorporated and hereby made a part of this Agreement.

### 2. Lessor Obligations(Example)

The Lessor shall pay to the Leasee a fee as set out below:

- a. Sponsorship of one Lemonade Stand at Lemonade Stand Day
  - i. One Sponsorship \$175.00
    1. To pay for supplies and ingredients for the Lemonade Stand.

The Sponsorship amount is payable to the Leasee is due on the date of the Agreement signing; [Date Contract signed](#).

### 3. Lessor Trademarks / Lessor Materials

3.1 Subject to the terms and conditions of this Agreement, the Lessor grants to the Leasee the right to use the Lessor's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to the Leasee by Lessor, in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the Lemonade Stand Day advertising and social media; and in accordance with Lessor's trademark usage guidelines.

### 4. Indemnity

4.1 The Leasee shall not be responsible for any loss of or damage to the property of the Lessor, its employees, agents, contractors or assigns nor for any personal injury to the Lessor's officers, directors, employees, agents, contractors and/or invitees.

4.2 The Lessor shall indemnify, defend, and hold the Lessee harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of the Lessor's trademarks and logos, and Lessor Materials.

4.3 The Lessor will give the Lessee prompt written notice of any claim or suit coming within the purview of these indemnities.

## 5 Limitation of Liability.

Except with respect to Section 8.3, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages.

## 6 Representations.

Each party hereby represents and warrants that it has the full power to enter into and perform according to the terms of this Agreement.

## 7 Term and Termination

7.1 Term. This agreement will be valid for the period of March 5, 2025 to June 22, 2025.

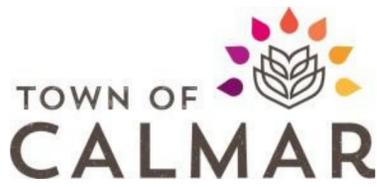
7.2 Termination by Lessee. The Lessee shall be entitled to cancel the Event and/or terminate this Agreement at any time for any reason. In the event the Lessee terminates this Agreement for any reason other than the Lessor's breach, the Lessee shall refund any fees received from the Lessor, return any materials, and equipment, hardware and/or software loaned by the Lessor for the Event.

7.3 Termination by Lessor; Effect of Termination. The Lessor may terminate this Agreement for breach by the Lessee after giving the Lessee at least ten (10) days prior written notice specifying the nature of the breach and giving the Lessee no less than ten (10) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this Agreement shall terminate on the tenth day. If breach occurs less than ten (10) days prior to the Event, the Lessor may terminate this Agreement for breach if such breach is not cured by the first day of the Event.

## 8 Miscellaneous

8.1 Notices. All notices, authorizations and requests in connection with this Agreement shall be deemed given on the day they are (i) deposited in the mail, postage prepaid, certified or registered, return receipt requested; (ii) sent by air express courier, charges prepaid; or (iii) sent by fax as indicated by a fax confirmation sheet; and sent to the address in the recitals. The Lessor agrees to send a copy of any notices, via email to: (email address).

8.2 Relationship. This Agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties. publicly



# Lemonade Stand Day Agreement

8.3 Confidentiality. Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential and will make no use of such information and know-how except under the terms, for the purposes of and during the existence of this Agreement. Each party's obligation under this Agreement with respect to any particular information available through no fault of the receiving party or one (1) year following termination of the Agreement.

8.4 Governing Law/Jurisdiction. This Agreement shall be governed and interpreted in accordance with the laws of the Province of Alberta. The Lessor consents to the exclusive jurisdiction and venue of the courts in the Province of Alberta.

8.5 Assignment. This Agreement may not be assigned by either party without prior written consent of the other party.

The Lessor agrees to purchase one sponsorship to cover the supplies and ingredients for one Lemonade Stand to the total of \$175.00. The parties have executed this Agreement as of the date set out below:

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**Lessor: Name of Company**

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

Please print name: \_\_\_\_\_

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

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

**Leasee: Town of Calmar**

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

Please print name: Sylvain Losier

Title: CAO

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