



2024 Charlotte St. Patrick's Day Parade Official Program Advertising Rates & Contract

This Agreement is made this _____ of _____ 20_____, by and between the Charlotte St. Patrick's Day Parade Committee (Hereafter referred to as "PARADE COMMITTEE"), and

_____ (Hereafter referred to as "ADVERTISER").

ADVERTISER agrees to purchase an advertisement in the Charlotte St. Patrick's Day Official Parade Program, per the following...

Advertisement Rates:

<input type="checkbox"/>	Full Back Cover	\$2,000
<input type="checkbox"/>	Inside Cover	\$1,500
<input type="checkbox"/>	Full Page	\$950
<input type="checkbox"/>	1/2 Page	\$650
<input type="checkbox"/>	1/4 Page	\$400
<input type="checkbox"/>	1/8 Page	\$300

Total fees for your advertisement: \$ _____

Please indicate (X) here if you have already made payment, or will be making payment non-electronically: ____

Please fill out the section below and sign to Complete the contract:

Print the full legal name of the Advertiser

Print Billing Street or PO Box Address

Print Contact Phone Number

Print Contact Email Address

Signature of Authorized Representative

Print Name of Authorized Representative



ADVERTISER understands that rates are based on camera-ready copy. Ads are available in full color if provided. ADVERTISER will be charged for design, layout, mechanical art, typesetting and corrections, including adjustments to size-of-ad standards - cost plus 10% handling.

ADVERTISER assumes all liability arising from all content, claims, and illustrations for advertisements printed and for any claims arising therefrom against the Publisher and/or Parade Committee.

ADVERTISER agrees to furnish advertising material to the PARADE COMMITTEE no later than February 1st. PARADE COMMITTEE reserves the right to print ADVERTISER'S name and address in standard block letters if advertising materials are not received by the deadline.

<u>AD SIZE</u>	W	H
Full (No Bleed)	7.5"	10"
Half	7.5"	4.875"
Quarter	3.625"	4.875"
One Eighth	3.625"	2.313"

Additionally, ADVERTISER agrees to render payment in full no later than February 1st. A late fee of \$250 shall apply if accepted after February 1st. In addition to all Ad fees and Late fees, ADVERTISER shall pay all costs of collection, including but not limited to reasonable attorney fees in the amount of 15% of the actual amount incurred, whichever is greater, in the event collection efforts are necessary. ADVERTISER shall pay a service charge of 1.5% per month on all Ad fees, late fees and costs of collection remaining unpaid after March 1, 2024.

Performance of this Agreement shall be subject to force majeure, including but not limited to acts of God, fire, flood, natural disaster, war or threat of war, acts or of terrorism, civil disorder, unauthorized strikes, government regulation or advisory, recognized health threats as determined by the World Health Organization, the Centers For Disease Control, or local government authority or health agencies (including but not limited to the health threats of COVID-19, H1N1, or similar infectious diseases), curtailments of transportation facilities, or other similar occurrence beyond the control of the parties, where any of those factors, circumstances, situations, or conditions or similar ones, make it illegal, impossible, inadvisable, or commercially impractical to hold the Parade or to fully perform the terms of this Agreement. The Agreement may be cancelled by the Parade Committee, without liability, damages, fees, or penalty, and any unused deposits or amounts paid shall be refunded, for any one or more of the above reasons, by written notice.

All advertisements, publication of logos or attribution of any type must conform with applicable state and federal laws and must be in good taste, consistent with the celebration in honor of St. Patrick and Irish American heritage. The Parade Committee reserves the sole right to approve or reject any ads, logos, and attribution inconsistent with these requirements. The Parade Committee will refund any money received for a paid advertisement or logo that is rejected. Advertiser agrees that the Parade Committee or its designees shall not be liable to any individual, person, group, or business for any reason associated with rejected advertisements or logos.



Payments may be made by check payable to:

Charlotte St. Patrick's Day Parade Committee
P.O. Box 470092
Charlotte, NC 28247

Electronic payments may be made by contacting the Parade Committee office at
CharlotteStPats.com.

The Charlotte St. Patrick's Day Parade Committee is an IRS Approved 501c (3) North Carolina non-profit company.

