

2ND ANNUAL
**MAD
DASH⁵**
MAKING A DIFFERENCE

For Cancer Patients in
Northeast Louisiana



SPONSORSHIP OPPORTUNITIES

**SUPPORTING CANCER PATIENTS
AND THEIR FAMILIES**

SEPTEMBER 26, 2026

Forsythe Park • 2300 Sycamore Street • Monroe, Louisiana
MADdash5k.com • LACancerFoundation.org

Louisiana Cancer Foundation Mission



The mission of the Louisiana Cancer Foundation is to promote quality-of-life for cancer patients and family members while also providing the citizens of Louisiana with accurate and up-to-date information on prevention, detection and treatment of cancer.

Why Support Louisiana Cancer Foundation

Our goal is to continue **Making A Difference** for those within our community. The more funding we have- the more free cancer screenings we can offer in hopes of early detection; and the better we can meet the needs of existing cancer patients that require critical financial assistance.

~ James Adams, LCF Executive Director

There are over **26,000** newly diagnosed invasive cancers in Louisiana per year. The northeast Louisiana cancer incidence rate is expected to increase by approximately **4% by the year 2027.**

The Louisiana Cancer Foundation for Research and Education (LCF) was founded in 1999 by the Northeast Louisiana Cancer Institute for the purpose of increasing public awareness, early detection, treatment, and research in our state. We are a non-profit health service organization whose programs are designed to encompass all phases of the cancer experience. From prevention through education and research; to free cancer screenings for early detection; to survivorship.

However, regardless of what we do or do not do, people still develop cancer. Knowing that when this happens, it can be one of the most difficult experiences of a patient's life, emotionally, physically and financially. In 2001, the **Cancer Foundation League** (CFL) was formed as the fundraising arm of the LCF. Through the CFL's efforts a Patient Assistance fund was started to assist cancer patients in our community, the only financial assistance program of its kind in northeast Louisiana.

**OVER
10,750**

free cancer screenings provided to our community.

**OVER
6,800**

cancer patients have received financial support.

**OVER
\$2.7 M**


for the over 6,300 cancer patients who needed it.


**AVERAGE
10-15%**


finding rate at all community cancer screenings.


Targeted Marketing Packages

Targeted Marketing Packages allow a company to market its message toward a specific audience. If your in-kind or targeted package equals a certain Corporate Sponsorship Package (Pg 4), you receive those benefits + any lagniappe specific to the item/target area you're selecting.


| | | |
|--|---|--|
|  | Race Shirts \$7,500 (cash) | Limited to 2 sponsors Target Market: 1,000+ Race participants |
| <hr/> | | |
| Logo on sleeve on all race t-shirts Listed in local publication Thank You ads Sponsor provided banner on stage at Race | | |


| | | |
|---|--|--|
|  | Timing Chips/Medals \$2,500 (cash or in-kind) | Limited to 2 sponsors Target Market: Competitive runners and all participants at award ceremony |
| <hr/> | | |
| Logo on ribbon of medals Opportunity to provide photo backdrop for winner photos during awards ceremony Listed in local publication Thank You ads Sponsor provided banner at finish line | | |

| | | |
|---|--|--|
|  | 1 Mile Fun Run \$2,500 (cash) | Limited to 1 sponsor Target Market: 500+ Fun Run participants |
| <hr/> | | |
| Opportunity for representative to start Fun Run (with the Honorary Chair) Opportunity to provide Fun Run start/finish line signage (sponsor provides signage and stakes) Opportunity to provide Fun Run start/finish line volunteers wearing organization's shirts Listed in local publication Thank You ads Logo on ribbon of medals | | |

| | | |
|--|--|---|
|  | Virtual Participant \$2,500 (cash or in-kind) | Limited to 1 sponsor Target Market: 150 Race participants unable to attend on Race Day |
| <hr/> | | |
| Minimum 150 sponsor logo items (provided by sponsor, to be approved by Race committee) Logo on web pages and collateral associated with Virtual Runner program Listed in local publication Thank You ads | | |

| | | |
|--|---|--|
|  | MAD Kids \$2,500 (cash or in-kind) | Limited to 3 sponsors Target Market: Families with children ages 12 and under |
| <hr/> | | |
| Sponsor provided banner displayed in MAD Kids area on Race Day Opportunity to provide giveaway items to kids on Race Day (item to be approved by Race Committee) Logo on web pages and collateral associated with MAD Kids targeted opportunity Listed in local publication Thank You ads | | |





















| | | |
|---|---|--|
|  | Water Station \$1,000 (cash) | Limited to 3 sponsors Target Market: 1,000 Race participants on Race course |
| <hr/> | | |
| Sponsor provided banner at water station on Race route Sponsor/company allowed to volunteer and man the water station, providing visibility to their brand | | |

| | | |
|---|--|--|
|  | Shoe Garden \$1,000 (cash or in-kind) | Limited to 3 sponsors Target Market: Race participants and families honoring a survivor on Race Day |
| <hr/> | | |
| Sponsor provided banner displayed at Shoe Garden area at Race Logo on web pages and collateral associated with the Tribute/Memorial Program Listed in local publication Thank You ads | | |

Corporate Sponsorship Packages

Corporate Sponsorship Packages, ranging from \$500 to \$20,000, allow you full participation in all aspects of the Race. Your name and/or logo will appear on t-shirts, our website, and other collateral based on your level of sponsorship.

2026 Sponsorship Levels

| Sponsorship Level | Presenting \$20,000 | Platinum \$15,000 | Diamond \$10,000 | Gold \$7,500 | Silver \$5,000 | Bronze \$2,500 | Crystal \$1,000 | Pearl \$500 |
|--|---|---|---|---|---|---|---|----------------|
| Benefits & Visibility | | | | | | | | |
| Official Registration Site |  | | | | | | | |
| Recognition on Race bibs |  | | | | | | | |
| Sponsor official to speak on stage |  |  | | | | | | |
| Recognition at Start and Finish lines | Logo | Logo | | | | | | |
| Recognition in Race email blasts |  |  | | | | | | |
| Premier sponsor tent placement |  |  | | | | | | |
| Social Media posts (at discretion of race committee) | 10 | 8 | 6 | 4 | | | | |
| Sponsor-provided banners displayed at Race* | 6 | 5 | 4 | 3 | 2 | 1 | | |
| Product Sampling at Race |  |  |  |  |  | | | |
| Complimentary Race entries** | 15 | 10 | 6 | 5 | 3 | 2 | | |
| Sponsor tent at Race*** |  |  |  |  |  |  |  | |
| Logo on Race t-shirts | Logo | Logo | Logo | Logo | Logo | Logo | Name | Name |
| Mention on Race website | Linked Logo | Linked Logo | Linked Logo | Logo | Logo | Name | Name | Name |

All sponsorships must be agreed to by the sponsorship deadline in order to receive all/certain benefits listed.

*Sponsor is responsible for delivering banner to either the Louisiana Cancer Foundation office or Sponsorship Committee Member with whom sponsorship was arranged at least three days prior to Race.

**Complimentary entries deducted from sponsorship total per IRS requirements.

***Sponsor responsible for providing their own 10x10 tent, no size exceptions will be allowed except at the Presenting Sponsorship Level. Tents will be placed according to sponsorship tiers. Committee must know if electricity is needed.

Additional Opportunities to Participate

TEAMS

Teams consist of ten or more people who pre-register for the Race. Teams may be comprised of businesses, families, friends, co-workers, church and civic groups, children, schools, or any combination thereof. Team members receive their Race t-shirts and bibs before the event in a single packet for the team captain to distribute. Team awards will be given on Race Day in various categories. Please visit MADDash5k.com for a team packet or to register.

VOLUNTEERS

The Race is organized and managed by many, many volunteers. Help is needed during the months before the Race and on Race weekend.

MEDIA SPONSORS

MAD Dash receives media coverage through premiere media sponsorships. Join us in spreading the word through sponsorship! Media sponsors receive community exposure through online and print media plus prominent logo placement on our MAD Dash t-shirts.

In-Kind Sponsorship

Our goal is to underwrite Race expenses through both cash and in-kind contributions. This ensures that more money can go toward the fight against cancer. In-kind sponsorship is available at all levels and your sponsorship will include benefits appropriate to each level. In-kind donations of products and services not considered essential to the Race will be categorized at half of the retail value for sponsorship purposes. The Race Committee must approve all in-kind donations.

Opportunities for in-kind support include, but are not limited to:

- Advertising
- Banners
- Billboards
- Port-a-let services
- Promotional Items
- Security Services
- Walkie-talkies
- Entertainment/Band
- Awards, plaques, medals
- Fruit, beverages, and ice
- Postage and Shipping
- Printing
- Signs
- Tents, Tables, and Chairs
- Yard Signs
- Van Services To and From Parking on Race Day
- Selfie Station
- Photography/Videography Services

SUPPORTING OUR MISSION

Our objective is to provide maximum return to support the mission and programs of the Louisiana Cancer Foundation (LCF) and the Cancer Foundation League. 100% of the net proceeds from MAD DASH will help fund our efforts here in northeast Louisiana.

FREE CANCER SCREENINGS throughout northeast Louisiana

- Breast Cancer Screenings utilizing 3D mammography
- Cervical Cancer Screenings utilizing HPV or PAP smears
- Prostate Cancer Screenings with exam by Urologist and PSA blood test
- Skin Cancer Screenings with exam by Dermatologist
- Colorectal Cancer Screenings utilizing self-test kits
- All participants receive follow up care and guidance after their cancer screening if needed.
- In 2025, Louisiana Cancer Foundation programs assisted cancer patients in 15 Louisiana parishes and 3 Arkansas counties

Research/Scholarships

The LCF has been a long time financial supporter of the University of Louisiana Monroe-College of Pharmacy Breast Cancer Research ongoing efforts, giving approximately \$180k in total. In 2024 the Louisiana Cancer Foundation partnered with distinguished researcher Dr. Paul Sylvester to establish the Paul W. Sylvester Louisiana Cancer Foundation endowed scholarship. This scholarship will be made eligible to three Pharm D students that have an interest in the field of oncology and/or cancer research and will be starting their third or fourth year of training in the ULM College of Pharmacy.

Education / Scholarships

The LCF provides an endowed scholarship at the University of Louisiana Monroe for a cancer survivor or someone that has experienced a financial hardship caused by cancer in their family; also the Teresa Marsala Nursing Fund for the ULM College of Nursing.

Funding / Donations

The LCF supports local cancer support groups, seminars, and activities of various other organizations making a difference for cancer patients in northeast Louisiana.

Patient Financial Assistance Program



Through the continued efforts of our fund raising arm, The Cancer Foundation League, a patient assistance fund is maintained to offer financial support to cancer patients of all ages that currently live or are receiving cancer treatment in northeast Louisiana. This fund is routinely used to purchase nutritional supplements, provide transportation gas cards, or assist with household expenses.

THANK YOU 2025 SPONSORS!

PRESENTING



GILLEY ENTERPRISES INC.
PROUDLY SERVING NORTH LOUISIANA, EAST TEXAS, AND SOUTHERN ARKANSAS

PLATINUM



DIAMOND



GOLD



SILVER



T-SHIRT SPONSOR



BRONZE



CRYSTAL

Bare Necessities Bayou Jumpers Etheridge Pipeline & Conduit Glenwood Regional Medical Center James Garland
King Springs Monroe Communications Northeast Louisiana Radiation Oncology St. Francis Medical Center
Surge Entertainment Center The Gardens at Georgia Tucker The Hill

PEARL

Brookshires Greentree Landscape Solutions Imagecare Ultrasound Inc. JC Photography Junee B Photography
Lowes Mulhearn Funeral Homes North Delta Title Company of LA Shawn Brazzell Designs
Therapeutic Medical & Psychiatric Services Trenton Appliance Unitech Training Academy

Without you, we couldn't change lives!

Sponsorship Agreement for MAD Dash

****Confidential****

SPONSOR: _____ SPONSOR TAX ID/EIN: _____

SPONSOR ADDRESS _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT: _____ PHONE: _____ FACSIMILE: _____

EMAIL: _____ WEBSITE: _____

SPONSOR NAME TO APPEAR IN ACKNOWLEDGMENTS (if different than above) _____

RACE DATE _____ RACE LOCATION: _____

SPONSORSHIP CONTRIBUTION (check all that apply)

- Presenting Platinum Diamond Gold Silver Bronze Crystal Pearl
 Timing Chips/Medals Race Shirts 1 Mile Fun Run
 Virtual Participant MAD Kid Dash Water Stations Shoe Garden

CASH PAYMENT IN THE AMOUNT OF: \$ _____

IN KIND DONATION DESCRIPTION BELOW (attach additional sheets if necessary):

| Quantity | Item Description | Fair Market Value Per Item | Total Fair Market Value of the Donation (col. 1 x col. 3) | Item Necessary for Race? (Y/N) |
|----------|------------------|----------------------------|---|--------------------------------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

*Sponsor may be required to provide additional documentation to support the value of in-kind donations prior to accepting such donations

TOTAL FAIR MARKET VALUE OF SPONSORSHIP CONTRIBUTION** _____

Sponsor should contact its tax advisor to determine the tax-deductible amount, if any, of the Sponsorship Contribution for federal income tax purposes. Value of sponsorship contribution for Sponsorship level (reflecting any reduction due to lack of necessity*)

***For the sole purpose of determining the Sponsorship Level of the Sponsor, in the event an in-kind donation is not necessary for the Race, the Total Fair Market Value of the Donation may be reduced by one-half. Such reduction shall not have an impact on the fair market value or tax-deductible amount of the Sponsorship Contribution.

CASH SPONSORSHIP CONTRIBUTION PAYMENT METHOD:

Check payable to **Louisiana Cancer Foundation**, 301 Hall Street, Monroe, LA 71201

Credit card payment: (a) Credit card Type: Visa MasterCard (b) Name of cardholder: _____

(address listed above must match where cc bill is received) (c) Credit card number: _____

(d) verification code (3 or 4 digits): _____ (e) Expiration date: ____ / ____ / ____ .

SPONSORSHIP CONTRIBUTION PAYMENT SCHEDULE: (Select One)

- Full amount of Sponsorship Contribution due and payable to Louisiana Cancer Foundation upon execution of this Agreement
 Payment of _____ of the Sponsorship Contribution due and payable to Louisiana Cancer Foundation upon execution of this Agreement, with the remainder of the sponsorship contribution due and payable to Louisiana Cancer Foundation on or before ____ / ____ / ____ .
 Payment of the full amount of the Sponsorship Contribution due and payable to Louisiana Cancer Foundation on or before ____ / ____ / ____ .
 Other (explain schedule or attach timeline): ____ / ____ / ____ .

Sponsor's failure to make the contributions on the due dates indicated above shall result in a forfeiture of those Sponsorship Benefits set forth on Schedule B to this Agreement

Sponsorship Agreement for MAD Dash, cont.

Sponsorship Level: See Schedule A to this Agreement (attached)
Sponsorship Benefits: See Schedule B to this Agreement (attached)

LOUISIANA CANCER FOUNDATION PERMISSION FOR SPONSOR TO USE THE FOLLOWING MARKS:

- The marks (collectively: "Louisiana Cancer Foundation" logo; "MAD DASH 5K" Marks; and "Making A Difference" verbiage) may be used by the Sponsor during the term of this Agreement for the sole purpose of promoting the Sponsorship
- Sponsor will present to the Louisiana Cancer Foundation for its approval (which approval shall not be unreasonably withheld), prior to printing, distribution, publication, display, or use, any and all promotional materials and scripts of all statements, oral or written, to be made by Sponsor, its agents or spokespersons, which use or refer to any of said Marks.
- Sponsor shall not use the Louisiana Cancer Foundation Marks in advertisements or promotions that contain a reference to any entity that is not an authorized local or sponsor of the Race(s).
- Sponsorship materials and statements may only refer to each Race in the following form:
"Local Sponsor of the Louisiana Cancer Foundation MAD DASH 5K;
or LCF MAD DASH 5K;
or _____ - Level Sponsor of the Louisiana Cancer Foundation MAD Dash 5K;
or _____ -Level Sponsor of the LCF MAD Dash 5K.
- SPONSOR PERMISSION FOR THE LOUISIANA CANCER FOUNDATION TO USE THE FOLLOWING SPONSORSHIP MARKS _____
- Prior to the date of ____ / ____ / ____, Sponsor must provide to the Louisiana Cancer Foundation a high-resolution, digital image of the Sponsor's marks set forth above (collectively, "Sponsor Marks"). Sponsor's failure to submit the images required on the due date indicated above shall result in a forfeiture of those Sponsorship Benefits set forth on Schedule B to this Agreement.

SPECIAL TERMS/OTHER: All sponsors must provide their own 10x10 tent at Race festivities. All tents must be no larger than 10x10 and must be set up on Friday. No vehicles will be allowed in the set up area and no tent set up allowed on Saturday. By executing this Agreement, Sponsor agrees to be bound by the Standard Terms and Conditions as set forth on Page 2 of this Agreement and all attachments hereto, which are hereby incorporated herein as if set forth in their entirety. All terms set forth in all bold and capitalized letters herein shall have the meaning specially designated above. The signatories to this Agreement hereby warrant that they have read and agree to the terms, conditions and provisions of this Agreement, including the Standard Terms & Conditions and Schedules, and have full power of authority to sign for and bid their respective organizations.

EFFECTIVE THIS _____ DAY OF _____, _____ (the "effective Date")

COMMITTEE MEMBER:

SPONSOR:

NAME/TITLE: _____

NAME/TITLE: _____

SIGNATURE: _____

SIGNATURE: _____

1. Louisiana Cancer Foundation for Research and Education, Inc (LCF). LCF is a non-profit 501 (c) (3) organization .

2. Term of Agreement. The term of this Agreement shall begin on the Effective Date and shall end on completion of the last race set forth on Page 1 of this Agreement.

3. Sponsor Contributions. Sponsor shall receive the Sponsorship Benefits set forth in Schedule B (Corporate Sponsorship Packages) of this Agreement in consideration for the Sponsorship Contribution. LCF may require Sponsor to provide additional documentation to support the value of in-kind donations prior to accepting such donations as credit toward the Sponsorship Contribution. The total value of any goods and services provided by Sponsor as part of its sponsorship of the Race(s) shall be designated in this Agreement. As indicated on Page 1 of the Sponsorship Agreement, all cash Sponsorship Contributions shall be either (i) sent to LCF by check at the address set forth on Page 1 of this Agreement; or (ii) transmitted through ACH transfer to an account designated in writing by LCF. All cash payments made to LCF whether by check or ACH transfer, shall reference the Sponsor Ref. No. set forth on Page 1 of this Agreement. All in-kind Sponsorship Contributions shall be delivered to LCF in accordance with the delivery instructions provided by LCF to Sponsor. In the event Sponsor has a presence at a Race, Sponsor shall present to LCF for prior approval all items that are to be distributed by Sponsor at such Race.

4. Louisiana Cancer Foundation Marks. LCF grants to Sponsor a limited, non-exclusive sublicense to use the LCF MAD Dash 5K marks during the term of this Agreement. Sponsor may use the marks solely to promote its sponsorship of the Race(s) in conjunction with promotions, marketing advertising, as agreed upon in advance by LCF and in accordance with the terms of this Agreement. Sponsor shall not change or alter the marks in any way, including without limitation in appearance or spelling or change the case of the letters. Sponsor is prohibited from transferring, sublicensing or assigning its rights to use the LCF MAD Dash 5k Marks. At its sole discretion, LCF may require the removal of the marks at any time from materials developed in connection with the Race(s). Sponsor acknowledges and agrees that any materials, advertisements, promotional items, brochures, signage or other LCF branded items provided by LCF may not be used, reproduced, distributed or disseminated except as specifically authorized by LCF and solely in accordance with LCF's standard terms of use, as may be amended from time to time. LCF and Sponsor agree that all right, title and interest in and to the LCF MAD Dash 5k Marks shall inure to the sole benefit of LCF.

5. Sponsor Marks. Sponsor grants LCF a limited, non-exclusive license to the Sponsor Marks during the term of this Agreement, solely for acknowledging Sponsor's sponsorship of the Race(s). Sponsor represents and warrants that it owns the Sponsor Marks and LCF's use of such marks in accordance with the terms of this Agreement shall not infringe on the rights of any third party. LCF shall not sublicense or transfer the use of the Sponsor Marks to any person or entity without the prior written consent of Sponsor. It is Sponsor's responsibility to inform LCF of any changes in the Sponsor Marks that occur following execution of this Agreement. Upon notice of such changes, LCF shall make good faith efforts to make the necessary changes to new Race materials it creates but shall not be required to make any changes to any Race materials that have already been created or are in the process of being created at the time such notice is given. LCF agrees that all right, title and interest in and to the Sponsor Marks shall inure to the sole benefit of Sponsor.

6. Confidentiality. Each party agrees to hold in strict confidence, during and for three (3) years after the term of this Agreement, all information, material, and data that have been disclosed one to the other during the term of this Agreement and is marked "Confidential", including the terms of this Agreement (other than Sponsorship Levels). Each party agrees that it will not use any such confidential information of the other party for any purpose not directly associated with the former party's obligations hereunder, without prior approval from the other party; provided, however, that each party may disclose such information without prior approval if required by law or court order.

7. Indemnification. Each party (the "Indemnitor") agrees to indemnify and hold harmless the other party (the Indemnitee," and in the event LCF is the Indemnitee, such term to include LCF) from and against any and all costs, losses, demands, claims, or expenses (including court costs and reasonable attorneys' fees) whatsoever brought by a third party against, or incurred by, the Indemnitee arising from: a) the negligence, intentional or willful misconduct of the Indemnitor; b) Indemnitor's performance or failure to perform pursuant to this Agreement; or c) any claim arising out of, or in connection with, any service or product sold or obligations hereunder provided by the Indemnitor in connection with the Race(s). In no event shall either part be liable to other party for any indirect, special, or consequential damages (including, without limitation, damages for loss of profits or expected savings or other economic losses) arising out of or in connection with this Agreement or its subject matter, regardless of whether such party knows or should know of the possibility of such damages. The foregoing exclusions and limitations shall apply to all claims and actions of any kind, whether based on contract, tort (including, but not limited to, negligence), or any other grounds, regardless of the form of action.

8. Insurance.

(A) Sponsor shall maintain during the term of this Agreement commercial general liability insurance in the minimum amount of \$1,000,000 per occurrence to cover liability for bodily injury, property damage, death and advertising injury arising out of Sponsor's activities in connection with the Race(s).

(B) In the event (i) Sponsors' contribution includes an in-kind donation; and or (ii) Sponsor (or its products) has a physical presence at a Race (excluding signage), Sponsor shall maintain during the term of this Agreement the following insurance in addition to the insurance coverage required in Subsection A above: (a) worker's compensation insurance in the amount required by law of the state(s) in which the party's workers are located and employers liability insurance with limits of not less than \$1,000,000.00; (b) business automobile liability insurance with a minimum combined single limit of \$1,000,000.00 covering all owned, hired, rented, subcontracted, and non-owned vehicles and equipment

used by Sponsor; and (c) excess/umbrella insurance, excess to the insurance coverage required in Subsections (A) general liability insurance and (B)(b) [business automobile liability insurance] above, with a limit of not less than \$5,000,000.00. Sponsor's workers' compensation insurance shall include a waiver of subrogation in favor of LCF and with respect to any losses arising from work performed by or on behalf of Sponsor. In the event a Sponsor is subject to insurance requirements of this Subsection (B), Sponsor agrees to name Louisiana Cancer Foundation (LCF) as additional insured on its commercial general liability insurance policy and any other policies required under this Subsection (B), solely with respect to the Race(s). Sponsor shall furnish a certificate of insurance to LCF showing that such insurance policies are in place thirty (30) days after the Effective Date of this Agreement. Furthermore, in the event a Sponsor is subject to the insurance requirements of this Subsection (B), LCF shall name Sponsor as an additional insured on its commercial general liability insurance policy solely with respect to the Race(s) upon written request from Sponsor. Unless due to gross negligence or willful misconduct of LCF, LCF shall not be responsible for any loss or damage to Sponsor's property.

(C) All insurance coverage shall be placed with insurers who have an AM Best's Insurance rating of A-VII or better. The minimum amounts of insurance coverage required in this Section 8 shall not be construed to create a limit of Sponsor's liability with respect to its indemnification obligations under this Agreement.

9. Cancellation or Delay of a Race. LCF will use its good faith diligent efforts to conduct the Race(s) on the Race Date(s) set forth on Page 1 of this Agreement; provided, however, that LCF shall not be responsible for damages that result from delays or postponements or a Race due to circumstances beyond its reasonable control; and in the event that a Race does not take place, Sponsorship Contribution shall be treated as a donation to LCF and shall not be refunded.

10. Relationship of Parties. The parties to this Agreement are not joint ventures, partners, agents, nor representatives of each other and such parties have no legal relationship other than as contracting parties to this Agreement. All individuals provided by or associated with the Sponsor who perform services at the Race(s) shall perform such services at the direction of, under the supervision and control of, and for the benefit of Sponsor. Such individuals shall not perform such services on behalf of LCF and shall not be agents or representatives of LCF. Sponsor shall be responsible, as between Sponsor and LCF, for any injuries or damages caused by or to said individuals.

11. Assignment. Neither party may assign, directly or indirectly, by operation of law, change of control or otherwise, this Agreement or any rights or obligations hereunder, without the prior written consent of other party, which shall not be unreasonably withheld. Any attempt to assign this Agreement in contravention of this Section 11 shall be void and of no force and effect.

12. Dispute Resolution. In the event of any dispute arising out of this Agreement, the parties shall use good faith efforts to resolve their differences amicably. In the event they are unsuccessful, the parties agree not to commence litigation until attempting to resolve their dispute through mediation. Either party may initiate the mediation process with thirty (30) days prior written notice to the other party. The dispute shall be submitted to mediation in the city in which LCF's principal place of business is located. Costs of mediation shall be born equally by the parties. Mediation of the dispute shall be completed within fifteen (15) days of commencement, unless the parties extend the time by mutual agreement or unless the mediator declares the parties to be at an impasse. Notwithstanding the above, in the event that either party believes that immediate injunctive relief is required to protect its Marks, such party may invoke the immediate powers of the appropriate court of law without the requirement to first mediate the dispute.

13. Governing Law and Venue. This Agreement shall be governed by the laws of the State in which LCF's principal place of business is located (Louisiana) without regard to conflict of laws principles that may require the application of laws of any other jurisdiction. With respect to any suit arising out of or in connection with this Agreement that is not resolved under Section 12 of this Agreement, each party consents and submits to the litigation or dispute arising under this Agreement and to the venue of such litigation or dispute arising under this Agreement and to the venue of such litigation or dispute in the city or parish in which LCF's principal place of business is located.

14. Notice. Any notice shall be in writing and shall be effective (i) when personally delivered or transmitted via facsimile with receipt confirmed; (ii) the next business day following deposit with a reputable courier service for overnight delivery; or (iii) five business days following deposite in the United States mail, postage prepaid, registered or certified. All notices shall be forwarded to the address of each party listed on Page 1 of this Agreement.

15. Entire Agreement. This Agreement shall constitute the entire agreement of Sponsor and LCF to be binding upon the parties as of the Effective Date. This agreement supersedes any prior understandings or oral agreements between Sponsor and LCF regarding the Race(s) and constitutes the entire understanding and agreement between the parties with respect to the Race(s). There are no agreements, understandings, representations or warranties between the parties other than those set forth in this Agreement. Should any section, or portion thereof, of this Agreement be held invalid by reason of any law, statute or regulation existing now or in the future in any jurisdiction by any court of competent authority or by a legally enforceable directive of any governmental body, such section or portion thereof shall be validly reformed so as to approximate the intent of the parties as nearly as possible and, if unenforceable, shall be deemed divisible and deleted with respect to such jurisdiction; and this Agreement shall not otherwise be affected.

16. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be considered on original instrument. Each counterpart will be considered a valid and binding original. Once signed, any reproduction of this Agreement made by reliable means (e.g. photocopy, facsimile) is considered an original.