



Brand Sponsorship & Endorsement Agreements for Artists

1.1 – COMPANY desires ARTIST to publicize and where possible, mention COMPANY in advertising, books, promotional materials and products in connection with ARTIST’s work. From the commencement of the Agreement through the end of the Term, ARTIST grants to COMPANY a limited license during the Term to: (a) advertise and promote the fact that COMPANY is an “official guitar sponsor of ARTIST,” (b) use, reproduce and display the ARTIST’s likeness, image, and/or name in connection with advertising and promotion of COMPANY’s goods, and (c) promote COMPANY’s sponsorship, subject to the terms and conditions of use set forth herein.

1.2 – ARTIST agrees to use best efforts to promote COMPANY in interviews, articles, social media outlets and will notify COMPANY of any interviews and articles and expected dates of publication.

1.3 – ARTIST agrees to credit “COMPANY’s GUITAR” in any C.D. liner notes produced during the Term of this Agreement.

1.4 – ARTIST will arrange to add ARTIST’s endorsement of COMPANY and COMPANY’s logo to the ARTIST’s website and include a link to COMPANY’s website (www.chaosguitars.com). ARTIST will also include COMPANY’s logo on ARTIST’s social media platforms, including but not limited to ARTIST’s Facebook, Instagram, Twitter and/or Soundcloud.

1.5 – ARTIST shall include the COMPANY’s trademarks and logos as designated by COMPANY and/or tag line or slogan approved by COMPANY in all advertising, publicity and promotion of the ARTIST (including, without limitation, any and all internet advertising) when possible

1.6 – COMPANY, at its sole cost, may periodically send ARTIST promotional material such as T-Shirts, stickers, guitar picks, etc. as well as free product samples of new items in the COMPANY’s product lines. During the Term, ARTIST shall make a minimum of one (1) social media post containing a photograph of the received promotional materials on all of its Social Media platforms including but not limited to ARTIST’s Facebook, Instagram, Twitter and/or Soundcloud, within three (3) days of receipt of said materials from COMPANY.

1.7 – COMPANY, at its sole cost, may periodically send ARTIST free product samples of new items that have come into their product line for comment and review by ARTIST. Said comments and reviews may be utilized by COMPANY in any and all printed and/or digital advertisement publicly attributing said comments and/or reviews to ARTIST for the duration of the Term.

1.8 – COMPANY shall have the right to develop, implement and manage in-market and national advertising and publicity and promotional campaigns to promote the sponsorship with ARTIST across various media, subject to ARTIST’s prior written approval of any and all printed and/or digital promotional campaign materials, including but not limited to any promotional flyers or advertisements for the duration of the Term.

Length of Contract

TERM – 1.1 – The Term of this Agreement shall begin on the date hereof and shall continue until the earlier of: (i) twelve months or (ii) termination pursuant to Sections 1.2 and 1.3 hereof.

1.2 – This Agreement will automatically renew for an additional one (1) year period unless otherwise terminated by either party upon written notice given to the other party at least thirty (30) days prior to the expiration of the original Term.

1.3 – Either party may terminate this Agreement upon thirty (30) days' written notice to the other, in the event the other party breaches a material term of this Agreement and fails to cure such breach within the thirty (30) day period.

COMPANY shall have the non-exclusive right to utilize ARTIST's name, likeness and biography for no further payment, in any and all media now known or hereafter invented, for the duration of the Term. Upon expiration or termination of this Agreement, COMPANY shall immediately cease any and all uses of ARTIST's name, likeness and/or biography as well as any statements of association with ARTIST.

Reason for Dismissal

Harmful Behavior/Morals Clause – Either Party shall have the right to immediately terminate this Agreement in the event that the other Party, in such Party's reasonable discretion, engages in illegal, indecent, immoral, harmful or scandalous behavior that brings the other party into public hatred, public disrepute, contempt, scorn, or ridicule, or that will tend to shock, insult or offend the community or public morals or decency and that may, directly or indirectly damage, such Party's reputation or goodwill or if such party commits an offense involving moral turpitude under Federal, state or local laws or ordinances, or otherwise violates any applicable rules or regulations. In addition, ARTIST shall not engage in any act or conduct and/or make any derogatory statements which denigrate the COMPANY and/or its brand.

Artist Signature: _____

Date: ____/____/____

Artist Print: _____

Dave Kite - Chaos Guitars Owner/Founder

The Chaos Version

We are incredibly proud to have you as a Chaos ARTIST otherwise we would not have asked you! So, we intend to promote the HELL out of YOU, YOUR BAND and YOUR MUSIC, and we expect you to do the same with our products. We will be using a 3-tier endorsement system each level consisting of a certain percentage discount on our products and a special Chaos Artist “perk” .

Level C – You get your own page on our website for your bio and photos or audio/video clips, a 10% discount on products, and every guitar ordered by you for you will get a special Chaos serial number registered specifically to you and a special Chaos “Built For” label.

Level B – You get your own page on our website for your bio and photos or audio/video clips, a 15% discount on products, and an, artist-specific guitar/bass electronics package (customizable, named after or by the artist).

Level A – You get your own page on our website for your bio and photos or audio/video clips, a 20% discount on products, and A Signature Series Chaos Guitar.

That’s pretty much it! Chaos is a super small company and we pride ourselves in being a family business. The beauty about Chaos Guitars is that as we grow and prosper you will also. I intend to tweak the endorsement program as we prosper and make it the best program available. I want every artist with a signature series guitar eventually, I want as many crazy perks that no one else offers for my artists, I want every Badass Artist with success in their future to be beating down my door to join YOU in this program, but most of all I want Chaos artists to feel like friends and family not business partners! So....

welcome to the chaos