

Partner Marketing — Virtual Event Terms & Conditions (Template)

Replace bracketed items like <Your Company>, <Event Name>, [emails], and dates. Keep deliverables and SLAs in exhibits so you can update them without amending these terms.

At-a-glance summary

- One sponsor page per package; placement by <Your Company>.
- No programming that conflicts with the main agenda without written approval.
- Lead data is shared only for attendees who engage meaningfully with your assets or sessions and consent to contact; opt-outs must be honored promptly.
- Clear cancellation schedule; one sponsor substitution allowed.
- Code of conduct, accessibility, and recording rules are explicit.

1. Parties and Scope

These Terms & Conditions (the **Terms**) govern sponsorship and participation by the undersigned sponsor (**Sponsor**) in <Event Name> (the **Event**) operated by <Your Company> (**Company**). The Event is delivered virtually via Company's selected platform(s). These Terms apply to Sponsor's activities in connection with the Event, including digital sponsor pages, sponsored sessions, placements, and promotions.

2. Eligibility and Package Inclusions

2.1 Eligibility. Company may approve or decline any Sponsor, product, or activation at its discretion to protect attendee experience and safety.

2.2 Package. Sponsor's entitlements are listed in Exhibit A (Sponsorship Deliverables). Unless stated otherwise, Sponsor receives one digital sponsor page within the Event gallery. Placement and ordering are determined by Company.

3. Programming and Schedule Integrity

3.1 No conflicts. Sponsor will not schedule programming (live streams, webinars, office hours, or promotions) that overlaps with main-agenda sessions without Company's prior written consent.

3.2 Change control. Company may adjust agenda times or platform features. Company will notify Sponsor of material changes that affect allocated slots and use reasonable efforts to provide a comparable alternative.

4. Platform Rules and Acceptable Use

4.1 Platform use. Sponsor will use the Event platform only for approved promotional activity, comply with feature limits, and refrain from scraping, automated data extraction, or behavior that degrades performance.

4.2 Content standards. All materials must be accurate, lawful, non-infringing, and free of malware. Comparative claims require substantiation on request.

5. Code of Conduct, Accessibility, and Safety

5.1 Conduct. Company provides a welcoming, harassment-free Event. Discrimination, harassment, bullying, doxxing, or targeted abuse are prohibited.

5.2 Accessibility. Sponsor content must meet basic accessibility standards (captions for pre-recorded video, sufficient color contrast, descriptive alt text for images where applicable).

5.3 Reporting and enforcement. Violations can be reported to [safety@yourcompany.com] or via the platform tool. Company may remove content, revoke access, or terminate sponsorship for violations without refund.

6. Attendee Data, Privacy, and Email Rules

6.1 Lead sharing. Company may share attendee contact data with Sponsor only for individuals who (a) visit Sponsor's page, attend Sponsor's session, or otherwise explicitly interact with Sponsor assets; and (b) grant appropriate consent for sharing and marketing under applicable law. Company does not provide full attendee lists.

6.2 Lawful processing. Sponsor will process data lawfully under applicable privacy laws, maintain a public privacy notice, and include a working unsubscribe in each message.

6.3 Opt-outs and data rights. Sponsor must honor opt-out requests within three business days and fulfill access, deletion, and correction requests as required by law.

6.4 Security incidents. Sponsor will notify Company at [security@yourcompany.com] of any personal-data breach affecting Event leads within 48 hours of discovery and cooperate on remediation and notices.

6.5 No scraping or enrichment. Sponsor will not scrape attendee profiles or enrich shared data with sensitive attributes without consent.

7. Brand, IP, and Recording

7.1 Mutual licenses. Each party retains its IP. During the Event term, (a) Company may use Sponsor's name and logo to identify Sponsor and fulfill entitlements; (b) Sponsor may use Company's Event marks solely to reference its participation, following Exhibit B (Brand Guidelines). Either party may request correction or takedown of non-compliant use.

7.2 Recording and reuse. Company may record Event sessions (including Sponsor sessions) and make them available on demand. Sponsor grants Company a non-exclusive, worldwide, royalty-free license to host, reproduce, display, and distribute such recordings for Event promotion and post-Event viewing. If Sponsor shares third-party content, Sponsor is responsible for securing rights.

8. Deliverables, Materials, and Deadlines

8.1 Submission. Sponsor will submit creative assets (logos, copy, collateral, CTAs) in the formats and by the deadlines in Exhibit A. Late or non-compliant assets may reduce exposure; no make-good is guaranteed.

8.2 Quality bar. Company may require reasonable edits to align with accessibility, clarity, and platform constraints.

9. Cancellations, Substitutions, and Refunds

9.1 Cancellation by Sponsor. Sponsor may cancel by written notice to [sponsors@yourcompany.com]. Refunds follow this schedule:

- More than 30 days before the Event: 50% refund
- 15—30 days before the Event: 25% refund
- 14 days or fewer before the Event: no refund

9.2 Substitution. Sponsor may substitute the sponsoring brand or designated contact once at no charge up to seven days before the Event; additional substitutions require Company approval.

9.3 Cancellation or reschedule by Company. If the Event is rescheduled, Company will provide reasonably comparable entitlements on the new date. If the Event is cancelled and not rescheduled, Company will refund the sponsorship fee actually paid.

9.4 Force majeure. Neither party is liable for delays or failures caused by events beyond reasonable control. If such an event prevents delivery, the parties will use reasonable efforts to provide a comparable virtual alternative or reschedule.

10. Confidentiality

Each party will protect the other's non-public information with reasonable care, use it only for these Terms, and disclose only to personnel who need to know and are bound by similar obligations.

11. Representations; Compliance

Sponsor represents it owns or has rights to all materials it provides and will comply with applicable advertising, privacy, export/sanctions, and anti-corruption laws.

12. Indemnity; Limitation of Liability

12.1 Indemnity. Each party will defend and indemnify the other from third-party claims arising from its breach of these Terms, unlawful conduct, or materials it supplies.

12.2 Limitation. Neither party is liable for indirect, incidental, special, consequential, or punitive damages, or lost profits. Each party's aggregate liability is capped at the sponsorship fees paid under these Terms, excluding willful misconduct or fraud.

13. Term; Termination

13.1 Term. These Terms take effect on acceptance and continue through post-Event deliverables.

13.2 Termination for cause. Either party may terminate immediately for material breach not cured within ten business days after written notice. Company may also terminate immediately for serious code-of-conduct violations.

13.3 Effect. On termination, Sponsor must cease use of Company marks and remove Event references the Company identifies as misleading.

14. Notices

Send notices to the contacts below by email with confirmation or by courier. Notices are deemed received upon confirmation or delivery.

- Company: [legal@yourcompany.com] | [postal address]
- Sponsor: [contact email] | [postal address]

15. General

The parties are independent contractors. Neither may assign without the other's written consent, except to a successor in a merger or sale of substantially all assets. These Terms (with exhibits) are the entire agreement on this subject. Amendments must be in writing. Failure to enforce is not a waiver. If any provision is unenforceable, the remainder remains effective and the provision is modified to the minimum extent necessary. Governing law and venue: [jurisdiction and venue].

Exhibit A — Sponsorship Deliverables

- Package: [Gold/Silver/Community]
- Inclusions: [sponsor page, logo placement, sponsored session slot (length), CTA button, content hosting window]
- Deadlines: [logo by date, copy by date, video by date]
- Session specs: [format, file types, resolution, caption requirements]
- Lead criteria: [page visits, session attendance, gated asset downloads]
- Reporting cadence: [weekly dashboards, post-event CSV within X days]

Exhibit B — Brand Guidelines

- Approved descriptions and positioning
- Logo usage rules and clear-space
- Co-marketing do's and don'ts
- Takedown and correction process; contact for approvals