



NRF Game-Day Watch Party

Date: Sunday, January 10, 2027

Time: 4 - 8 PM

Location: 5th & Mad Sports Bar, NYC



Sponsorship
prospectus



Don't miss the Verifone NRF Game-Day Watch Party

Join Verifone on Sunday evening, after NRF officially kicks off, for a kickoff of a different kind — an NRF wildcard matchup on the big screens.

We're bringing together a global community of enterprise merchants, partners, and retail innovators for an evening of networking, great food, an open bar, and game-day camaraderie. It's the perfect setting to connect in a relaxed, high-energy environment during NRF.

This sponsorship invitation is extended to a select group of our partners. As a co-host, you'll have the opportunity to showcase your brand, invite your clients and prospects, and join us in creating a memorable start to NRF.





Sponsorship Opportunities

Two tiers, each built to put your brand in front of NRF's top retail and payments leaders.

Skybox Sponsor

\$50,000

1 sponsor spot

The benefits include:

- Custom co-branding of the public upstairs space, open to all attendees
- Invite up to 20 guests (venue capacity permitting)
- Co-branded coat check tickets
- Private meeting space in back with Verifone executives
- Skybox sponsor level callout on the attendee giveaway bag and event promotion
- Sponsor-branded dessert served upstairs
- Larger, first-position logo placement across all event materials
- First right of refusal on next year's Skybox slot

Team Sponsor

\$10,000

10 sponsor spots

The benefits include:

- Team sponsor level logo placement on event signage
- Team sponsor level callout on the attendee giveaway bag and event promotion
- Invite up to 10 guests
- Meet and mingle with high-value global retail enterprises
- Incorporate a light branded experience / giveaways (pending approval)
- Featured in the post-event recap on verifone.com



In good company

A snapshot of the companies that attended
the NRF Game-Day Watch Party in 2026











Contract

- 1. Event Sponsorship.** The sponsorship will not be announced publicly in pre-event marketing communication until VeriFone, Inc. ("Verifone") receives this signed contract and the full deposit of the total fees due.
- 2. Sponsorship Refusal.** Verifone reserves the right to refuse, revoke, or terminate sponsorship to any Sponsor whose display of branded goods / giveaways is not likely to be, in the opinion of Verifone, compatible with the general character and objectives of Verifone.
- 3. Sponsor Cancellation.** Sponsorships are non-refundable.
- 3a. Deposit by Tier.** Team Sponsor (\$10,000): 50% deposit (\$5,000) due upon signing. Skybox Sponsor (\$50,000): 50% deposit (\$25,000) due upon signing. Remaining balance for either tier due no later than December 11, 2026.
- 4. Cancellation of the Event.** Verifone reserves the right to cancel the event for convenience. Should Verifone cancel the event in its entirety prior to the event start date, Verifone shall refund to Sponsor the amount already paid by Sponsor for the event. Notwithstanding the foregoing, Verifone will not be responsible for, and no refunds shall be provided in the event of, cancellation based on or relating to situations beyond Verifone's control, including but not limited to: acts of God, terrorism, infectious disease, war, fire, strikes, acts or orders of governmental authorities, or third-party responsibility ("Force Majeure Events"). The foregoing shall be Sponsor's sole remedy for any cancellation of the conference.
- 5. Postponement of the Event.** Verifone reserves the right to postpone the event should Verifone determine, in its discretion, that such postponement is necessary or desirable, including as a result of Sponsor cancellations, failure to sell all or substantially all Sponsor participations, or the occurrence of a Force Majeure Event. Verifone shall not be obligated to refund any Sponsor fees paid provided that the event is rescheduled for a date not more than six (6) months from the original conference date.
- 6. Rules and Regulations.** Verifone shall have the power to adopt and enforce all rules and regulations with respect to the kind, nature, and eligibility of the event venue adopted by it or set forth in this contract. Verifone has the power to enforce all such rules and regulations. Verifone's decision on such matters shall be final. If Sponsor fails to abide by this contract or such rules and regulations, then Verifone reserves the right to terminate Sponsor's participation in the event. Should Sponsor be terminated in this manner, Sponsor shall forfeit the amounts previously paid for the event, regardless whether or not Verifone enters into a further contract with a new venue.
- 7. Sponsorship Requirements.**
 - a. Guest Invitations. Team Sponsor: invite up to 10 guests. Skybox Sponsor: invite up to 20 guests, venue capacity permitting.
 - b. You can incorporate a light branded experience or giveaways, pending Verifone's approval.
 - c. Logo Placement. Team Sponsor: standard placement across event signage and pre-event marketing. Skybox Sponsor: dedicated upstairs prominence and first-position placement across all event materials.
- 8. Compliance.** Sponsor shall comply with all laws, ordinances and regulations pertaining to health, fire, prevention and public safety while participating in the event.
- 9. Sponsor Responsibility for Damages.** Verifone will not be responsible for any injury, loss or damage that may occur to Sponsor's employees, contractors or property from any cause whatsoever, or which may be sustained by any person who may be on the premises leased to Sponsor or watching, observing and participating in any demonstration or exhibit of Sponsor, and Sponsor and its insurers will not subrogate against Verifone for theft of, loss of or damage to Sponsor's property while in transit to, within, and in transit from the exhibition hall.
- 10. Sponsor's Liability and Hold Harmless.** Sponsor releases Verifone, 5th and Mad Sports Bar, their respective directors, their respective directors, officers, employees, agents, and contractors, and each of them, from any claims, liabilities, losses, damages, costs, or expenses relating to or arising out of any injury to any personnel of Sponsor or to any other person or any loss of or damage to any property of Sponsor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to Sponsor's participation in the conference, and Sponsor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto. Sponsor shall indemnify, defend and hold harmless Verifone, the 5th and Mad Sports Bar and their respective directors, officers, employees, agents and contractors, and each of them, from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of Sponsor's participation in the event, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting directly from the sole and gross negligence of Verifone.
- 11. LIMITATION OF REMEDIES:** IN NO EVENT WILL VERIFONE BE LIABLE FOR ANY LOST PROFITS, LOST SAVINGS, OR OTHER INCIDENTAL, INDIRECT, EXEMPLARY OR CONSEQUENTIAL DAMAGES, EVEN IF VERIFONE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. VERIFONE WILL NOT BE LIABLE FOR ANY DAMAGES CLAIMED BY SPONSOR BASED ON ANY THIRD PARTY CLAIM. IN NO EVENT WILL VERIFONE BE LIABLE FOR ANY DAMAGES CAUSED BY FAILURE OF A SPONSOR TO PERFORM ITS RESPONSIBILITIES. IN ANY EVENT, THE MAXIMUM LIABILITY OF VERIFONE TO SPONSOR SHALL BE THE TOTAL SPONSORSHIP AMOUNT PAID BY SPONSOR TO VERIFONE UNDER THIS CONTRACT.
- 12. Changes.** Verifone reserves the right to make any changes, amendments and /or additions to this contract as considered advisable for the proper conduct of the event, and all amendments shall be equally binding on all parties affected by them. Verifone will provide written notice of any such amendments to such Sponsors as may be affected by them.
- 13. Intellectual Property Matters.** Sponsor agrees to assume full responsibility for complying with the federal copyright laws and any regulations issued thereunder and the laws of unfair competition, including but not limited to payment of royalties which are due for the use of copyrighted works during Sponsor's events. Sponsor represents and warrants to Verifone that no materials used in or in connection with its exhibit infringe upon the trademarks, copyrights, or other intellectual property rights of any third party. The Sponsor agrees to immediately notify Verifone of any information of which Sponsor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. Sponsor agrees to indemnify, defend, and hold Verifone, and its agents, and successors, harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the Sponsor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, Verifone shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of a Sponsor. Prior to and during the conference, Sponsor grants to Verifone a limited, royalty-free, non-exclusive and non-transferable license to use Sponsor's trademarks, trade names, logos



and service marks in connection with Verifone's marketing, advertisement, and promotion of the event.

14. General. This contract and the rights of the parties hereunder shall be governed by and construed and interpreted in accordance with the laws of the State of New York, exclusive of conflict or choice-of-law rules, and the Parties hereby consent to the personal and exclusive jurisdiction and venue of the state and federal courts in New York County, New York State. IN THE EVENT OF ANY DISPUTE BETWEEN THE PARTIES, WHETHER IT RESULTS IN PROCEEDINGS IN ANY COURT IN ANY JURISDICTION OR IN ARBITRATION, THE PARTIES HEREBY KNOWINGLY AND VOLUNTARILY, AND HAVING HAD AN OPPORTUNITY TO CONSULT WITH COUNSEL, WAIVE ALL RIGHTS TO TRIAL BY JURY, AND AGREE THAT ANY AND ALL MATTERS SHALL BE DECIDED BY A JUDGE OR ARBITRATOR WITHOUT A JURY TO THE FULLEST EXTENT PERMISSIBLE UNDER APPLICABLE LAW. Notwithstanding anything herein to the contrary, except with respect to enforcing claims for injunctive or equitable relief, any dispute, claim, or controversy arising out of or relating in any way to this contract or the interpretation, application, enforcement, breach, termination, or validity thereof (including any claim of inducement into this agreement by fraud and including determination of the scope or applicability of this agreement to arbitrate) or its subject matter (collectively, "Disputes") shall be determined by binding arbitration before one arbitrator. The arbitration shall be administered by JAMS conducted in accordance with the expedited procedures set forth in the JAMS Comprehensive Arbitration Rules and Procedures as those Rules exist on the date hereof, including Rules 16.1 and 16.2 of those Rules. The arbitration shall be held in New York, New York, and it shall be conducted in the English language. The parties shall maintain the confidential nature of the arbitration proceeding and any award, including the hearing, except as may be necessary to prepare for or conduct the arbitration hearing on the merits, or except as may be necessary in connection with a court application for a preliminary remedy, a judicial challenge to an award or its enforcement, or unless otherwise required by law or judicial decision. The arbitrator shall have authority to award compensatory damages only and is not empowered to award any punitive, exemplary, or multiple damages, and the parties waive any right to recover any such damages. The parties acknowledge that this contract evidences a transaction involving interstate commerce. Any arbitration conducted pursuant to the terms of this contract shall be governed by the Federal Arbitration Act (9 U.S.C., Secs. 1-16). Each party shall be responsible for its respective fees, including attorney's and expert's fees, in pursuing or defending a claim hereunder. This contract contains the entire agreement of the parties relating to the subject matter hereof. Sections 10, 11, 12, and 14 shall survive any termination or expiration of this contract.



Confirm your sponsorship today!

To become a sponsor of Verifone's NRF Game-Day Watch Party, please complete the following fields and click on the Submit Now button below or email this entire document to Rachel Lefkow at Rachel.Lefkow@verifone.com.

If you have any questions regarding the program, please email Rachel Lefkow at Rachel.Lefkow@verifone.com.

By signing in the Signature block below, or by typing your name in the Signature block below and clicking the Submit Now button below, you acknowledge and agree that you have read the contract and agree with Verifone's terms and you represent and warrant that you are of legal age to form a legally binding contract, and have the full right and authority to agree to this contract on behalf of your employer, company, or such other legal entity on whose behalf you are acting.

Sponsoring Company: _____ Contact Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
Email Address: _____
Company Website: _____
Print Name: _____ Date: _____
Telephone #: _____ Fax #: _____

Select your sponsorship tier:

☐ Team Sponsor: \$10,000
(10 spots, first come, first served; sign by November 20, 2026)

☐ Skybox Sponsor: \$50,000
(1 spot, first come, first served; sign by November 20, 2026)

Submit