

EVENT SPONSORSHIP AGREEMENT

This Sponsorship Agreement (the Agreement) is made and entered into as of the last signature date below (the Effective Date) by and between MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES (MAIMS), DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION with an office at Maharaja Agrasen Chowk, Sector 22, Rohini, New Delhi, Delhi 110086 and the sponsor identified as MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND MASS COMMUNICATION.

RECITALS

MAIMS AND DEPARTMENT OF JMC is hosting the following event: **JMCICON'21: Reshaping the Landscape of Media During Crisis Situations** on 17th September, 2021 and sponsor desires to sponsor the event. In consideration of the mutual promises and covenants contained in this agreement, the parties hereby agree as follows:

- 1. MAIMS AND DEPARTMENT OF JMC Obligations-** In consideration for sponsor's participation in the event, MAIMS AND DEPARTMENT OF JMC shall provide the the Sponsor the benefits set out in Appendix, which is incorporated and hereby made a part of this Agreement.
- 2. Sponsor Obligations-** For its participation as a sponsor in the event, Sponsor shall agree to collaborate with MAIMS and DEPARTMENT OF JMC as our:
 - **Journal Association** (Publication of best quality papers in your referred and in-house journals)
 - **Publishing Partner** (Special Issue of the Conference)
- 3. Sponsor Trademark/Sponsor Materials-** Subject to the terms and conditions of this agreement, sponsor grants to MAIMS AND DEPARTMENT OF JMC the right to use Sponsor's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to MAIMS AND DEPARTMENT OF JMC by sponsor (Sponsor Materials), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the event and in accordance with sponsor's trademark usage guidelines.
- 4 Indemnity-**
 - 4.1** MAIMS AND DEPARTMENT OF JMC shall not be responsible for any loss of or damage to property of sponsor, its employees, agents, contractors or assigns nor for any personal injury to sponsor's officers, directors, employees, agents,

contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or wilful misconduct of MAIMS AND DEPARTMENT OF JMC, its directors, officers, and/or employees.

- 4.2 Sponsor shall indemnify, defend, and hold MAIMS AND DEPARTMENT OF JMC harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of sponsor's trademarks and logos, and sponsor materials.

5 Limitation of Liability- Except with respect to Section 8.3, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this agreement, MAIMS AND DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION's liability for any claim against MAIMS AND DEPARTMENT OF JMC shall be limited to the funds available in its own bank account at the time of claim.

6 Representations- Each party hereby represents and warrants that it has the full power to enter and perform according to the terms of this agreement.

7 Terms and Termination-

7.1 Term: subject to the terms and conditions herein, this agreement shall be effective upon the Effective Date and shall continue through September 24, 2021 one week past the event date, unless earlier terminated as otherwise provided in this agreement (the Term).

7.2 Termination by MAIMS AND DEPARTMENT OF JMC shall be entitled to cancel the event and/or terminate this agreement at any time for any reason. In the event the MAIMS AND DEPARTMENT OF JMC may terminate this agreement for any reason other than sponsor's breach MAIMS AND DEPARTMENT OF JMC shall refund any fees received from sponsor, and at sponsor's expense, return any materials, and equipment, hardware and/or software loaned by sponsor for the event.

7.3 Termination by sponsor; Effect of Termination

- a) Sponsor may terminate this agreement for breach by MAIMS AND DEPARTMENT OF JMC after giving the MAIMS AND DEPARTMENT OF JMC at least ten (10) days prior written notice specifying the nature of the breach and giving the MAIMS AND DEPARTMENT OF JMC no less than ten (10) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this agreement shall terminate on the tenth day. If breach occurs fewer than ten (10) days prior to the event, sponsor may terminate this agreement for breach if such breach is not cured by the first day of the event.
- b) If the MAIMS AND DEPARTMENT OF JMC terminates this agreement for sponsor's breach, the MAIMS AND DEPARTMENT OF JMC shall retain any fees received from sponsor, which fees shall be due and payable notwithstanding any such termination? Any equipment, materials and hardware or software of sponsor shall be returned at the end of the event and, in the interim, may be used for the

purposes contemplated herein notwithstanding such termination.

8. Miscellaneous-

8.1 Notices- All notices, authorizations, and requests in connection with this agreement shall be deemed given on the day they are

(i) deposited in the mail, postage prepaid, certified, or registered, return receipt requested;

(ii) sent by air express courier, charges prepaid; or

(iii) sent by fax as indicated by a fax confirmation sheet; and sent to the address in the recitals. Sponsor agrees to send a copy of any notices, via email.

8.2 Relationship- This agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties

8.3 Confidentiality- Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential and will make no use of such information and know-how except under the terms, for the purposes of and during the existence of this agreement. Each party's obligation under this agreement with respect to any particular information shall extend to the earlier of such time as such information is publicly available through no fault of the receiving party or five (5) years following termination of the agreement.

8.4 Assignment- This agreement may not be assigned by either party without prior written consent of the other party.



The parties have executed this agreement as of the date:

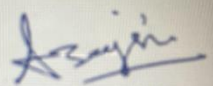
- Journal Association (Publication of best quality papers in your referred and in-house journals)
- Publishing Partner (Special Issue of the Conference)

SPONSOR

Sponsor Name:

Makhanlal Chaturvedi National University of Journalism and Mass Communication

Signature:



(डॉ. अविनाश बाजपेयी)
कुलसचिव

Date:



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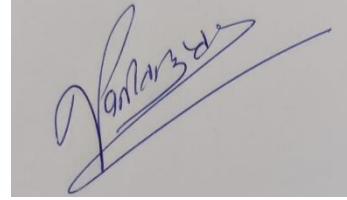
MAIMS Delhi IN

**MAIMS AND DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION**

Signature:



**Prof. (Dr.) Ravi Kumar Gupta
Director , MAIMS**



**Prof. (Dr.) Vinita Gupta
Head , Department of J&MC**

Date: 20 September 2021



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