

# SPONSORSHIP AGREEMENT

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Between Marine Federal Credit Union (“Sponsor”) and La Crosse Center (“Venue”)

## 1. Agreement Overview

This Sponsorship Agreement (“Agreement”) is made and entered into by and between Marine Credit Union (hereinafter “Sponsor”) and the La Crosse Center (hereinafter “Venue”), effective September 1, 2025. This Agreement shall automatically renew on August 31, 2028, unless either party provides written notice of termination on or before that date.

## 2. Pre-Approval for Additional Services

If Sponsor requests services beyond those detailed herein, the Venue shall provide a written estimate for Sponsor’s pre-approval before commencing any work that may result in additional charges.

## 3. Signage and Promotions

All Sponsor advertising for placement within the event grounds must be approved in advance by the Venue. Such approval shall not be unreasonably withheld, denied, delayed, or conditioned.

Sponsor shall provide all required artwork, signage, and media content. The Venue reserves the right to adjust signage or media placement with reasonable notice to the Sponsor. Venue will install and maintain all agreed-upon signage placements at Sponsor’s expense. Any required replacements due to damage or events beyond the Venue’s control shall be the responsibility of the Sponsor.

Signage relocation must be mutually agreed upon and must maintain comparable visibility and brand positioning. Signage may not be placed adjacent to or in association with non-family-friendly content (e.g., alcohol-related advertising). The Venue will cover the cost of initial installation; any future relocations or modifications requested by the Sponsor will be at the Sponsor’s expense.

## 4. Entire Agreement & Modification

This Agreement represents the entire understanding between the parties and supersedes all prior negotiations or communications, whether oral or written. Any amendment or modification must be in writing and signed by both parties to be effective.

## **5. Relationship of Parties**

The parties are independent contractors. Nothing in this Agreement shall be construed to create a partnership, joint venture, agency, franchise, or employment relationship between the parties.

## **6. Assignment**

Sponsor may not assign, delegate, or transfer this Agreement, in whole or in part, without the prior written consent of the Venue.

## **7. Venue Closure**

If the Venue is closed for thirty (30) consecutive days or more due to renovations, unforeseen emergencies, or extraordinary events (including but not limited to pandemics), the Sponsor shall be entitled to a pro-rated refund of sponsorship fees for the duration of the closure.

## **8. Agreement Conditions**

This Agreement becomes effective upon the signature of both parties. All sponsorship deliverables are outlined in Schedule A, which is hereby incorporated into this Agreement by reference.

## **SCHEDULE A**

Sponsor Receives from La Crosse Center:

- Designation as Official Banking Partner of the La Crosse Center (Exclusive in Category)
- High-Visibility Branding throughout the venue
- Activation Opportunities: Direct patron engagement via sponsor-provided table
- (2) ATM Installations with Marine Credit Union-branded exterior signage:
  - Lobby
  - Riverside Section
  - Southall Section
- Front Signage over Main Entry to Box Office
- (2) Arena Bowl Signage Placements at entryways
- (8) Arena Bowl Video Monitors (rotating basis)
- Lobby Monitor Placements (30-second video & still graphics)
- Concourse & Meeting Room Monitor Placements (30-second video & still graphics)
- Website Placement, digital ad link, and “Know Before You Go” social media promotion
- Inclusion in La Crosse Center Email Newsletter
- Annual Event Ticket Bank (\$1,500 retail value)

## **Terms & Financials**

Start Date: September 1, 2025

- Year 1: \$65,000 (September 1, 2025 – August 31, 2026)
- Year 2: \$75,000 (September 1, 2026 – August 31, 2027)
- Year 3 (Optional): \$85,000 (September 1, 2027 – August 31, 2028)

Sponsor must notify the Venue of its intention to renew for Year 3 no later than 90 days prior to the end of Year 2.

## **Execution**

Please indicate agreement by signing below and returning the executed copy to:

Steve Wilson | [stevewilson@tseentertainment.com](mailto:stevewilson@tseentertainment.com)

Joumana Mcdad  
Chief Service Delivery and Experience Officer, Marine Credit Union

Signature: Joumana Mcdad Date: 08/15/2025

Jared Flick  
Deputy Director, Recreation and La Crosse Center

Signature: Jared Flick Date: 5/6/2026  
DocuSigned by:  
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