

Waukesha JanBoree Sponsorship Agreement

This sponsorship agreement is between the City of Waukesha - Parks, Recreation and Forestry Department (City) and the Generac Foundation (sponsor).

Sponsorship: Presenting sponsorship of 2026 Waukesha JanBoree

Event: Waukesha JanBoree is a 10-day winter event held throughout the City of Waukesha and Waukesha County. The City and its partners plan and activate all related events and activities.

Event Dates: January 16 – 25, 2026

Promotional Period: March 1, 2025 through February 27, 2026

Location(s): Approximately 10 locations in the City of Waukesha including public parks.

Presenting sponsorship fee: \$12,000 for the 2026 event with first right of refusal for the 2027 event.

Presenting sponsorship benefits:

- Sponsor will be the only and exclusive presenting sponsor of Waukesha JanBoree during the promotional period.
- City will issue an announcement/news release about the new presenting sponsor in March/April 2025 including a quote from Sponsor and reviewed by Sponsor prior to release.
- Sponsor will receive “presented by” acknowledgment in all materials and mentions being listed as “Waukesha JanBoree presented by Generac” using the Generac logo or name. This includes all print media pieces, advertising related to entire event, promotional signage and banners, City-issued social media posts, and news releases.
- Sponsor will have the opportunity to review the use of its logo or name in materials prior to them being released.
- Prominent logo recognition in the JanBoree color brochure (35,000 distribution).
- Prominent (highest level) sponsor recognition with prominent logo and link on the JanBoree.org website. “Presented by Generac” will be included in the upper third of the website, in addition to the large logo in the lower half of the website. Sponsor will provide website link to be used.

- Sponsor recognition with link in all JanBoree social media posts by the City of Waukesha.
- Sponsor recognition on signage at activity locations.
- Sponsor name and logo on 8-10 banners throughout City two weeks prior to the event.
- Sponsor recognized in fireworks during the fireworks show.
- Sponsor name and logo in newspaper “thank you” ad.
- Sponsor recognition with logo in thank-you ad in Winter 2026/2027 activity guide (distributed to approx. 30,000 households in Waukesha and available online).
- Sponsor can promote its involvement with the event, including using event logo, on-line and in its own marketing/public relations materials.
- Right of first refusal for next year (2027) at \$12,000 one-year rate if committed by March 17, 2026.
- Sponsorship plaque.
- Indemnification and Limitation of Liability. The City hereby agrees to indemnify, defend and hold harmless Generac, its parent, subsidiaries and related affiliates, and its and their respective directors, officers, employees, agents, distributors, dealers, customers, successors and assigns, from and against any and all damages, liabilities, costs and expenses whatsoever (including reasonable attorneys’ fees) which they may incur, directly or indirectly, arising from or in connection with (a) any negligent act or omission of the City or any of its employees, officers, directors or other representatives, (b) any breach or alleged breach of any of the warranties, representations or agreements of the City hereunder, (c) any claim or action for or relating to personal loss, injury, death, property damage or otherwise suffered by participants, spectators, bystanders or others (or their relatives) in connection with the Event, (d) the use by Generac of any materials supplied by the City in connection with the Event or the Sponsorship Benefits including any customer or event attendee leads or social media content, or (e) any unauthorized use of the Generac Marks or any third-party intellectual property rights, except if any of the foregoing arise from the acts or omissions of Generac or its employees, agents, or contractors. NOTWITHSTANDING ANYTHING TO THE CONTRARY, IN NO EVENT SHALL GENERAC BE LIABLE FOR ANY SPECIAL, INCIDENTAL, INDIRECT CONSEQUENTIAL, OR PUNITIVE OR EXEMPLARY DAMAGES, except for such

damages as may arise from the acts or omissions of Generac or its employees, agents, or contractors.

Sponsor Signed

Name: Kelly Skindzelewski

Date:

Signature:

City Sign

Name:

Date:

Signature: