



## Sponsorship Agreement

### **Los Angeles Area Fire Chiefs' Association Desert Conference 2026**

Grand Hyatt Indian Wells Resort & Villas – Palm Desert, California (“Hotel Venue”)

Indian Wells Golf Resort (“Venue”)

October 6, 2026, to October 9, 2026

This Sponsorship Agreement (“Agreement”) is entered into as of date of payment, 2026 (“Effective Date”) by and between:

#### **Conference Organizer:**

Los Angeles Area Fire Chiefs' Association (“LAAFCA”), acting through the Desert Conference Planning Committee (“Organizer”)

6475 East Pacific Coast Highway, Suite 131

Long Beach, CA 90803

(“Organizer”)

AND

#### **Sponsor: as indicated on registration**

Company Legal Name:

Address:

(“Sponsor”)

Organizer and Sponsor may be referred to individually as a “Party” and collectively as the “Parties.”

## 1. Purpose

Organizer is hosting the Los Angeles Area Fire Chief Officers Desert Conference (“Conference”), a professional development event for fire service executive leadership. Sponsor desires to provide financial and/or in-kind support in exchange for limited promotional benefits as described herein.

## 2. Sponsorship Level

Sponsor agrees to participate at the following level:

- ☐ Fire Chief – \$20,000.00
- ☐ Chief Deputy Fire Chief – \$18,500.00
- ☐ Deputy Fire Chief – \$17,500.00
- ☐ Assistant Chief – \$15,000.00
- ☐ EMS Division Chief – \$9,500.00
- ☐ Division Chief II – \$8,000.00
- ☐ Division Chief I – \$7,500.00
- ☐ Battalion Chief – \$6,500.00
- ☐ Captain II – \$5,000.00
- ☐ Captain I – \$4,000.00
- ☐ Conference Lanyards – \$4,000.00
- ☐ Keynote Sponsor – \$3,000.00

Specific benefits associated with each sponsorship level are described in Exhibit A (Sponsorship Benefits), incorporated herein by reference.

Organizer reserves the right to determine final placement, size, and format of logos, signage, and recognition materials.

### **3. Payment and Terms**

#### **3.1 Sponsorship Fee**

Sponsor agrees to pay the total Sponsorship Fee in accordance with the selected sponsorship level.

Full payment is due at the time of registration, but required no later than September 1, 2026. Sponsorship benefits may be withheld until payment is received in full.

Payments shall be made payable to: **Los Angeles Area Fire Chiefs' Association (LAAFCA)**

#### **3.2 Non-Contingent Payment**

Sponsor's payment obligation is not contingent upon:

- Attendance levels
- Sales generated
- Business opportunities realized
- Procurement outcomes
- Networking results

Sponsorship benefits are promotional in nature and do not guarantee specific results.

#### **3.3 Taxes and Payment Processing Fees**

Sponsor is responsible for any applicable federal, state, or local taxes associated with its participation, excluding taxes imposed directly upon Organizer.

If Sponsor elects to pay the Sponsorship Fee by credit card or other electronic payment method that incurs transaction processing fees, Sponsor agrees to pay any associated processing fees charged to Organizer by the payment processor. Such fees will be disclosed in advance and added to the total payment amount.

No processing fee shall apply to payments made by check, ACH transfer, or other non-fee methods accepted by Organizer.

### **3.4 Late or Failed Payment**

Organizer reserves the right to cancel or withhold sponsorship recognition if payment is not received by the due date.

Returned payments or failed transactions must be promptly resolved to avoid cancellation of benefits.

### **3.5 Cancellation by Sponsor**

Sponsor may cancel participation by providing written notice to Organizer.

Because Organizer incurs administrative, venue, production, and promotional expenses in advance of the Conference, refunds will be issued according to the following schedule:

- More than 120 days prior to the Conference: 75% refund
- 60–119 days prior: 50% refund
- Less than 60 days prior: No refund

Sponsor acknowledges that Organizer commits funds and resources in reliance on sponsorship participation and that the above schedule reflects a reasonable estimate of costs and losses incurred as a result of cancellation. Retained amounts are intended to offset committed expenses and lost opportunity and are not a penalty.

Organizer may consider exceptional circumstances on a case-by-case basis.

### **3.6 Cancellation or Postponement by Organizer**

If the Conference is canceled or postponed due to circumstances beyond Organizer's reasonable control, Organizer may:

- Apply the Sponsorship Fee to a rescheduled Conference; or
- Refund the Sponsorship Fee less any non-recoverable expenses incurred.

Organizer shall not be liable for consequential damages.

## **4. Sponsor Participation**

Sponsors participating as exhibitors (“Exhibitors”) must comply with the Conference **Exhibitor Guidelines and Requirements attached as Exhibit B**, which are incorporated into this Agreement by reference.

Organizer reserves the right to make reasonable modifications to exhibit logistics as necessary to accommodate venue requirements, safety considerations, or operational needs.

## **5. No Endorsement; No Guarantee of Business**

Sponsor acknowledges and agrees that:

- Sponsorship does not constitute an endorsement by Organizer, the Planning Committee, participating fire departments, municipalities, or public agencies of Sponsor’s products or services.
- Sponsorship does not guarantee any sales, contracts, procurement opportunities, or future business relationships.
- Sponsorship does not create preferred vendor status or confer advantage in any public procurement process.
- All public agency purchasing decisions are conducted independently and in compliance with applicable laws.

## **6. Procurement Compliance**

Sponsor understands that participating agencies are public entities subject to competitive bidding and public contracting laws. Nothing in this Agreement shall be interpreted as influencing or circumventing such laws.

## **7. Conflict of Interest Certification**

Sponsor represents that no officer, employee, or official of any participating public agency has a financial interest in Sponsor in violation of California Government Code §§ 1090, 87100 et seq., or any applicable conflict-of-interest laws.

Sponsor agrees to disclose any potential conflicts promptly in writing.

## **8. Use of Name and Logo**

Sponsor grants Organizer a limited, non-exclusive license to use Sponsor's name and logo solely for Conference promotional purposes.

Sponsor may not use the name, seal, insignia, or branding of any participating public agency without prior written authorization.

## **9. Right to Refuse or Remove Sponsor**

Organizer reserves the right to refuse or remove any Sponsor whose business practices, reputation, or conduct are deemed inconsistent with the professional standards of the Conference or participating agencies.

Any refund under such circumstances shall be determined at Organizer's discretion.

## **10. Public Records Act**

Sponsor acknowledges that this Agreement and related documents may constitute public records subject to disclosure under the California Public Records Act (Government Code § 6250 et seq.). Organizer makes no guarantee of confidentiality except as required by law.

## **11. Insurance**

If Sponsor participates as an exhibitor, Sponsor shall maintain:

- Commercial General Liability insurance of not less than \$1,000,000 per occurrence
- Workers' Compensation insurance as required by law
- Certificates of insurance may be required prior to Exhibitor setup.

## **12. Indemnification**

Sponsor agrees to indemnify, defend, and hold harmless Organizer and participating agencies, and their officers, employees, and agents, from claims, liabilities, damages, or expenses arising from:

- Sponsor's products or services
- Sponsor's negligence or misconduct
- Sponsor's breach of this Agreement

### **13. Limitation of Liability**

Organizer's total liability under this Agreement shall not exceed the Sponsorship Fee paid.

Neither Party shall be liable for indirect, incidental, or consequential damages.

### **14. No Agency or Partnership**

Nothing in this Agreement creates a partnership, joint venture, employment, or agency relationship between the Parties.

### **15. Governing Law and Venue**

This Agreement shall be governed by the laws of the State of California.

Venue for any dispute shall be in Riverside County, California.

### **16. Entire Agreement**

This Agreement, including Exhibit A and Exhibit B, constitutes the entire agreement between the Parties and supersedes all prior discussions or representations.

Any amendments must be in writing and signed by both Parties.

Sponsor acknowledges that sponsorship participation is based solely on the terms contained in this Agreement and its exhibits.

Sponsor has not relied upon any verbal statements, marketing materials, or representations not expressly contained in this Agreement.



## EXHIBIT “A”

### SPONSORSHIP TIERS AND BENEFITS

Los Angeles Area Fire Chiefs’ Association Desert Conference

Indian Wells Golf Resort and Grand Hyatt Indian Wells Resort & Villas

Palm Desert, California

October 6, 2026, to October 9, 2026

The following benefits correspond to each sponsorship level for the Conference.

Organizer reserves the right to make reasonable adjustments to benefit delivery due to venue logistics, production requirements, or operational needs.

Sponsors receiving exhibitor space must comply with **Exhibit B – Exhibitor Guidelines and Requirements**.

### SPONSORSHIP TIERS

#### **Fire Chief (\$20,000.00)\***

Exclusive opportunity to be one of the premier partners of LAAFC DC 2026. Welcome session spotlights up to 20 minutes. Prominent positioning across all marketing, including the LAAFC website and social media as premiere conference sponsor. Prime table location at registration and venue main entrance for networking. Logo or 1 minute video to play during breaks. Printed sponsorship signs in key conference areas. Formal acknowledgement at general sessions and welcome reception. Listing and digital ad on the mobile app. Logo on conference badges. Includes breakfast/lunch /dinner Wednesday, breakfast/lunch Thursday and evening hospitality for two. One room hotel stay for two nights and one vehicle parking included.

### **Chief Deputy Fire Chief (\$18,500.00)\***

Apparatus sponsor – apparatus display in prime location at conference entrance, display table inside, and one foursome for golf on Tuesday. Recognition as a sponsor across all marketing, the LAAFCA website, and social media. Logo or 1 minute video to play during breaks. Formal acknowledgment during general sessions and the welcome reception. Inclusion in the mobile app with both listing and limited digital ad. Logo on conference badges. Includes breakfast/lunch /dinner Wednesday, breakfast/lunch Thursday, and evening hospitality for two. Hotel stay and parking responsibility of vendor/sponsor.

### **Deputy Fire Chief (\$17,500.00)\***

Golf sponsor – banner at golf registration and golf awards “presented by vendor name”, one 10-minute spotlight and 1 foursome for golf on Tuesday. Recognition as a sponsor across all marketing, the LAAFCA website, and social media. Company logo or QR code on golf balls for all golfers. Logo or 1 minute video to play during breaks. Formal acknowledgment during general sessions and the welcome reception. Inclusion in the mobile app with both listing and limited digital ad. Includes breakfast/lunch /dinner Wednesday, breakfast/lunch Thursday, and evening hospitality for two. Hotel stay and parking responsibility of vendor/sponsor.

### **Assistant Chief (\$15,000.00)\***

Ten-minute lightning session spotlight. Sponsor receives positioning across all marketing, including the LAAFCA website and social media as premier conference sponsor. Prime table location at registration and venue main entrance for networking. Logo or 1 minute video play during breaks. Printed sponsorship signage in key conference area. Formal acknowledgement at opening session and welcome reception. Listing and digital ad on the mobile app. Logo on conference badges. Includes breakfast/lunch /dinner Wednesday, breakfast/lunch Thursday, and evening hospitality for two. Hotel stay and parking responsibility of vendor/sponsor.

### **EMS Division Chief (\$9,500.00)\***

Ambulance sponsor – ambulance display near conference entrance, display table inside, and one twosome for golf on Tuesday. Recognition as a sponsor across all marketing, the LAAFCA website, and social media. Logo shared via screensaver to play during breaks. Formal acknowledgment during general sessions and the welcome reception. Listing inclusion in the mobile app. Includes breakfast/lunch /dinner Wednesday and

breakfast/lunch Thursday for two. No evening hospitality Tues./Wed./Thurs., participation is reserved for hospitality vendor sponsor. Hotel stay and parking responsibility of vendor/sponsor.

**Division Chief II (\$8,000.00)\***

Unique opportunity to sponsor Wednesday night's dinner and Shots In the Night golf activity and mingle with all event attendees in a casual open-air setting. Recognition as a sponsor across all marketing, the LAAFCA website, and social media. Prime table placement at registration or the venue entrance for networking. Logo shared via screensaver to play during breaks. Formal acknowledgment during general sessions and the welcome reception. Listing inclusion in the mobile app. Includes breakfast/lunch/dinner Wednesday and breakfast/lunch Thursday for two. No evening hospitality Tues./Wed./Thurs., participation is reserved for hospitality vendor sponsor. Hotel stay and parking responsibility of vendor/sponsor.

**Division Chief I (\$7,500.00)\***

Recognition as a sponsor across all marketing, the LAAFCA website, and social media. Prime table placement at registration or the venue entrance for networking. Logo shared via screensaver to play during breaks. Formal acknowledgment during general sessions and the welcome reception. Listing inclusion in the mobile app Includes breakfast/lunch/dinner Wednesday and breakfast/lunch Thursday for two. No evening hospitality Tues./Wed./Thurs., participation is reserved for hospitality vendor sponsor. Hotel stay and parking responsibility of vendor/sponsor.

**Battalion Chief (\$6,500.00)\***

Sponsor conference mobile app platform or conference WiFi including table for rep if desired. Recognition as a sponsor across all marketing, the LAAFCA website, and social media. Formal acknowledgment at general sessions and the welcome reception. QR code with logo on table signage. Listing inclusion in the mobile app. Includes breakfast/lunch/dinner Wednesday and breakfast/lunch Thursday for two. No evening

hospitality Tues./Wed./Thurs., participation is reserved for hospitality vendor sponsor. Hotel stay and parking responsibility of vendor/sponsor.

### **Captain II (\$5,000.00)\***

Recognition as a sponsor across all marketing, the LAAFCA website, and social media. Table placement in the hallway. Formal acknowledgment during general sessions and the welcome reception. Mobile app listing. Includes breakfast/lunch /dinner Wednesday and breakfast/lunch Thursday for two. No evening hospitality Tues./Wed./Thurs., participation is reserved for hospitality vendor sponsor. Hotel stay and parking responsibility of vendor/sponsor.

### **Additional Add On Opportunities**

#### **Captain I (\$4,000)\* Hospitality**

Recognition as a sponsor across all marketing, the LAAFCA website, and social media. Specific mention during event announcement. Signage at hospitality event location.

- Breakfast meal (3 sponsorships available)
- Lunch meal (2 sponsorships available)
- Tuesday night hospitality post-golf welcome event (1 sponsorship available)
- Wednesday or Thursday night hospitality (1 sponsorship available/night)

#### **Conference Lanyards (\$4,000)**

High visibility add-on sponsorship places your logo on badge lanyards provided to all participants. No meals or hospitality are included. Hotel stay and parking responsibility of vendor/sponsor.

**Key Note Sponsor (\$3,000)**

Welcome the audience and introduce key note speaker, acknowledgement of "sponsored by" before key note speaker. No meals or hospitality are included. Hotel stay and parking responsibility of vendor/sponsor.



## **EXHIBIT “B”**

### **EXHIBITOR GUIDELINES AND REQUIREMENTS**

Los Angeles Area Fire Chiefs’ Association Desert Conference

Conference Hotel: Grand Hyatt Indian Wells Resort & Villas

Conference Venue : Indian Wells Golf Resort

Palm Desert, California

October 6, 2026, to October 9, 2026

The following guidelines apply to all Sponsors participating as exhibitors and will be referred as “Exhibitors” in this document.

#### **1. Exhibitor Space**

Each vendor will be provided one exhibit space consisting of:

- One (1) six-foot table
- Two (2) chairs

Exact booth placement will be determined by the Organizer.

Organizer reserves the right to adjust floor layout to meet safety, venue, or operational requirements. Exhibitors’ display must be contained within the designated contracted space and not interfere with adjacent exhibitors, pedestrian flow or emergency access.

Electrical service and WiFi will be available for Exhibitors.

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## **2. Right to Modify Program**

Organizer reserves the right to modify conference schedules, speaker programming, exhibit layouts, and event logistics as reasonably necessary to accommodate operational, venue, or safety requirements.

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## **3. Setup and Breakdown Schedule**

### **Vendor Setup:**

- Tuesday, October 6, 12:00 PM – 6:00 PM
- Wednesday, October 7, 6:00 AM – 7:00 AM

All exhibit materials must be fully installed before the start of the Conference.

### **Exhibit Hours:**

- Wednesday, October 7, 7:30 AM – 5:30 PM
- Tuesday, October 8, 7:30 AM – 5:30 PM

### **Breakdown:**

Exhibitors may begin dismantling displays after **5:30PM, Thursday, October 8**. If dismantling on Friday, October 9, tear down is not permitted between 8:00 AM to 10:00 AM due to a scheduled business meeting.

Early dismantling is discouraged and may affect eligibility for future events.

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## **4. Exhibitor Conduct**

Exhibitors shall maintain a professional display and conduct themselves in a manner consistent with the professional standards of the fire service community.

The following are prohibited:

- Obstructing aisles or neighboring booths
- Excessive noise or disruptive demonstrations

- Distribution of materials unrelated to the exhibitor's services
- Unauthorized solicitation outside assigned exhibit space

Organizer reserves the right to require modification or removal of any display deemed inappropriate.

All registrations and representatives representing the Sponsor as Exhibitors must be identified by September 1, 2026. Exhibitors must be registered via LAAFCA Conference Website.

Sponsors participating as Exhibitors will be provided with the following meals:

- Wednesday, October 7: up to two meals included at breakfast/lunch/dinner
- Thursday, October 8: up to two meals included at breakfast/lunch

Unless you, as the Sponsor, are the designated hospitality sponsor, Sponsor attendance at the nightly hospitality events is limited to designated hospitality sponsors.

Sponsor may not assign, transfer, sublicense, or share its sponsorship or exhibitor space without the prior written consent of Organizer.

Any product demonstrations must be conducted in a safe manner and must comply with venue safety rules and applicable laws.

Demonstrations that create excessive noise, safety hazards, or disruption to conference activities may be restricted or prohibited at the discretion of Organizer.

Organizer reserves the right to require modification or cessation of any demonstration deemed unsafe or disruptive.

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## 5. Security

While reasonable measures may be taken to provide a secure environment, the Conference and venues **do not provide dedicated security for vendor materials.**

The Indian Wells Golf Resort (IWGR) provides basic security; please note the area still allows public access. Vendors are responsible for safeguarding their property.

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## **6. Loss or Damage**

Organizer, the Conference Planning Committee, participating agencies, and the venue **are not responsible for loss, theft, or damage to vendor property.**

Exhibitors assume full responsibility for the protection of their materials and equipment.

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## **7. Liability and Risk**

Exhibitors participate at their own risk. The Organizer, the Conference Planning Committee, participating agencies, and the venue are not responsible for any loss of or damage to any property of Exhibitor or of its booth personnel, representatives, agents, employees, contractors, patrons, guests, licensees or invitees.

Exhibitors are responsible for any damage caused to the venue or other Exhibitor property resulting from their displays, equipment, or personnel.

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## **8. Shipping and Storage**

Exhibitors are responsible for all costs associated with shipping, receiving, and storage of exhibit materials.

The venue's shipping policies must be followed.

Provide a prepaid shipping label for return.

Indian Wells Golf Resort  
C/O LAAFCA Desert Conference  
44500 Indian Wells Ln.  
Indian Wells, CA 92210

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## **9. Compliance with Laws**

Exhibitors must comply with all applicable federal, state, and local laws, as well as venue safety requirements and fire codes.

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## **10. Electrical and Special Requirements**

Any electrical, internet, audiovisual, or special equipment needs must be coordinated with the venue in advance and may incur additional charges.

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## **11. Insurance**

Exhibitors are encouraged to carry appropriate insurance coverage for their equipment and materials.