



Sponsorship agreement for LVMH Watch & Jewellery (UK) Ltd , Duval House, 16-18 Harcourt Street, Worsley, Manchester M28 3GN

Description

ZOOM Through the eyes of F1 drivers is an exciting new charitable initiative. It is based around a unique collection of personally signed images from Formula One's drivers and team principals to be auctioned in aid of Great Ormond Street Hospital.

Each contributor was asked to take a photograph of a subject of their choice and the diversity of the images shows the range of personalities within the sport. The initiative has the support of F1 boss Bernie Ecclestone and all F1's teams have taken part

The photographs will be auctioned by Coys in early 2012. Partners for the event include drinks provider Kingfisher, and celebrity chef James Martin who will be providing canapés for guests at the live auction.

Benefits

LVMH Watch & Jewellery (UK) Ltd will receive the following benefits relating to the Zoom F1 auction in accordance with the terms and conditions supplied:

- * 8 invitations to the live auction event
- * Branding to be displayed at the live auction event in the form of two upright banners, to be supplied by the sponsor to the specifications laid out in the terms and conditions.
- * TAG Heuer logo on all Zoom F1 auction press releases.
- * TAG Heuer logo on Zoom F1 auction website and paragraph of text about the sponsor on the website's partner page.

Cost to LVMH Watch & Jewellery (UK) Ltd: [REDACTED]

Payment details:

[REDACTED]

Agreed between:

LVMH Watch & Jewellery (UK) Ltd: Kirsten Kilby

Zoom F1 auction: Caroline Reid

Date of agreement: 18th January 2012