

## ***Gazelle's First in Line Sponsorship Agreement***

### ***Sponsor:***

*Gazelle, Inc.  
25 Thomson Pl.  
3<sup>rd</sup> Floor  
Boston, MA 02210*

***Who's eligible:*** Any Legal US/DC Resident, over the age of 18. Sponsored persons must fill out a W9 to accept iPhone First In Line Sponsorship and sign agreement.

***Where can I get in line?*** *BOSTON (Boylston St.) // SAN FRANCISCO (Stockton St.)*

***Sponsorship:*** Gazelle agrees to provide you the sponsorship benefits described below so long as you fulfill the sponsorship duties also described below. If at any time following the Sponsorship Period (as defined below) you fail to fulfill any of the Sponsorship Duties, Gazelle shall no longer be obligated to provide the Sponsorship Benefits.

### ***Sponsorship benefits:***

- Gazelle-branded gear, including t-shirts, sweatshirts, umbrellas, blankets, etc. for you to wear while you are waiting in line at the Apple store to buy the new iPhone.
- A light breakfast the morning of the launch.
- Gazelle will provide for you an Apple gift card worth \$649 +applicable state taxes before you enter the store to buy your new iPhone 5S. Phone costs reimbursed for a 16GB iPhone, plus applicable state taxes. Reimbursement will be provided prior to you purchasing your new phone in the form of a gift card to the Apple Store.

### ***Sponsorship duties:***

- You must have a valid reservation with Apple to buy a new iPhone.
- You must be one of the first five (5) people in line at one of the Apple store locations listed above to buy the new iPhone.
- You must maintain your place as first in line until you are admitted to the Apple Store to buy the new iPhone (the "Sponsorship Period").
- During the Sponsorship Period, you must wear the Gazelle-branded gear provided to you and you may not wear or use any other branded gear or apparel while waiting in line to buy the new iPhone or in connection with buying the new iPhone.
- You must be available to speak to the press as directed by Gazelle before, during and after waiting in line and purchasing the new iPhone.
- Fill out, sign and return a W-9 to Gazelle including your Social Security Number. You must be at least 18 and a legal resident of the 50 US/DC.
- You represent and warrant that you have not and will not be engaged by any other person or entity during the Sponsorship Period to perform any promotional activities.

***Publicity rights:*** By accepting this sponsorship, each person agrees to allow Sponsor the perpetual right to use his/her name, biographical information, photos and/or likeness, voice recording, video images and all related footage, and statements for trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including but not limited to on

television, radio, the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

**General:** The sponsored must agree not to make any statements, written or verbal, or cause or encourage others to make any statements, written or verbal, that defame, disparage or in any way slander the personal or business reputation, practices, or conduct of the Sponsor or any other person sponsored by the sponsor. This prohibition extends to statements, written or verbal, made to anyone. The sponsored may be subject to forfeiture of any payments owed and the loss of any amounts already paid.

The laws of Commonwealth of Massachusetts shall govern this agreement. Any disputes shall be brought in the state or federal courts located in Boston, Massachusetts.

Sponsored name:

Sponsored Address:

Sponsored Signature: