

Gaming Sponsorship Agreement

Gaming, Esports & Digital Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Drafts a sponsorship agreement with discrete terms — deliverables/branding, fee and schedule, exclusivity/category, term, performance and compliance — for an esports org, event or creator sponsorship. Use it to formalise a sponsorship. Fill each term separately.

Purpose of this tool & output

Draft an esports/creator sponsorship deal

How the output is used

Use the draft for an esports or creator sponsorship deal — deliverables, branding rights, exclusivity, term and fee — reviewed by a lawyer.

Who receives it

The agreement is between the sponsor/brand and the org/creator; each keeps a signed copy.

Fees & charges

Stamp duty per your state stamp act; GST is handled in invoicing.

Who should vet it

A lawyer, to check the deliverables, branding-rights, exclusivity and termination clauses before signing.

Important cautions

Template for guidance, not legal advice. Scope logo/IP licences and exclusivity clearly, and ensure advertising/disclosure compliance (ASCI) — take extra care if the sponsor is a real-money-gaming or regulated brand. Have a lawyer review before signing.

Companion documents

- Game Publishing Agreement Review
- Developer / Work-for-Hire Agreement
- Esports Player Contract
- Streamer / Creator Agreement
- Game IP Licensing Agreement
- Gaming NDA & IP Protection Agreement

processes vary by state and change over time — confirm with your state authority.