

DISCOVER WISCONSIN MEDIA NETWORK & PRODUCTION AGREEMENT

CLIENT INFORMATION			
Company Name	Sauk County Parks & Recreation <small>(Company Name as it should appear on invoice)</small>		
Billing Address	S7995 White Mound Drive <small>(Street Address)</small>		<small>(PO Box if applicable)</small>
	Hillpoint <small>(City)</small>	WI <small>(State)</small>	53937 <small>(Zip)</small>
	Billing Contact Matt Stieve Parks & Recreation Manager <small>(Name)</small> <small>(Title)</small>		
	608-355-4800 <small>Phone #</small>	<small>Cell #</small>	matt.stieve@saukcountywi.gov <small>(Email Address)</small>
PARTNERSHIP COST			
Total Investment			
2022: \$25,000			
Payment Terms			
<p><u>\$12,500 due January 31, 2022</u></p> <p><u>\$12,500 due July 31, 2022</u></p>			
<p>*Price does not include applicable taxes*</p> <p>*Finance charges of 18% annual percentage rate will be assessed on balances not paid by date due*</p>			
PROPOSED BY: Discover Mediaworks, Inc.		ACCEPTED BY: Sauk County Parks & Recreation	
<hr/> Josh Ostermann Content Marketing & Business Dev.		<hr/> Sauk County Parks & Recreation	
Date: _____		Date: _____	
TOTAL COSTS			\$25,000
TIMELINE / DEADLINE			JANUARY 2022 – OCTOBER 2022

PROJECT LANGUAGE

Sauk County Parks & Recreation

This Media Network/Production Agreement serves the interests of the Client (Sauk County Parks & Recreation), the goals of the campaign by defining the deliverable content of the campaign and productions as described below. Discover Mediaworks is the parent television production company that produces the Discover Wisconsin entertainment series. This agreement also defines the roles and responsibilities of both parties in achieving the goals of the campaign and productions.

1. **SERVICES AND DELIVERABLES:** Discover Mediaworks shall provide all assets within project scope included in agreement. If Discover Mediaworks is unable to deliver any assets by the end of agreement, those assets will be deducted from the total cost of the partnership or Discover Mediaworks and Sauk County Parks & Recreation will work to find mutually agreeable replacement assets and timeline.
2. **CONTENT DEVELOPMENT AND APPROVALS:** The content and storyline of the production will be developed jointly between Discover Mediaworks and Sauk County Parks & Recreation. Furthermore, the production must be acceptable to Sauk County Parks & Recreation, who reserves the right to request slant, style, edits, revisions, or additions to the production per the terms of this agreement during the development and pre-production process, and up to two (2) revisions during post-production/editing process.
 - a) Creative Video Sign-off: Creative outline and direction approval by Sauk County Parks & Recreation must be completed prior to Discover Mediaworks production. Final script and approved edits by Sauk County Parks & Recreation must be completed prior to video distribution.
 - b) Creative Non-Video Sign-off: Graphics, copy, social posts, and editorials must be approved by Sauk County Parks & Recreation prior to Discover Mediaworks (Discover Wisconsin) distribution.
3. **TALENT:** Discover Wisconsin on-air host(s) for all applicable video content to be mutually agreed upon.
4. **PROJECT REVIEW:** Discover Mediaworks will provide Sauk County Parks & Recreation review (impressions, engagements, etc.) updates a minimum of one (1) time throughout project year.
5. **COMPLIANCE:** Discover Mediaworks will comply with all federal, state and local laws, regulations, ordinances, guidelines, permits and requirements applicable to providing services pursuant to this Agreement, and will be solely responsible for obtaining current information on such requirements.
6. **FORCE MAJEURE:** Neither party shall be liable for any failure or delay in performing its obligations under this Agreement if and to the extent that such failure or delay is caused by a Force Majeure event. A Force Majeure event means, in relation to either party, any event or circumstance beyond the reasonable control of that party including act of God, fire, explosion, flood, epidemic, pandemic, power failure, war or threat of war, acts of terrorism, national emergency, riot, civil disturbance, sabotage, labor disputes. A party affected by the Force Majeure (the "Affected Party") shall immediately notify the other party ("Non-Affected Party") in writing of the event, giving sufficient details thereof and the likely duration of the delay. The Affected Party shall use all commercially reasonable efforts to recommence performance of its obligations under this Agreement as soon as reasonably possible.

PROJECT SCOPE

Sauk County Parks & Recreation Receives:

Broadcast Component

Discover Wisconsin Season 35 Partnered Episode

- One (1) produced one-half hour Discover Wisconsin television episode featuring Sauk County Parks & Recreation
 - One (1) segment (approx. four (4) – five (5) minutes in length) in four (4) segment, 22-minute episode (additional segments are shared with other
 - Discover Wisconsin on-air host
 - Production to take place in 2022
 - One (1) – two (2) days of field production (video footage acquisition)
 - Two (2) airings on Discover Wisconsin Television Network over multiple fiscal years (2022-2023)
 - First airing scheduled for Season 35 (Nov. 2021 – Oct. 2022)
 - Placement on Discover Wisconsin streaming platforms and social media
 - Placement of series on Discover Wisconsin's App for up to five (5) years
 - App available on multiple streaming platforms (subject to change)
 - Videos will be broadcast and delivered on any new platforms developed within five (5) year window
 - Five (5) year window begins upon placement on streaming platforms and social media, no later than December 31st, 2022
 - Placement of series on Discover Wisconsin's YouTube channel in perpetuity
 - Placement of series on Discover Wisconsin's Facebook page in perpetuity
 - Availability to list select events during weekly broadcasts within two (2) year airing window
 - "Episode Page" on *discoverwisconsin.com* specific for two (2) fiscal years
 - Landing page designed with key episode and production information
 - Use of "2022 Choice Destination" Discover Wisconsin logo for any marketing
 - One (1) "The Bobber" editorial blog shared with participating partners
 - Blog to promote episode
 - Three (3) e-newsletter promotions (features or mentions) promoting episode
 - Promotion of episode on all Discover Wisconsin social media and digital platforms
 - 350,000-500,000 estimated impressions in promotion of episode
 - Promotion of Discover Wisconsin episode on one (1) The Cabin Podcast
 - Podcast hosts will promote episode prior to episode premier on broadcast/OTT
 - Public Relations press release to Wisconsin newspapers and key publications

PROJECT SCOPE

Sauk County Parks & Recreation Receives:

Video Component

Digital Short (*Streaming Only*):

- One (1) part short-form digital Discover Wisconsin video (Original Short)
 - Video is up to six (6) minutes in length
 - Up to one and one-half (1.5) days of field-production
 - Includes pre and post-production
 - Includes Discover Wisconsin on-camera host, including voice over, if desired
 - Placement on Discover Wisconsin streaming platforms and social media
 - Placement of series on Discover Wisconsin's App for up to five (5) years
 - App available on multiple streaming platforms (subject to change)
 - Videos will be broadcast and delivered on any new platforms developed within five (5) year window
 - Five (5) year window begins upon placement on streaming platforms and social media, no later than December 31st, 2022
 - Placement of series on Discover Wisconsin's YouTube channel in perpetuity
 - Placement of series on Discover Wisconsin's Facebook page in perpetuity
 - One (1) "The Bobber" editorial blog
 - Blog content and release date to be mutually agreed upon between Discover Wisconsin and Sauk County Parks & Recreation
 - One (1) e-newsletter promotion (features or mentions) promoting video
 - Promotion of series on all Discover Wisconsin social media and digital platforms
 - Minimum 150,000 guaranteed impressions in promotion of video

Shared Media

- Each video will be shared with client via a unique URL to embed each video story on their website(s) and/or social media

Non-compete

- It is further understood that Discover Wisconsin is a registered trademark of Discover Mediaworks, any video, electronic or audio reproduction, alteration or rebroadcast of these episodes or any portion thereof, as produced by Discover Wisconsin, without the express written approval of Discover Mediaworks, is strictly prohibited
- Broadcast components are subject to pre-emption and other acts, circumstances or occurrences which are beyond the control of Discover Mediaworks