



This is an agreement between _____ (“Blogger”) and Kitchen Witch LLC (“Kitchen PLAY”) outlining the Blogger’s participation in the Kitchen PLAY Custom Influencer Outreach Program (“No More Mom Guilt” Scavenger Hunt) on behalf of Marketplace Innovations (“Agency”), featuring calcium-fortified foods, such as bread, cookies and crackers.

In exchange for payment of \$600, Blogger will provide the following services to Kitchen PLAY:

Program Deliverables

- One original post devoted to shopping for and promoting calcium-fortified foods (bread, crackers, cookies, etc.) published on predetermined date on his/her homepage following the theme listed below.
- Post to include:
 - Original “No More Mom Guilt” Scavenger Hunt themed post featuring approved product(s) (calcium-fortified foods).
 - Approved messaging, to be provided. Blogger will use his/her own tone and voice to relay messaging in blog post.
 - At least 1 hi-res photo (e.g. calcium-fortified food or recipe/dish utilizing calcium-fortified food).
 - Blog post will include disclosures, in accordance with FTC guidelines (Exhibit A). Blogger is responsible for adhering to any potential FTC guideline changes that may occur during this program.
- Post draft submitted for editing on or before May 22, 2017.
- At least four additional social shares on social media (Blogger’s choice of channel/channels) during two weeks following publication of post.
- Permission for Kitchen PLAY and Agency to include content in entity-owned website via case study, etc., with credit and link back to original Blogger at no additional cost.



- Publish dates for editing and approved posts are May 28-31, 2017.
- Blogger will provide signed W-9 to Kitchen PLAY by May 22, 2017.

Kitchen PLAY will provide:

- Access to Basecamp project management platform, which Blogger will be required to regularly check for messaging, updates, timelines and additional important information regarding this project. Blogger will also use Basecamp to communicate questions and suggestions regarding this program.
- A list of up to 5 brands/products/retailers that currently offer calcium-fortified foods, as a resource for Blogger to conduct a scavenger hunt for product(s) to include in his/her post.

Payment:

Upon successful execution of the deliverables in this contract, Kitchen PLAY will issue payment of \$600 USD to the Blogger via check.

Kitchen PLAY will handle all payment distribution to the Blogger and end-of-year tax reporting (W-9/1099).

Casey Benedict

Blogger Name/Signature



EXHIBIT A DISCLOSURE BEST PRACTICES

Endorsers are required to disclose “material connections” to Sponsor/ Agency/Kitchen PLAY. Listed below is sample disclosure language, organized by the platform used. Alternative, but substantively comparable, language may also be used where appropriate.

Personal and Editorial Blogs

- *I received ___ (product or sample)___ from ___ (company name)___ , or*
- *(Company name) ___ sent me ___ (product or sample) ___, or*
- *I was paid/compensated by ___ (company name)___*

Status Updates on Social Networks

- *I received ___ (product or sample)___ from ___ (company name)___ , or*
- *I was paid by ___ (company name)___*

If status updates are limited by character restrictions, the best practice disclosure requirement is to include a hash tag notation of either *#client*, *#paid* or *#ad*.