



This is an agreement by and between _____ (“Blogger”) and Kitchen Witch LLC (“Kitchen PLAY”) outlining the Blogger’s participation in the Kitchen PLAY Custom Influencer Outreach Program (“New Year, Fresh Start”) featuring Tanimura & Antle (“Sponsor”).

If the Blogger has been selected to provide a **messaging post on his/her blog**, below are the requirements for this program.

- A total of (1) original post devoted to highlighting Sponsor’s product in themed, message specific posts, as described below.
- Blogger will provide 2 tips to be included in the Sponsor’s Healthy Tips Sheet along with at least 1 photo for 1 of the tips.

Each post to include:

- Sponsor-focused original messaging including at least 2 tips, tricks, insights and meal prep ideas that showcase how to take a healthy approach to food and lifestyle in the new year, using Sponsor product;
- Prominent mention of and link to Sponsor website;
- One photo of sponsor promotional packaging (provided by Sponsor);
- Two additional photos, at least one of which features the healthy tip provided to the Sponsor for the downloadable worksheet (see above);
- Mention of and link to partner retailer(s) (TBD, as provided by Sponsor);
- link for readers to download Sponsor’s PDF worksheet.
- mention of and link to Sponsor’s giveaway involving a scavenger hunt for consumers to find and photograph retail/POS displays featuring Sponsor (TBD).
- Disclosure statement.
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If the Blogger has been selected to provide a **Facebook Live video** on his/her Facebook page, below are the requirements for this program.

- A total of (1) original Facebook Live video devoted to highlighting Sponsor's product in themed messaging, as described below.
 - Facebook Live must be a minimum of 15 minutes in duration and must feature at least 1 meal prep idea, 1 tip for creating a healthy lifestyle with Sponsor products and mention of the Sponsor's Healthy Tips/Meal Prep worksheet.
- Each influencer will provide 2 tips each (8 total) for Sponsor's Healthy Tips/Meal Prep worksheet along with at least 1 photo for 1 of the tips (deadline to submit: 12/11/17).

Each video/post to include:

- Sponsor-focused original messaging including at least 2 tips, tricks, insights and meal prep ideas that showcase how to take a healthy approach to food and lifestyle in the new year, using Sponsor product;
- Visual display of Sponsor product;
- Sponsor Facebook brand tag in body of post (as well as implementing brand Facebook "handshake tool");
- Mention and tagging of partner retailer(s) (TBD, as provided by Sponsor);
- link for readers to download Sponsor's PDF worksheet.
- mention of and link to Sponsor's giveaway involving a scavenger hunt for consumers to find and photograph retail/POS displays featuring Sponsor (TBD; and possibly in subsequent Facebook update rather than as part of Facebook Live).
- Disclosure statement.

All participating bloggers (messaging posts and Facebook Live) must also provide the following:

- Four additional social shares on social media (Influencer's choice between Facebook, Twitter and Instagram) during the first two weeks immediately following publication of each post, including links/tags to Sponsor and appropriate retailers (TBD).
- Permission for Sponsor to promote all content created via Sponsor social media channels with link back and credit to the original Blogger and their posts.
- Permission for Sponsor to use all tips, suggestions and meal prep ideas created for this program in their downloadable PDF (Sponsor's Healthy Tips/Meal Prep worksheet), which will be available to the public, and which will include links and credit to contributing bloggers.
- Permission for Sponsor to use photographs created for this program in their downloadable PDF (Sponsor's Healthy Tips/Meal Prep worksheet), which will be available to the public, and which will include links and credit to contributing bloggers.

- Blog post and Facebook post draft along with required ideas, tips, and photographs by December 11, 2017.
- Publication on Blogger's site/Facebook business pages to fall between January 8 and January 29, 2018.
- Mailing address for shipment of product.
- Completed and signed W-9.

Sponsor will provide:

Sponsor will provide product to participating bloggers. Sponsor will also provide hi-res photography of promotional packaging for use by bloggers in their work for this program.

Compensation for bloggers creating messaging blog posts is \$600.

Compensation for bloggers creating Facebook Live posts is \$700.

Kitchen PLAY will issue payment to bloggers within 6 weeks of completion of program and submission of both signed W-9 and internal reporting.

Casey Benedict
on behalf of Kitchen PLAY

Participating Blogger