



This is an agreement between Kitchen Witch LLC (“Kitchen PLAY”) and \_\_\_\_\_ (Blogger) outlining the Blogger’s participation in the Kitchen PLAY Custom Outreach Program (“Your New Favorite Recipe” Messaging Campaign) featuring Side Delights (“Sponsor”).

In exchange for payment of \$400, Blogger will provide the following services to the Kitchen PLAY:

### **Blogger qualifications**

- Blogger will have minimum unique monthly page views of 50K.
- Blogger will have a niche that aligns with the theme (e.g. busy moms and/or international cuisine).
- Blogger will live in US states that are currently represented by Agency farms: Washington, Oregon, Idaho, North Dakota, Michigan, Ohio, Pennsylvania, Maine, Minnesota, Florida

### **Blogger deliverables:**

- One (1) original post devoted to highlighting Sponsor product in a recipe assigned from Sponsor website (no original recipe development required). Post will be published on predetermined date on Blogger’s homepage following the theme listed below.
- Post to include:
  - Original “Your New Favorite Recipe” theme highlighting Sponsor approved products and recipe that reflect one of the following:
    - crowd pleaser
    - common or few ingredients
    - convenient
    - short prep/cook time



- Custom link to Sponsor website (recipe database) with specific call to action for readers to use the recipe search function to find their perfect Sponsor recipe (as part of the giveaway).
  - Approved messaging, to be provided. Kitchen PLAY agrees that Blogger will use his/her own tone and voice to relay messaging in blog posts.
  - One (1) original hi-res photo of finished dish.
  - Giveaway opportunity via Rafflecopter or similar platform (see terms below). Blogger will collect entries and provide a list of entries (names and emails) to Kitchen PLAY.
  - Blog posts will include disclosures, in accordance with FTC guidelines (Exhibit A). Blogger is responsible for adhering to any potential FTC guideline changes that may occur.
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- At least four additional social shares on social media (Blogger's choice of channel/channels) during two weeks following publication of post, with appropriate Sponsor and event tags (to be provided).
  - Permission for Sponsor to share content via Sponsor-owned social media channels with credit and link back to Blogger.
  - Completed, signed W-9.
  - Program reporting via links and forms provided by Kitchen PLAY within 10 days of initial request.

**Giveaway component:**

Blogger will incorporate a giveaway into his/her posts. The giveaway will feature a grand prize of an assortment of Side Delights products as well as retail gift card(s) and possible kitchen appliance items (either an air fryer or an Instant Pot), to create a gift basket that reflects the theme of the program. Sponsor will provide and ship the prize to the grand prize winner.

In addition, the participating Blogger who is affiliated with the winning entry will be awarded a trip to visit the Sponsor farm in his/her state during the harvest season (late September - early October 2018). Sponsor will coordinate all details of that trip directly with winning Blogger.

**Sponsor will provide:**

Sponsor will provide product to participating Blogger. Sponsor will also provide the grand prize gift basket items and will be responsible for shipping the prize to the winner (within the US).

**Assumptions and Clarifications:**

Once a participating Blogger has been selected to visit a Sponsor farm (per the winning entry of the giveaway), Kitchen PLAY will provide contact information for that Blogger to the Sponsor team and that team will handle all arrangements for the visit from that point forward. Kitchen PLAY will not coordinate the farm visit or any deadlines, deliverables or reporting associated with that visit.

**Payment:**

Upon completion of all deliverables in this contract, Kitchen PLAY will pay Blogger \$400 via check.

Casey Benedict

Blogger (name and date)

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President, Kitchen PLAY



## 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**.