



This is an agreement between Kitchen Witch LLC (“Kitchen PLAY”) and _____ (Blogger) outlining the Blogger’s participation in the Kitchen PLAY Custom Outreach Program (“Adopt a Farm” Messaging Campaign) featuring Side Delights (“Sponsor”).

In exchange for payment of \$425, Blogger will provide the following services to the Kitchen PLAY:

Blogger qualifications

- Blogger has minimum unique monthly page views of 50K.
- Blogger has a niche that aligns with the current recipe database at SideDelights.com (e.g. time-constrained primary shopper, farm-to-table enthusiasts; agri-travel angle: lifestyle oriented, appreciate the beauty of farms).
- Blogger has completed the Kitchen PLAY application process and has provided truthful, factual and current information in the application for this assignment.)

Blogger deliverables:

- One original post devoted to highlighting Sponsor product in a recipe that follows **one** of the criteria below (**SELECT ONE**):
 - original recipe created by blogger
 - archived recipe from blogger’s website (recipe must be owned by blogger and repurposed in a new, original post)
 - heirloom recipe shared by the Sponsor farm being adopted by blogger
 - recipe from the Sponsor website/database



- Post will be published on predetermined date on his/her homepage following the theme listed below. Kitchen PLAY will provide publish date once program begins.
- Post to include:
 - Original “Adopt a Farm” theme highlighting Sponsor 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
 - Sponsor-approved messaging, to be provided. This includes information on the Agency/Sponsor farm that each Blogger will “adopt” and showcase in his/her post. Kitchen PLAY agrees that Bloggers will use their own tone and voice to relay messaging in their blog posts.
 - Excerpts from a 30-minute Zoom video interview hosted by Kitchen PLAY. Excerpts are written copy. Agency, Farm and Blogger will be present during farmer interviews. (One call per Blogger.)
 - One (1) original hi-res photo of finished dish. An archived photo is also acceptable, as long as it is original and hi-res.
 - 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.



- At least four additional social shares on social media throughout 2 weeks following publication of post. Specifically:
 - 1 post on Facebook
 - 1 post on Instagram
 - 1 post on Pinterest
 - 1 post published as a second share on one of the above platforms.
 - Please note: Facebook Stories, Insta-stories and Tweets will only be accepted as additional shares, beyond the original 4 required.
 - Social media posts may not be removed at the end of this 2-week period.
- Blogger must have a business Instagram account to capture appropriate metrics for this assignment.
- Permission for Sponsor to share content via Agency-owned social media channels with credit and link back to Blogger.
- Completed, signed W-9 submitted upon execution of this contract to Heather@kitchen-play.com.
- 30-day program reporting via links and forms provided by Kitchen PLAY within 10 days of initial request.



Sponsor will provide:

Sponsor will provide product to participating Blogger for recipe development/creation.

Assumptions and Clarifications:

Bloggers are encouraged to engage authentically during farmer interviews. Kitchen PLAY will develop an initial list of questions in preparation for these interviews and provide them to Blogger in advance.

Payment:

Upon completion of all deliverables in this contract, Kitchen PLAY will pay Blogger \$425.

Casey Benedict
CEO, Kitchen PLAY

Blogger (name and date)



EXHIBIT A DISCLOSURE BEST PRACTICES

Endorsers are required to disclose “material connections” to Sponsor/Agency/Kitchen PLAY at the beginning of ALL blog posts and social media shares. 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 notation of either **#client**, **#paid** or **#ad** (with or without the hashtag).