

Mighty Penguin Contract Proposal for the 2025 GTTR Festival

2024 - 2025 Terms Sheet for Contract Extension

1- Festival Observation:

- Mighty Penguin agrees to meet in October, 2024, at the scheduled Events Advisory Committee (EAC) meeting, to discuss impressions, opportunities and strategies for the 2025 Get to the River (GTTR) Festival as part of the final reporting process from the 2023 - 2024 Scope of Contractor Services.

2- Fundraising & Sponsor Support:

- Beginning immediately following the 2024 GTTR Festival, develop a realistic fundraising goal and strategy, based on opportunities and leads for potential cash (primary) and in-kind (secondary) sponsors and donors. Jordan River Commission (JRC) staff will provide a list of prior sponsors and brainstorm potential sponsors with Mighty Penguin staff.
- Establish a revenue and expense budget based on fundraising opportunities, which will be the primary source of funds for compensation of the Contractor.
- The JRC will pay consultant fees first when pledged funds are received.
- Support and engage in fundraising efforts directly and indirectly, coordinated closely with JRC staff and the Event Advisory Committee.
- Submit ten private funding requests to foundations and/or corporations, on behalf of the JRC, for fiscal support of the 2025 GTTR Festival. The list will be developed with JRC leadership and staff.
- Develop a sponsor solicitation package and work with JRC staff to implement a sponsor care plan to ensure that sponsorship exposure and publicity goals are met:
 - Increased visibility of the GTTR Festival in the region
 - Increased GTTR Festival attendance

3- 2025 Festival Event Planning & Management:

- Develop and organize contact lists and prepare meeting agendas with JRC staff for meetings and communications with oversight by the EAC.
- Participate in meetings with the Oversight Committee six times throughout the term of contracted services, and support up to five ad hoc GTTR Festival Planning Group meetings (four times prior to the Festival, and a post-festival evaluation after the Festival).
- Assist JRC staff and the EAC in organizing the GTTR Festival celebration and recognition event with oversight and input by the EAC. This event is used to recognize event sponsors and donors, and present awards to recognize “Jordan River Friends.”

- Present a Festival Summary Report to the Jordan River Commission Governing Board in October, 2025, following the 2025 GTTR Festival.

4- Partner Coordination:

- Provide support to partners through planning meetings to coordinate dates and times that maximize opportunities and minimize conflicts and overlap of partner events and activities.
- Assist JRC staff in coordinating the sharing, promotion and publicity, through JRC and GTTR Festival social media, newsletters and other outreach, with oversight by the Event Advisory Committee.

5- Media Relations & Publicity:

- Develop and implement a media outreach and publicity plan for event promotion and media coverage. Include realistic targets for earned media on traditional television, radio and newspaper and other community news and information outlets, with input and oversight by the EAC.
- Develop, in collaboration with JRC staff, a social media strategy for use and implementation by the JRC for the GTTR Festival and partner organizations on various social media and other communication and promotion platforms.

6- Promotional Materials:

- Coordinate a strategy with JRC staff for 2025 GTTR Festival promotional materials for the overall Festival, the celebration and recognition event, and strategic partner events and activities, with oversight and input from JRC staff and the EAC.
- With JRC staff, update existing promotional materials and products with donor logos and name recognition for the 2025 GTTR Festival. These will be used by the JRC and Festival partners, to promote the 2025 GTTR Festival, with oversight and input from JRC staff and the EAC. Existing promotional materials include; signage, banners, PSA's, GTTR Festival calendar, and promotional templates for partners.

Compensation and Staff

The total compensation to the Contractor for services rendered pursuant to this Agreement shall be **\$47,000**, with an initial payment of **\$10,000** and five additional payments of **\$7,400** each due the first day of each of the following months, January, March, May, July and October. The balance will be paid in regularly invoiced installments over the duration of the term of the Agreement, subject to funds raised through the services provided, and commensurate with services completed, payable within 30 days from the invoiced date.

Our proposed staff to provide services outlined above are Cindy Kindred, Senior Consultant, Anna Habben, Client Manager, and Jill Colby, Client Manager. Other Mighty Penguin staff will be available as needed.

Additional Services

If in the event that the Parties hereto agree that additional services are required, such services may be provided and will be compensated as mutually agreed.