

2023 - 2024 Terms Sheet for Contract Extension

1- Festival Observation:

- Mighty Penguin agrees to meet in October, 2023, at the scheduled Events Advisory Committee (EAC) meeting, to discuss impressions, opportunities and strategies for the 2024 Get to the River (GTTR) Festival as part of the final reporting process from the 2022 - 2023 Scope of Contractor Services.

2- Fundraising & Sponsor Support:

- Beginning immediately following the 2023 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 2024 GTTR Festival. The list will be developed with JRC leadership and staff.
- Develop a sponsor solicitation package and develop 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- 2024 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, 2024, following the 2024 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 2024 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 2024 GTTR Festival. These will be used by the JRC and Festival partners, to promote the 2024 GTTR Festival, with oversight and input from JRC staff and the EAC. Existing promotional materials include; signage; banners; PSA's; GTTR Festival calendar; promotional templates for partners.

Compensation

The total compensation to the Contractor for services rendered pursuant to this Agreement shall be **\$45,000**, with an initial payment of **\$10,000** and a final payment of **\$5,000** upon completion of services and terms. 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.

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.

2022 - 2023 Scope of Contractor Services

1. 2022 Festival Observation: To the extent possible and with limited seed funds available, strategically observe the final stages of Festival planning, and participate and observe up to five Festival events and activities⁴ to get a general sense for the preparation and execution of the September 2022 Festival. Meet with the Event Advisory Committee before and after the 2022 Festival to discuss impressions, opportunities, and strategies.

2. Fundraising & Sponsor Support:

Beginning immediately following the 2022 Festival, develop a realistic fundraising goal and strategy, based on opportunities and leads for potential cash (primary) and in-kind (secondary) sponsors and donors.

Establish a revenue and expense budget based on fundraising opportunities, which will be the primary source of funds for compensation of the Contractor.

Support and engage in fundraising efforts directly and indirectly, coordinated closely with Commission Staff and the Event Advisory Committee.

Develop a sponsor solicitation package, and develop and implement a sponsor care plan to ensure that sponsorship exposure and publicity goals are met.

3. 2023 Festival Event Planning & Management: Organize, develop contact lists, prepare meeting agendas, and manage Festival planning through meetings and communications with oversight by the Event Advisory Committee.

Participate in meetings with the Oversight Committee six times throughout the term of contracted services, and support and guide up to 5 ad hoc GTTR Festival Planning Group meetings (four times prior to the Festival, and a post-festival evaluation after the Festival).

Organize a Festival kickoff activity, either as a standalone media event or as part of a Festival Partner activity, as an opportunity to generate earned media coverage.

Organize one major Festival 10-year Anniversary event with the Commission, with oversight and input by the Event Advisory Committee. This event will also be used to recognize event sponsors and donors, and present awards to recognize “Jordan River Friends.”

Provide limited support for individual events and activities by Festival Partners. Present a Festival Summary to the Jordan River Commission Governing Board.

4. Partner Coordination: Provide support of partners through planning meetings to coordinate dates and times that maximize opportunities and minimize conflicts and overlap of partner events and activities.

Gather detailed information about partner events and activities, and coordinate the sharing, promotion and publicity through Commission and 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 Event Advisory Committee.

Develop and implement social media strategy for use by Commission, Festival, and partner organizations on various social media and other communication and promotion platforms.

6. Promotional Materials: Develop and implement a strategy for Festival promotional materials for the overall Festival, the major Festival event, and strategic partner events and activities, with oversight and input by the Event Advisory Committee.

Design, develop and produce digital, print and other promotional materials and products for use by the Commission and Festival partners, with oversight and input by the Event Advisory Committee.

7. Website Updates: Coordinate and update the Festival web site throughout the Festival planning period and during the Festival, with support from Commission Staff and oversight of the Event Advisory Committee. The current Festival web site address is GetToTheRiver.org.

COMPENSATION

The total compensation to the Contractor for services rendered pursuant to this Agreement shall be **\$30,000**, with an initial payment of **\$5,000** and a final payment of **\$3,000** upon completion of services and terms. 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.

Additional Services

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