# 2017 Community Video Program

**CGI COMMUNICATIONS**

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| **Name:** James Palenick | |
| **Title:** City Manager | |
| **Address:** 730 Washington Avenue | |
| **City, State, Zip:** Racine, Wisconsin 53403 | |
| **Phone:** 262-636-2540 | |
| **Email:** james.palenick@cityofracine.org | |
| **Website:** www.cityofracine.org | |

This agreement is between CGI Communications, Inc. ("CGI") and the City of Racine (the "City") and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Video Program is made available for viewer access on different devices via a link on the www.cityofracine.org homepage, including any alternate versions of that homepage.

## During the term of this Agreement, CGI shall:
- Produce a total of six video chapters with subject matter that includes but is not limited to: Welcome, Education, Healthy Living, Homes / Real Estate.
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Send a videographer to City locations to shoot footage for the videos
- Reserve the right to use still images and photos for video production
- Provide all aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Provide a final draft of Community Video Program content subject to City's approval (up to 3 sets of revisions allowed). CGI's request for approval of content or revision, including final draft, shall be deemed approved if no response is received by us within 30 days of request
- Provide our patented OneClick™ Technology and encode all videos into multiple streaming digital formats to play on all computer systems, browsers, and Internet connection speeds; recognized player formats include WindowsMedia™ and QuickTime™
- Store and stream all videos on CGI's dedicated server
- Feature business sponsors around the perimeter of video panels
- Be solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the Community Video Program from City website, including any alternate versions of City's homepage, for different devices, by providing HTML source code for a graphic link to be prominently displayed on the www.cityofracine.org website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement. "Community Video Program" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- Grant to City a license to use CGI's Line of Code to link to and/or stream the videos
- Own copyrights of the master Community Video Program
- Assume all costs for the Community Video Program
- Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates

## Program add-ons will include:
- Encoding, hosting, and streaming of additional 5 minutes of video per month. Finished video content to be provided to CGI by City
- CGI will include multiple segments of aerial footage

## During the term of this Agreement, the City shall:
- Provide a letter of introduction for the program on City's letterhead
- Assist with the content and script for the Community Video Program
- Grant CGI the right to use City's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the www.cityofracine.org homepage within 10 business days of receipt of HTML source code
- Display the "Community Video Program" link prominently on its www.cityofracine.org homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this agreement
- Ensure that this agreement remains valid and in force until the agreed upon expiration date, regardless of change in administration
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content produced by CGI for the Community Video Program
- Agree that the town will not knowingly submit any photograph, video, or other content that infringes on any third party's copyright, trademark or other intellectual property, privacy or publicity right for use in any video or other display comprising this program.

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings and agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein. City warrants that it is a tax exempt entity. The undersigned, have read and understand the above information and have full authority to sign this agreement.

| The City of Racine, WI | CGI Communications, Inc. |
|---|---|
| | *[signature]* |
| **Signature:** | |
| **Name (printed):** | **Name (printed):** Nicole Rongo |
| **Title:** | **Title:** Vice President of Marketing and Acquisitions |
| **Date:** | **Date:** November 6th, 2017 |

# CGI SPONSORSHIP PACKAGES

## BRONZE

### $1,395 / $1,295 PIF

- ☑ **Premiere Chapter Logo**
- ☑ **Link to your Website**

## GOLD

### $5,495 / $4,995 PIF

- ☑ **Premiere Chapter Logo**
- ☑ **60-Second Professionally Produced Video**
- ☑ **Link to your Website**
- ☑ **12 Months of Branded One-Click™ Video Player for your Website**
- ☑ **Unlimited Mobile Applications**

## SILVER

### $3,495 / $3,295 PIF

- ☑ **Premiere Chapter Logo**
- ☑ **30-Second Professionally Produced Video**
- ☑ **Link to your Website**
- ☑ **12 Months of Branded One-Click™ Video Player for your Website**



## ADDITIONAL SERVICES

- ☑ **Aerial Footage**
- ☑ **GoCast Mobile App**
- ☑ **Reputation Management Services**

**PARTNERED WITH:** NLC NATIONAL LEAGUE OF CITIES

**A PROUD PREMIER CORPORATE MEMBER OF:** NACo