

**Arizona Office of Tourism (AOT) and [NAME]**

**[DATE]**

**OVERVIEW**

This agreement highlights AOT’s expectations of [NAME] (hereafter referred to as “Talent”), a participating influencer in the Foodie Influencer FAM, and permission and usage rights of all written and visual content produced from the FAM occurring [DATE].

**COMMITMENT**

The Foodie Influencer FAM takes place Wednesday, November 1, 2017 through Sunday, November 5, 2017 and is designed to showcase Arizona’s culinary landscape. Through this agreement, Talent agrees to participate in the week’s activities as outlined below.

AOT is responsible for the following:

* Round trip airfare, coach seating, to and from Phoenix Sky Harbor International Airport.
* Transportation to and from various activities as noted in the final itinerary.
* Three (3) meals per day from Thursday, November 2, 2017 through Saturday, November 4, 2017.
* The cost of all activities included in the final itinerary.
* Four (4) nights’ hotel stay plus taxes and fees.
  + This excludes all incidentals, personal expenses, room service or other added charges.

In exchange for the aforementioned accommodations and activities, Talent will commit to the following:

* Participation in all activities based on the final itinerary.
* Talent agrees to highlight and represent the destination and elements experienced in a favorable and positive light and tone. Talent agrees to avoid language that can insult or offend any party involved.
* Talent agrees to provide analytics and web traffic from Talent’s blog/website and social media posts that detail the performance of Foodie Influencer FAM-related items.

SOCIAL MEDIA

* A minimum of one (1) teaser post on Talent’s top-performing platform (with imagery of choice) previewing the FAM tour within the window of five (5) days prior to the first day of Wednesday, November 1, 2017.
* A minimum of one (1) post per experience (including hotel accommodations) on the Talent’s top-performing platform. Posts may be distributed throughout the day as seen fit to maximize engagement and impressions.
* One (1) throwback Thursday post or general post with content specific to FAM on Talent’s top-performing platform within one (1) month of FAM, no later than Sunday, December 3, 2017.
* Each social media post will be geo-tagged and use #VisitArizona, #ExpeditionFoodieAZ and #FoodWorthTravelingFor. In cases of limited characters, may limit to #VisitArizona only.
* Social media posts will tag the participating partners and businesses with their appropriate handles as provided by AOT.
* Talent agrees to abide by current Federal Trade Commission guidelines as listed on the FTC website. All content must include #ad or #sponsored within posts to denote experience and activities were provided.

BLOGS

* Draft and provide AOT two (2) blogs. One (1) about the overall experience/culinary landscape of Arizona and one (1) feature about any preferred experience not pertaining to any one restaurant.
  + 500-800 word blog to be shared on Talent’s blog within two (2) weeks of attending the FAM, no later than Sunday, November 19, 2017.
  + AOT will maintain ownership of blogs provided and reserves the right to edit the blog content and post (with credit and links to Talent’s website) to the [Expedition Foodie AZ](http://expeditionfoodieaz.com/) and [Visit Arizona](https://www.visitarizona.com/) websites, social media channels and eNewsletters.

PHOTOS

* Talent agrees to provide AOT with a minimum of 20 of the best photos taken during the Foodie Influencer FAM by Monday, November 13, 2017.
  + AOT will maintain ownership of all photos provided and have the opportunity to use the images in perpetuity for its marketing and social media needs as well as share with destination marketing organizations and partners listed on the final itinerary.
  + Photo credit to the Talent will be noted.
  + A photo upload link will be provided by AOT.

**CANCELLATION CLAUSE**

If Talent cancels commitment and airline costs and fees are incurred as non-refundable by AOT, Talent will be responsible for said costs and the reimbursement of costs to AOT.

**TERMS & AGREEMENT**

Talent hereby releases and hold harmless the State of Arizona, the Arizona Office of Tourism, participating partners and employees from and against any and all claims, actions, liabilities, damages, losses or expenses for bodily injury or personal injury, or loss or damage to tangible or intangible property caused, or alleged to be caused, in whole in or in part, by the negligent or willful acts or omissions of Talent.

AGREE TO AND ACCEPTED:

BY:

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AOT:  
BY:

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