



PROGRAM DETAILS

These Program Details are governed by the Mavrck Master Influencer Agreement ("Influencer Agreement") located at www.mavrck.co/legal/influenceragreement as may be amended from time to time. By accepting these Program Details you, the Influencer, hereby agree to be bound by those terms and conditions. If any of the terms of these Program Details conflict with the Influencer Agreement then the terms of these Program Details shall take precedence for these particular Program Details.

Assignment Overview

We're looking for 'better than takeout' meal ideas that make adding more seafood to your diet a little easier and more delicious!

As part of Gorton's **#BetterThanTakeout** February campaign, show us a tasty and creative way to swap in seafood. Whether it be your take on fish tacos, a bento box, or sub sandwiches, we're excited to see what you bring to the table. In exchange for **\$300**, create a recipe featuring Gorton's **Fish Sticks** or **Fish Fillets** ([Beer Battered](#), [Crispy Battered](#), [Crunchy Breaded](#), etc.) and share it via a photo-rich blog post, static post on Instagram, and one Pinterest pin.

Post Requirements:

- **Date:** Post between February 21st and March 7th, 2021.
- **Deliverables:** Share one photo-rich blog post (with at least 4-5 unique photos), one static post on Instagram, and one Pinterest pin.
- **Concept & Details:** Swap in seafood and recreate a fan-favorite recipe that's #BetterThanTakeout. Showcase how cooking with Gorton's makes adding seafood to your diet a little easier and more delicious!
- If publishing a carousel post on Instagram, at least one of the images must **showcase the product's packaging** (i.e. post a picture of your recipe with the product packaging showcased in the shot).
- **All posts must include: #BetterThanTakeout, #Ad and tag @gortonsseafood.**
- Tag @gortonsseafood as a business partner with the branded content tool on Instagram.
- **Do not** show empty or half empty packaging. Instead, include a full package of product in some or your photos.
- **Do not** include affiliate links
- **Do not** display or mention other brands in your posts/photos.
- **Do not** talk negatively about the product or brand.
- Post cannot be deleted for 365 days.

Materials/Usage

You agree that the client, its agents, and others working for it or on its behalf, and their licensees, successors and assigns shall have the right, but not the obligation, to produce an unlimited number of promotional, marketing and other materials from the product of your services and posts hereunder. You agree that the materials may be edited and combined with any other materials that the permitted parties in their sole discretion so choose, and may be used in any manner, venue or media (whether now known or hereafter devised) anywhere in the world, for the term of this agreement, for any lawful purpose. You agree that you shall have no right of approval of the materials or their use.

You also grant client and its affiliates a perpetual, transferrable and royalty-free right and license to use any content you create in providing the services for any reasonable purpose across its marketing and digital channels including, but not limited to: Instagram feed or stories, social media, website, press materials, online advertisements, print materials, etc.

Campaign Reporting

Please plan on reporting on the content you produced via a link that we will provide. The information we will ask for include the following:

- URL to each of your posts
- Impressions / Views per Post (including Social Shares)
- Engagements (Likes, Shares, Comments)
- **High-res image file(s) to be sent (unfiltered, unedited, and uncropped) to cmarlow@connellypartners.com on the day of posting**
- Please note that these photos must be at least 1500 pixels on both sides (or at least 1500 pixels on the shortest side)

Payment

Payment will be in the form of a **\$300** monetary incentive. (To be paid via check after post completion). Please note that we operate on a net-45 from the invoice date. Find product availability near you [here](#).

Please indicate your acceptance of these Program Details below.



Signature

Dina Miller

Printed Name

2/13/2021

Execution Date