



San Marcos Convention and Visitor Bureau License Renewal

Jun 25, 2024

Background

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. It will allow San Marcos Convention and Visitor Bureau (hereafter referred to as “Customer”) to effectively discover and activate the most engaging visual content from the social web, while inspiring conversations around its brand. CrowdRiff will enable Customer to increase overall social and digital efficiency, activate its brand across seasons, and deliver real-time content through every marketing channel. CrowdRiff is excited to work with San Marcos Convention and Visitor Bureau to continually build on our mutual success!

Addendum

Pursuant to the CrowdRiff Platform License dated Jan 31, 2017, (the “Agreement”) by and between Customer and CrowdRiff, the below Order Form is incorporated herein as an addendum to the Agreement effective Oct 1, 2024. All other terms and conditions of the Agreement shall remain in effect and unchanged.

Order Form

License Period: Oct 1, 2024 - Sep 30, 2025

Item	Description	Price	Discount	Net Price
CrowdRiff Creators Content Subscription (50 shoots)	12 month license	\$35,000	0%	\$35,000
CrowdRiff Studio	12 month license	\$5,500	0%	\$5,500
Web Story website embed add-on	12 month license	\$2,500	12%	\$2,200
Google Web Story add-on (50K impressions/month)	12 month license	\$5,000	26%	\$3,700
Total List Price				\$48,000
Total Discount				\$1,600
Total Net Price				\$46,400

All prices listed in USD

Creators - # of Shoots: 50

Studio: Yes

Embed Web Stories: Yes

Google Web Stories: 50k Impressions

Payment Schedule

- **Oct 1, 2024** - \$46,400

Impressions

An impression is counted each time your Web Story is shown on a search result page, in Google Visual Stories, via Google Discover, any other site on the Google Network, or via third-party distribution channels. 50k Impressions per month are included in the SaaS cost. Should you reach 50k Impressions and wish to continue receiving impressions, you can upgrade to another plan with a higher impression limit anytime.

Should you reach the impression limit but don't upgrade a plan with a higher impression limit, any published Web Stories will stay indexed for the duration of the contract. New Web Stories published thereafter won't be indexed.

Payment Terms

- Initial payment invoiced upon execution
- If applicable, remaining investment invoiced as per payment schedule above
- All invoices due within 30 days of issue date
- Acceptable forms of payment include cheque, bank wire transfer, or credit card (Visa or Mastercard)
- Credit Card processing fees apply

Special Discount Terms and Expiry

- All prices and special discounts quoted above will expire on Aug 10, 2024

TERMS AND CONDITIONS

- By signing this Order Form you agree to be bound by the full Terms of Service to the CrowdRiff platform and service(s) set out at crowdriff.com/terms-of-service, which together with this Order Form become the agreement between us.
- Any additional functionality requested by Customer outside of that identified in this agreement will be quoted separately, and implemented once written approval has been received from Customer.
- This document is private, confidential and personal to its recipients and should not be copied or shared with third parties.
- CrowdRiff will engage local creators to create and publish authentic, mobile-optimized short-form video (“User Content”) through the completion of content challenges and offers rewards to them in exchange. The definition of User Content can be found in [Section 4 of the Localhood Terms of Service](#). In consideration for the services rendered pursuant to this Agreement, CrowdRiff grants Customer the worldwide, non-exclusive, perpetual, irrevocable, royalty-free right and license to host, use, reproduce, distribute, display, present, publish, communicate to the public, perform, syndicate, broadcast, make available, and make derivative works of the User Content.
- Terms of Service Clause 6.1 is not applicable to this agreement. Customer may elect to renew their subscription by signing a new SaaS Order at the end of the current license period.

San Marcos Convention and Visitor Bureau	
Name	
Title	
Signature	
Date	

CrowdRiff	
Name	Cara Sanna
Title	VP Sales and Customer Success
Signature	
Date	