



San Marcos Convention and Visitor Bureau License Renewal

Jun 26, 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	Net Price
Web Core Package	12 month license	\$13,230	\$13,230
DAM Package	12 month license	\$5,513	\$5,513
Social Package Add On	12 month license	\$4,410	\$4,410
Media Hub	12 month license	\$3,308	\$3,308
Total List Price			\$26,461
Total Net Price			\$26,461

All prices listed in USD

Web Core Package Includes: Intelligent Social Content, Image Recognition, Quality Filter, Smart Curation, Web Galleries, Smart Galleries, Live Photo Wall, Sidekick, Google Analytics Integration, Hashtag Rights Management, Gallery Insights, CrowdRiff Insights

DAM Package Includes: Photo and Video Upload, Owned Photo Image Recognition, Quality Filter, Smart Curation, Collector, Expiry and License Management, Third Party Share Portal, Sidekick

Social Add On Features Include: Hashtag Rights Management, Collector, Social Publishing & Scheduling

License includes 10 user seats, Unlimited rights requests per month, asset ingestion up to 100 000 assets per month and 2 TB of photo and video storage.

Payment Schedule

- **Oct 1, 2024** - \$26,461

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 Jul 26, 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.
- At the License Period End Date, and every License renewal period thereafter, the License will be renewed automatically for an additional period of 12 months provided that the License fee increases by no more than 5%. Additional fees may apply should Customer choose to add new features to the License. Customer may elect to not renew by providing written notice at least 30 days prior to the end of the then current License Period. CrowdRiff will notify the Customer of the upcoming renewals at 60 days prior to the end of every License Period.

San Marcos Convention and Visitor Bureau	
Name	
Title	
Signature	
Date	

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