

MARILYN EDWARDS
County Judge



280 North College, Suite 500
Fayetteville, AR 72701

WASHINGTON COUNTY, ARKANSAS County Courthouse

November 5, 2015

Dear Valued Business Owner:

Washington County is excited to announce a new partnership with CGI Communications, Inc. to create a series of professionally produced online videos to highlight everything our community offers residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are seen. Mobile devices have shifted the landscape of business, making it more important than ever to embrace technology. As a county with 4G LTE coverage Washington County is ready to embrace the mobile revolution, as residents are able to stream high quality video on every device. For many businesses, getting noticed online can be a challenge; however, **utilizing video dramatically improves visibility and drives more action to your website** than static pages, with the demand for video climbing even higher for users on mobile devices.

With an easily viewable interface on the official county website, this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and the businesses supporting the program. In addition, the county's official website will backlink to CGI's www.elocallink.tv, which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in Washington County; advantages that include access to our wonderful business community; and we feel that this video program can be widely successful. We encourage you to consider participating in this county-wide program as it provides an exciting opportunity to showcase your business and utilize the power of video on your own websites and social media pages.

To learn more about sponsorship opportunities or to request an appointment, please e-mail BrandonB@cgicomcommunications.com.

Best regards,

A handwritten signature in blue ink that reads "Marilyn Edwards". The signature is fluid and cursive, with a long horizontal stroke at the end.

Marilyn Edwards
Washington County Judge

/kb

The 2015 County Video Program

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Rochester, NY 14604
800-398-3029 phone
866-429-8611 fax

Name: George Butler
Title: Chief of Staff
Address: 280 N. College Ave.
City, State, Zip: Fayetteville, AR 72702
Phone: 479-444-1700
Email: gbutler@co.washington.ar.us
Website: www.co.washington.ar.us

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This agreement is between CGI Communications, Inc. and the County of Washington (the "County"). It 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 County Video Program is made available for viewing via a link on the www.co.washington.ar.us homepage, including any alternate versions of your homepage, for viewer access on different devices.

During the term of this Agreement, CGI shall:

- Produce video content with subject matter that includes but is not limited to: Welcome, Education, Healthy Living, Homes / Real Estate, and four additional videos of your choice
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Have a videographer come to your location to film videos
- Provide all aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Reserve the right to use still images and photos for video production
- Provide a final draft of the County Video Program content subject to your approval (up to 3 sets of revisions allowed). Any request for approval any revision, including final draft, shall be deemed approved if no response is received by us within thirty (30) days of request
- Patented OneClick™ Technology and encoding of 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
- Have the duration of sponsor participation be one to two years. CGI Communications is solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the "Video Tour" from your website, including any alternate versions of your homepage for different devices, by providing HTML source code for graphic link to be prominently displayed on the www.co.washington.ar.us 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; "Video Tour" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- CGI Communications will own copyrights of the master County Video Program
- The County will assume no cost or liability for the County Video Program and CGI will honor any request for termination of sales upon 30 day notice and only if the County continues to provide the County Video Program link from its homepage for the duration of this agreement

Program add-ons will include:

- Will provide an Our Communities drop down menu

During the term of this Agreement, the County of Washington shall:

- Provide a letter of introduction for the program on its letterhead
- Assist with the content and script for the County Video Program
- Grant CGI the right to use County's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the www.co.washington.ar.us homepage within 10 business days of receipt of HTML source code
- Display the "County Video Program" link, of no less than 150 by 400 pixels, prominently on its www.co.washington.ar.us homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this agreement
- Feature business sponsors around the perimeter of video panels
- Allow businesses to purchase various digital media products and services from CGI and its affiliates
- 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 County Video Program only
- Represent and warrant that any and all photographs, videos, and other content it submits to us for use in any video or other production does not infringe on any third party's copyrighted material, trademark or other intellectual privacy or publicity rights and shall defend and indemnify us from any such claim or action

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. We, the undersigned, have read and understand the above information and have full authority to sign this agreement.

The County of Washington, AR
Signature: Marilyn Edwards
Name (printed): MARILYN EDWARDS
Title: County Judge
Date: 11-5-15

CGI Communications, Inc.
Nicole Rongo
Name (printed): Nicole Rongo
Title: Vice President of Marketing
Date: November 4, 2015

APPROVED AS TO FORM
NOV 05 2015
WASHINGTON COUNTY ATTORNEY

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