

# SPONSORSHIP AGREEMENT

**1. Sponsorship prices.** Sponsor agrees to purchase from Bookhouse Group, Inc. (Publisher), a Georgia corporation, the following advertisement in *OCALA—The Art of Community* at the rates herein: Four-pages \$10,600; three-pages \$8,600; two-pages \$6,600; one-page \$4,000. Payment includes writing, design and Sponsor-provided photography. **Custom photography** is available at the rate of \$150 per assignment (one assignment is one photograph in the book). Sponsor is entitled to 12 months usage and reproduction rights (other than resale) of Sponsor-reviewed photos from the date of delivery of images. Images can only be used for Sponsor publications and Web site usage.

**2. Payment terms. (A)** Payment-in-full or **(B)** 50% deposit and 50% upon receipt of initial text or photography (if provided by Bookhouse). Payments, plus extra charges (see Paragraph 4), are due upon invoice. Failure to pay accordingly can result in exclusion from the book and forfeiture of paid funds. There is no discount for Sponsor-provided photography or text.

**3. Photos, text, design standards, and Sponsor Summaries.** Photos: Four-page Sponsors are authorized up to 7 photos; Three-page Sponsors, up to 5 photos; Two-page Sponsors, up to 3 photos; One-page Sponsors, 1 photo. Sponsor will assign a representative to accompany the photographer or accepts photography as executed. **Text:** Four-page Sponsors are authorized up to 600 words; Three-page Sponsors, up to 475 words; Two-page Sponsors, up to 400 words; One-page Sponsors up to 225 words. **Design Standards:** All Sponsors follow a consistent design format. Changes can usually be made as regards photo size and placement, but Sponsor agrees to accept the design format elements (including, but not limited to, font treatment, lines and rules, text placement, headline type treatment, background colors, etc.) as presented. **Sponsor Logos:** Logos are not permitted within Sponsor stories. **Sponsor Summaries:** Sponsor Summaries (sponsor contact index) are provided courtesy of the Publisher, though Sponsor may be asked to review Sponsor Summary material before publication.

**4. Revisions, extra charges, and errors. Text:** No extra charges for first set of text revisions or minor word changes in manuscript phase, and no charge for Publisher errors. Successive rewrites are \$100 per Sponsor page. Minor changes in the design phase are \$75; more extensive changes are \$150. **Photography:** No extra charge for re-shoots if errors are technical in scope. One subject is photographed per authorized photo. Otherwise, additional photography or re-shoots are \$350 for first four hours, and then \$100 per hour up to 8 hours. Cancellations, or no-shows by Sponsor, are \$300 unless 5 days written or emailed notice is provided. Distance from Sponsor Headquarters: There is a \$200 charge, plus 40 cents per mile after the first 100 miles, for photo assignment more than 100 miles from Sponsor's local headquarters. **Design:** Design changes, other than first set, are \$150. Retouching is \$150 per hour. Publisher maintains final editorial and design control. **Printing:** If doable, changes at the printer are \$300, plus vendor charges. **Errors:** Unless revision requests have been previously documented in writing, via email or overnight delivery service, at least 10 days prior to going to press, Publisher is not liable for inclusion of such errors in the book. Reimbursement for published documented errors is 3 books for each page of advertisement. Errors must be reported to Publisher within 30 calendar days of receipt of books.

**5. Deadlines.** Failure to comment on submitted materials within 10 calendar days is acknowledgment that such material meets with Sponsor approval. After entering design phase, Sponsor delays that Publisher determine threaten publication deadline may result in exclusion of Sponsor, forfeiture of any funds paid to date, and/or responsibility for paying for services rendered, regardless of whether advertisement appears in the book.

**6. Cancellation and Sponsor fee obligations.** Sponsor is liable for 50% of fee if initial writing has been submitted OR initial photography has been completed; 70% of the fee if initial writing has been submitted AND initial photography has been completed. After entering design, Sponsor is liable for the full amount of the fee.

**7. Complete agreement.** This represents the complete understanding of Sponsor and Publisher. Any changes must be in writing and signed by both parties. The terms and conditions of this agreement are governed by, and shall be adjudicated in, according to the laws of the State of Georgia.

Number of Sponsor Pages Purchased \_\_\_\_\_ Number of Photo Assignments Purchased \_\_\_\_\_

Price for Advertisement \$ \_\_\_\_\_ Photo Assignments \$ \_\_\_\_\_ Total \$ \_\_\_\_\_

Company \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Approved as to form and legality:



Robert W. Batsel, Jr.  
City Attorney

CC#: \_\_\_\_\_ Exp: \_\_\_\_\_ cvv # \_\_\_\_\_

Please mail or email (PDF) to: Bookhouse Group • 2166 Conyers Street SE • Covington, GA 30014 • reneepeyton@bookhouse.net  
or fax to: 404-418-7113