

Gather Activism Campaign Marketing Agreement

THIS CAMPAIGN MARKETING AGREEMENT (the “Agreement”) between the campaign (the “Campaign”) and Gather Activism, Corp. (the “Company” or “Gather”) describes the terms of service for the Campaign Marketing Packages (the “Packages”).

Packages Offered

Package 1 - I’m Running (each month of service provides the following):

- Two featured promotions for campaign volunteer opportunities in the Gather Student Activist Newsletter (in the Campaign’s local areas)
- One promotional marketing sequence by Gather’s on-campus organizers for campaign volunteer opportunities, through:
 - Social media posts (at least one in a class-specific Facebook page, at least one in the “Gather @ [SCHOOL NAME]” Facebook group)
 - Emails or messages to campus groups (i.e. Campus Democrats, Student Government) (at least three groups targeted)
- A weekly list emailed to a campaign representative (i.e. the candidate, campaign manager, field director) of 3 events and 2 civic organizations in your area, with missions / objectives closely aligned with the Campaign’s platform

Package 2 - I’m All In (each month of service provides the following):

- Weekly (one for every week of the month) features for campaign volunteer opportunities in the Gather Student Activist Newsletter (in the Campaign’s local areas)
- Two promotional marketing sequences by Gather’s on-campus organizers for campaign volunteer opportunities, through:
 - Social media posts (at least one in a class-specific Facebook page, at least one in the “Gather @ [SCHOOL NAME]” Facebook group)
 - Emails or messages to campus groups (i.e. Campus Democrats, Student Government) (at least three groups targeted)
- A weekly list emailed to a campaign representative (i.e. the candidate, campaign manager, field director) of 10 events and 4 civic organizations in your area, with missions / objectives closely aligned with the Campaign’s platform
- Monthly campaign marketing analytics

Term of Agreement

The term of this Agreement (the “Term”) will begin on the date of this Agreement and will remain in full force and effect until the completion of the Services.

Performance

Gather provides on-campus promotional marketing services for political campaigns including the services listed above. This Agreement does not guarantee that the campaign will successfully recruit volunteers for any campaign functions and the failure to recruit campaign volunteers does not entitle the Campaign to a refund for the services provided.

The Campaign shall use best efforts to attend the events and meetings provided in the weekly emails and will be responsible to contact, manage, or compensate (should they choose to do so) potential campaign volunteers engaged through Gather's marketing services provided herein.

Governing Law

This Agreement will be governed by and construed in accordance with the laws of the State of Illinois.