

SHUSWAP TOURISM



BACKGROUND

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. It will allow **Shuswap Tourism** (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.

STRATEGIC FIT

Requesting & securing content rights

Customer can leverage CrowdRiff’s Digital Rights Management system to secure rights to audience content shared on social media. CrowdRiff will record the rights granted to each specific piece of content and allow Customer to filter and use this content in any marketing activities.

Flexible website & blog integration

Customer can utilize CrowdRiff’s embedded Galleries to integrate user-generated content into its website and blog. These Galleries can be completely customized based on page topic, page dimensions and the desired user experience.

Increasing web page conversions

With CrowdRiff’s Catalysts (CTAs), Customer can enrich any piece of content shared to its website to include live links to internal or external pages. These CTAs can be applied individually or in bulk, reduce clicks for web visitors, and convert more visitors through the path to travel funnel.

1. SCOPE

1.1 Platform License:

License Period: April 1, 2018 – March 31, 2019 (1 year)

Key functionality:

Sourcing

- Source visual content from Facebook, Twitter & Instagram using a mix of hashtags, geo-locations, usernames, keywords, and Facebook pages
- Create a list of excluded keywords to keep the wrong content out
- Backfill content for up to 5 years

Organizing

- Free-form search across your entire collection of earned assets using natural language
- Organize content into albums and folders

Publishing

- Embed curated galleries or single photos & videos into your website and blog
- Simple moderation to feature brand-relevant, user-generated photos & videos
- Create auto-publishing photo displays optimized for large screens and events
- Create themed conversation groups to send custom messaging for different audience segments
- Direct publishing & scheduling of social content to a variety of social networks via Buffer

Optimizing

- Monthly activity summary provided via email
- Search Insights for discovering influencers, top locations, and tracking usage of keywords & hashtags over time
- Gallery Analytics to discover how visual content is performing with data around impressions and content engagement

1. SCOPE (CONT.)

1.2 Platform Licensing

Single license applies to Customer for the period outlined in Section 1.1.

1.3 Platform Users

User seats available to Customer team, and participating agencies.

1.4 Launch Timing

With the required Customer support, CrowdRiff guarantees full platform implementation within 7-14 days of an executed agreement.

2. SOCIAL DATA CONNECTIONS

CrowdRiff connects to the regulated APIs provided by the social networks (Facebook, Instagram and Twitter) to collect and feed Customer's content. As such, the social networks' terms of service must be followed and may change at any time without notice. CrowdRiff monitors these connections on a regular basis to ensure consistent operation, and will update Customer with any changes that will affect service during licensing.

CrowdRiff only collects content from public profiles on the listed social networks. No private content will be collected or made available to Customer.

4. SUPPORT

CrowdRiff will provide Customer with a dedicated account manager upon launch for set-up, training and on-going platform support. Customer will have direct access to its account manager via email and phone during the licensing period. All Customer requests are handled on a first come, first served basis, and responses can be expected within 48 hours.

YOUR CROWDRIFF TEAM

There's a big team backing the CrowdRiff platform and your success, but here are the ones you'll get to know best. Don't be shy to reach out to them, they're always excited to talk shop!



Jordan Schwantz

Account Executive
519-998-7043
jordan.schwantz@crowdriff.com

Jordans' mission is to see you grow as a business - your goals are his goals. By understanding your ambitions and how you define success, Lucas can engineer solutions that maximize your tangible return.



Dan Holowack

CEO
416-884-5337
dan@crowdriff.com

Dan provides executive leadership in product development, strategy and operations to pilot CrowdRiff as a platform and as a company.



Leo Leung

Director, Customer Success
416-828-6781
leo.leung@crowdriff.com

Leo and his team of Customer Success Managers are committed to your success. We are here as your ongoing point of contact to ensure that you continue to achieve success with CrowdRiff for years to come!



Andrea Bernstein

Onboarding Specialist
647-454-5506
andrea.bernstein@crowdriff.com

Andrea works closely with you to ensure you're completely set up and trained in CrowdRiff. She's your product expert and will be guiding you through CrowdRiff during our onboarding process.

INVESTMENT AND PAYMENT TERMS

Basic Platform	One Year License (\$6,000)/ Year CAD	\$6,000
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Platform Total	\$6,000
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<i>Preferred Discounts</i>	10% discount - DC RFP launch pricing	-\$600
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CrowdRiff License	TOTAL	\$5,400 CAD Taxes not included
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Payment Schedule	March 1, 2018	\$5,400
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Payment Terms

- Up-front investment invoiced upon execution
- If applicable, remaining investment invoiced as per payment schedule above
- All invoices due within 30 days of issue date

Special Discount Terms and Expiry

- By accepting the discounts above, Customer approves CrowdRiff's use of its logo on CrowdRiff's website and agrees to participate in development of testimonials and case studies
- All prices and special discounts quoted above will expire 30 days after issue date

TERMS OF SERVICE

- By signing this SaaS Order you agree to the full Terms of Service to the CrowRiff platform and service(s) here: crowdriff.com/terms-of-service
- Customer agrees to include their curated assets as part of the Destination Canada Partner Network and understands that their content may get repurposed and/or used in partner related marketing collateral
- 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
- 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 at the standard license rate of \$6,000 CAD/year. 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

By signing below, the signee agrees to abide by the terms and conditions contained in this agreement, and certifies that the signee is authorized to accept these obligations on behalf of the organization.

Shuswap Tourism
Robyn Cyr
Economic Development Officer
250-833-5906
rcyr@csrd.bc.ca

CrowdRiff
Jordan Schwantz
Account Executive
519-998-7043
jordan.schwantz@crowdriff.com

Signature

Signature

Date

Date