



PLANNED ACTS OF KINDNESS

PAK TIMES SQUARE BILLBOARD SPONSORSHIP AGREEMENT

Agreement made this ____ day of _____, 20 __, by and between _____, hereafter known as Sponsor, whose principle office is located at _____, and Planned Acts of Kindness, Inc., (hereafter known as PAK) a 501(c)3 non-profit organization, whose principle office is located at 20 E Broadway, 4th Fl, New York NY 10002.

This Agreement outlines the PAK Times Square Billboard Sponsorship relationship between Planned Acts of Kindness and Sponsor whereby PAK agrees to use its best efforts to generate exposure and goodwill for Sponsor through enhanced visibility, exposure, connections, and engagement.

Sponsor receives **LOGO PLACEMENT** in Planned Acts of Kindness digital marketing billboard campaign as follows:

BILLBOARD LOCATION:

1500 Broadway & 43rd Street, Times Square, New York City

DURATION:

1 Week

FREQUENCY:

420 Spots

TRAFFIC:

Approximately 1 Million Daily

EXTRAS:

Organization receives video of spot with company logo

WEBSITE TIE-IN:

Yes

OPTIONAL:

Organization receives video of spot with company logo filmed from location at Times Square

SPONSORSHIP PACKAGE TIE-IN (SCHEDULE A):

Times Square Billboard Sponsorship can be free or at a reduced cost when combined with requisite PAK Sponsorship Level

FREE BILLBOARD EXPOSURE WITH PLANNED ACTS SPONSORSHIP (SCHEDULE A)

We are Sponsoring Week # ____ . Billboard A B

Sponsor agrees to provide Planned Acts of Kindness at the following level of funding:

- | | | | |
|--|--------------|---|------------|
| <input type="checkbox"/> Presenting Regent Sponsor | \$1,000,000. | <input type="checkbox"/> Envoy Sponsor | \$100,000. |
| <input type="checkbox"/> Ambassador Sponsor | 750,000. | <input type="checkbox"/> Emissary Sponsor | 50,000. |
| <input type="checkbox"/> Consul Sponsor | 500,000. | <input type="checkbox"/> Advocate Sponsor | 25,000. |
| <input type="checkbox"/> Diplomat Sponsor | 250,000. | <input type="checkbox"/> Deputy Sponsor | 10,000. |

According to Schedule A, we understand that the Billboard Sponsorship fee is waived because we are a _____ Level Sponsor

BILLBOARD SPONSORSHIP ONLY (SCHEDULE A)

At this time we are declining to Planned Acts of Kindness Sponsorship, and are submitting the fee of \$ _____ for Week # _____ Billboard A B Sponsorship.

It is further understood and agreed that the conditions and agreements contained herein are binding on, and may be legally enforced by, the parties hereto, their heirs, executors, administrators, successors and assigns.

_____ Init



PLANNED ACTS OF KINDNESS

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Neither Planned Acts of Kindness nor Sponsor shall be liable for the failure to perform their obligations under this Agreement if such failure is due to acts beyond their control including, without limitation, acts of God, acts of the public enemy, acts of government, civil disobedience, lock out freight embargoes or any other cause or condition beyond Planned Acts of Kindness or Sponsor's control.

Planned Acts of Kindness reserves the right to make adjustments in programs offered and quantities based on the dynamic nature of said programs and community, national and world events.

All parties agree not to disclose to any other party any proprietary information acquired about the other without prior written consent of Planned Acts of Kindness and/or Sponsor.

If, in the event of any dispute or controversy arising out of this Agreement, its performance or breach, and the parties to it are unable to settle the dispute themselves, such dispute shall be submitted to arbitration in New York City, New York. Arbitration shall be initiated by written notice by either party, and shall be settled in accordance with the Uniform Arbitration Act as adopted by New York by a single arbitrator selected in accordance with the Rules of the American Arbitration from a panel of arbitrators provided by the American Arbitration who have experience with performance agreements. The decision of Arbitrator shall be binding on both parties. As written, this Agreement constitutes the entire agreement between Sponsor and Planned Acts of Kindness.

AGREED & ACCEPTED this _____ day of _____, 20____, by the undersigned:

SPONSOR:

PLANNED ACTS OF KINDNESS, INC.

Company Name

Sign Name

Date

Sign Name

Date

Print Name

Date

Print Name

Title

Title

Department

() - _____
Phone

Ext

() - _____
Cell



PLANNED ACTS OF KINDNESS

SCHEDULE A

Week	Start Date	End Date	Event Name	Event Date(s)	Billboard A	BB-A FREE	Billboard B	BB-B FREE
1	Nov 22	Dec 4	Macy's Thanksgiving Day Parade	Nov 28	\$ 34,200	Consul	\$ 11,286	Envy
1	Nov 22	Dec 4	Black Friday	Nov 29				
1	Nov 22	Dec 4	Winter Village at Bryant Park	Oct 31 - Jan 5				
1	Nov 22	Dec 4	New York Christmas Market	Nov 1 - Dec 24				
1	Nov 22	Dec 4	Radio City Christmas Spectacular	Nov 8 - Jan 5				
2	Nov 29	Dec 5	Columbus Circle Holiday Market	Dec 4 - 24	\$ 28,800	Diplomat	\$ 9,504	Envy
2	Nov 29	Dec 5	Rockefeller Tree Lighting	Dec 4				
2	Nov 29	Dec 5	Winter Village at Bryant Park	Oct 31 - Jan 5				
2	Nov 29	Dec 5	New York Christmas Market	Nov 1 - Dec 24				
2	Nov 29	Dec 5	Radio City Christmas Spectacular	Nov 8 - Jan 5				
3	Dec 6	Dec 12	Cranksiving Scavenger Hunt	Dec 7	\$ 24,800	Diplomat	\$ 8,184	Envy
3	Dec 6	Dec 12	Winter Village at Bryant Park	Oct 31 - Jan 5				
3	Dec 6	Dec 12	New York Christmas Market	Nov 1 - Dec 24				
3	Dec 6	Dec 12	Radio City Christmas Spectacular	Nov 8 - Jan 5				
3	Dec 6	Dec 12	Columbus Circle Holiday Market	Dec 4 - 24				
4	Dec 13	Dec 19	Black Friday	Dec 13	\$ 32,400	Diplomat	\$ 10,692	Envy
4	Dec 13	Dec 19	Winter Village at Bryant Park	Oct 31 - Jan 5				
4	Dec 13	Dec 19	New York Christmas Market	Nov 1 - Dec 24				
4	Dec 13	Dec 19	Radio City Christmas Spectacular	Nov 8 - Jan 5				
4	Dec 13	Dec 19	Columbus Circle Holiday Market	Dec 4 - 24				
5	Dec 20	Dec 26	Street Music Festival	Dec 21	\$ 42,400	Ambass.	\$ 13,992	Diplomat
5	Dec 20	Dec 26	Chanukah	Dec 22 - 30				
5	Dec 20	Dec 26	Christmas	Dec 25				
5	Dec 20	Dec 26	Winter Village at Bryant Park	Oct 31 - Jan 5				
5	Dec 20	Dec 26	New York Christmas Market	Nov 1 - Dec 24				
5	Dec 20	Dec 26	Radio City Christmas Spectacular	Nov 8 - Jan 5				
5	Dec 20	Dec 26	Columbus Circle Holiday Market	Dec 4 - 24				
6	Dec 27	Jan 2	Chanukah	Dec 22 - 30	\$ 68,600	Regent	\$ 22,638	Consul
6	Dec 27	Jan 2	Kwanzaa Celebration	Dec 28				
6	Dec 27	Jan 2	NYRR Midnight Run	Dec 31				
6	Dec 27	Jan 2	New Year's Eve Ball Drop Ceremony	Dec 31				
6	Dec 27	Jan 2	Winter Festival	Jan 1 - 31				
6	Dec 27	Jan 2	Winter Village at Bryant Park	Oct 31 - Jan 5				
6	Dec 27	Jan 2	Radio City Christmas Spectacular	Nov 8 - Jan 5				
7	Jan 3	Jan 9	Bull Riding	Jan 3 - 5	\$ 20,200	Diplomat	\$ 6,666	Emissary
7	Jan 3	Jan 9	Winter Village at Bryant Park	Oct 31 - Jan 5				
7	Jan 3	Jan 9	Radio City Christmas Spectacular	Nov 8 - Jan 5				
7	Jan 3	Jan 9	Winter Festival	Jan 1 - 31				
8	Jan 10	Jan 16	Jazz Festival	Jan 9 - 15	\$ 16,200	Envy	\$ 5,346	Emissary
8	Jan 10	Jan 16	Winter Festival	Jan 1 - 31				
9	Jan 17	Jan 23	MLK Celebration	Jan 19	\$ 16,200	Envy	\$ 5,346	Emissary
9	Jan 17	Jan 23	Winter Festival	Jan 1 - 31				
10	Jan 24	Jan 31	Boat Show	Jan 22 - 26	\$ 16,200	Envy	\$ 5,346	Emissary
10	Jan 24	Jan 31	Winter Festival	Jan 1 - 31				