

This Sponsorship Agreement (the "Agreement") is made and entered into as of the date of execution by and between **Listen Local** ("Podcast") and **Pequot Lakes Economic Development Committee (EDC)** ("Sponsor").

**Sponsorship Package and Fee** Sponsor agrees to purchase the **Ad Break Sponsorship** package for the discounted fee of **\$4,000** (reduced from \$5,000 due to the date of the agreement). The fee is a one-time, upfront payment covering the remainder of the year 2025. Renewal fees for 2026 may be higher.

**Sponsorship Benefits** As part of the Ad Break Sponsorship, the Sponsor will receive the following benefits:

- **Mid-Roll Ad Spot:** Sponsor may provide a pre-scripted commercial read, or, upon request, Listen Local may perform an ad-lib organic ad read.
- **Mentions:** Sponsor will be mentioned at the beginning or end of the episode to reinforce their connection to the local community.
- **Dual Local Focus:** Sponsor will have the opportunity to emphasize unique services and community impact in Pequot Lakes, ensuring that listeners associate the Sponsor with local success.
- **Social Media Recognition:** Each week's social media post will mention the City of Pequot Lakes and the EDC

**Payment Terms** The Sponsor agrees to make a one-time payment of **\$4,000** upon execution of this Agreement. All payments are non-refundable. Payment shall be made via check.

**Term and Renewal** This Agreement covers sponsorship for the remainder of **2025**. If the Sponsor wishes to renew for **2026**, a new agreement must be executed, and renewal fees may be subject to increase.

## 5. Rights and Responsibilities

- Listen Local reserves the right to approve all sponsor-provided ad content to ensure alignment with the Podcast's brand and values.
- The Sponsor shall provide ad content (if applicable) in a timely manner.
- Listen Local retains editorial control over ad-lib ad reads and mentions.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date set forth below.

### The Listen Local Podcast

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Pequot Lakes Economic Development Committee (EDC)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_