



2022 Promotional Agreement

Angler Chronicles, LLC & The City of Lake Elsinore

The City of Lake Elsinore will receive the following promotional services via TV, Radio, and Internet Media for the term of: July 1, 2022 to June 30, 2023.

- o Production of one (1) NEW 30-minute film featuring the City of Lake Elsinore and its many features and amenities. This film will air on FOX Sports West (HD) at least four (4) times each during the term of agreement. Angler Chronicles airs on Sundays at 8:30 AM and Tuesdays at 2:00 PM.
- o Production of (1) NEW 30-minute film featuring the Dream Extreme Fishing Derby. This film will air on FOX Sports West (HD) at least four (4) times each during the term of agreement. Angler Chronicles airs on Sundays at 8:30 AM and Tuesdays at 2:00 PM.
- o Angler Chronicles will also air the episode already produced for the Lake Elsinore Fishing Derby. This is a total of two (2) films with at least six (6) airings during the term of agreement.
- o One (1) 30-second Television commercial promoting the City of Lake Elsinore, to be aired weekly on Angler Chronicles TV (Fox Sports West & Fox Prime Ticket).
- o The City of Lake Elsinore receives the right to video stream these films on the city's Website, use at trade shows, use at consumer shows, and any other uses approved by the Director of Community Services.
- o Live "on-air" Lake Elsinore report, for the term of agreement on "Angler Chronicles" (AC) airing every Saturday morning (5:00-7:00AM) on Angels Radio AM830 KLAA. This segment, 3-5 minutes weekly, can be a "call-in" from a representative of Lake Elsinore highlighting fishing reports from the lake and events at the City of Lake Elsinore.

- o Four (4) 2-hour guest appearances (1 per quarter) by representative of the City of Lake Elsinore, either live in-studio, or via telephone hook-up. (Dates to be determined).
 - o One (1) 60-second commercial promoting the City of Lake Elsinore, to be aired weekly on Angler Chronicles Radio (Angels Radio AM830 KLAA). (Commercial will be produced by Angler Chronicles)
 - o Prominent placement on "AnglerChronicles.com" website, Facebook promotion, various social media promotion, and cross-link with the City of Lake Elsinore website.
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Fees for this promotional agreement (package): \$32,000.00 for the term of agreement. Fees will be billed and payable in four (4) quarterly payments of \$8,000.00, due at the first month of each quarter. The City of Lake Elsinore will choose the preferred payment schedule. The first payment is due at signing of promotional agreement.

Jason Simpson
City Manager
City of Lake Elsinore

Sergio Fainsztein, President/CEO
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sergiofainsztein@msn.com

Date: _____

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