

The 2015 Community Showcase Video Program

CGI Communications, Inc.
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Name: Michael McGovern
Title: Town Manager
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Website: www.capeelizabeth.com

This agreement is between CGI Communications, Inc. ("CGI") and the Cape Elizabeth (the "Town") and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Video Program is made available for viewing via a link on the www.capeelizabeth.com homepage, including any alternate versions of your homepage, for viewer access on different devices. Any termination or modification of this Agreement shall not take effect until the expiration of the current term.

CGI shall provide a Community Video Program as follows:

- One Welcome video from your Mayor or other civic leader
- Up to five additional videos to showcase various aspects of your community (providing a total of six 1 minute community highlight videos)
- One Community Organization chapter to promote charities, nonprofits and community development organizations
- Script writing and video content consultation
- A videographer will come to your location to film video updates
- We reserve the right to use still images and photos for video production
- All aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Final draft of County Video Showcase content subject to your approval (up to 3 sets of revisions allowed). Any request for approval any revision, including final draft, shall be deemed approved if no response is received by us within thirty (30) days of request
- Patented OneClick™ Technology and encoding of all videos into multiple streaming digital formats to play on all computer systems, browsers, and Internet connection speeds; recognized player formats include WindowsMedia® and QuickTime®
- Store and stream all videos on CGI's dedicated server
- Businesses will be allowed to purchase various digital media products and services from CGI Communications and its company affiliates
- Business sponsors allowed on the perimeter of video panels
- Duration of sponsor participation will be one to two years. CGI Communications is solely responsible for annual sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Viewer access of the Community Video Tour from your website shall be facilitated by CGI Communications providing HTML source code for graphic link to be prominently displayed on the www.capeelizabeth.com website homepage, including any alternate versions of your homepage for different devices.
- eLocalLink will own copyrights of the master Community Video Tour
- The Town will assume no cost or liability for this project and CGI will honor any request for termination of sales upon 30 day Notice and only if the Town continuously provides the Community Video linkage from its Homepage for the duration of this contract

Program Add-On:

- CGI will provide its GOCast recording app and up to three (3) instant GOCast video widgets for placement on the Community website. Each Cast allows for up to two (2) minutes of video which can be replaced or updated anytime

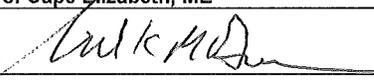
The Town of Cape Elizabeth shall:

- Provide a letter of introduction for the program on your organization's letterhead
- Assist with the content and script for the Community Video Tour
- Grant CGI the right to use organization's name in connection with the preparation, production, and marketing of the program
- Display the "Community Video Tour" link prominently on the homepage www.capeelizabeth.com including any alternate versions of your homepage for different devices, for the term of this agreement
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content on Community Video Program and all related CGI Programs, including but not limited to its "Community Video Network"
- Represent and warrant that any and all photographs, videos, and other content it submits to us for use in any video or other production does not infringe on any third party's copyrighted material, trademark or other intellectual privacy or publicity rights and shall defend and indemnify us from any such claim or action

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings and agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein.

We, the undersigned, understand the above information and have full authority to sign this agreement.

The Town of Cape Elizabeth, ME

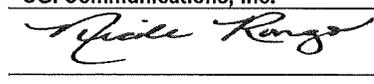
Signature: 

Name (printed): Michael McGovern

Title: Town Manager

Date: 3/25/15

CGI Communications, Inc.



Name (printed): Nicole Rongo

Title: Vice President of Marketing

Date: February 10, 2015



TOWN OF CAPE ELIZABETH

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MICHAEL K. McGOVERN
Town Manager

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March 25, 2015

Dear Valued Business Owner:

The Town of Cape Elizabeth is excited to announce a partnership with CGI Communications, Inc. to produce a series of online videos highlighting all our community has to offer its residents, visitors, and businesses.

Technology has changed the world and businesses must adapt or risk falling behind. For many businesses, getting noticed online is a challenge, particularly when competing with big brands with large marketing departments and seemingly endless marketing budgets. But more and more local companies are finding success cutting through the clutter with online video.

Statistics show that **video improves online visibility** and **drives more action** online than plain images and text. According to the BIA Kelsey Group, viewers engage more after watching a video, with clicks for more information increasing by 30-40% and phone inquiries by 16-20%.

With an easily viewable interface on the official city website www.capeelizabeth.com their video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and so much more. The Town of Cape Elizabeth is dedicated to highlighting the advantages of living and working in our community, and we feel that this program can do just that!

CGI will be contacting you to educate you further on their digital marketing tools and how to enhance your online presence. We encourage you to consider participating in this program as it provides an exciting new opportunity to showcase your business and our community. If you have questions about this advertising opportunity, please contact me at 207-619-6716.

Best Regards,

Michael K. McGovern