

DIGITAL SPONSORSHIP TERMS AND CONDITIONS (WITH AGENCY) (April 2023 Edition)

1. SPONSOR'S CREATIVE PRODUCTION: Sponsor, or Client on Sponsor's behalf, is responsible for producing and delivering to GBH, at Sponsor's expense, Sponsor's display ad ("Sponsor's Creative") and must secure rights to all elements (e.g., talent, art) in Sponsor's Creative for use of such Sponsor's Creative for all purposes specified herein and in the Underwriting Agreement. Sponsor's Creative must comply with the public television distributor's guidelines and technical specifications, and is subject to the public television distributor's approval.

2. SPONSOR-GENERATED PROMOTION, PUBLICITY AND ADVERTISING: Client agrees to submit any plans it or Sponsor may have for the promotion, publicity, and/or advertising of the sponsorship (including the text of press releases and text and layouts for advertisements) to GBH for approval to ensure the accuracy and appropriateness of all such materials which Sponsor or Client may issue in connection with the sponsorship. Sponsor, or Client on Sponsor's behalf, shall include in all such materials, the appropriate trade/service mark, registration, and/or symbol required and any other credits which GBH may reasonably require.

3. GBH USE OF SPONSOR'S NAME, SYMBOL AND LOGO: GBH shall have the right to use Sponsor's corporate name and symbol and/or logo in connection with the sponsorship and in GBH sponsorship marketing materials.

4. PAYMENT DATE: Client shall make payments to GBH within thirty (30) days of receipt of each invoice.

5. MEASUREMENT OF ONLINE IMPRESSIONS: Online display ad impressions shall be measured by first-party data from PBS' Google Ad Manager account.

6. ADDITIONAL FUNDERS: Client acknowledges that there may be additional national corporate sponsors during the Term.

7. FORCE MAJEURE: In the event that GBH or its distributor is unable to perform its material obligations by reason of act of God, fire, lockout, strike or other labor dispute, riot or civil disorder, war or armed insurrection, contagion, disease, epidemic, or pandemic, enactment, rule, act or order of government, mechanical failure, or any other *force majeure* cause or reason demonstrably beyond GBH's control, then GBH shall use its best efforts to arrange for distribution of any affected benefit as soon as possible after any such event.

8. INDEMNIFICATION: Each of GBH and Client, as the case may be (the "Indemnifying Party") shall defend and indemnify and hold harmless the other party (the "Indemnified Party"), and its grantors, officers, trustees, assignees, directors, agents, licensees, and employees from and against all claims, losses, costs, expenses, settlements, demands, and liabilities of every kind, including reasonable attorneys' fees and expenses, arising out of or incurred by reason of the inaccuracy or breach of any covenant, agreement, or undertaking made by the Indemnifying Party or under its control. The Indemnified Party agrees to give the other party prompt notice of any claim or action that may form the basis of indemnity under this Paragraph 8 and the

opportunity to join in the contest of such claim or action with counsel chosen by such other party.

9. CONFIDENTIALITY: Each party will regard any marked confidential information provided to it by the other party to be confidential information of the disclosing party ("Confidential Information"). A receiving party will not disclose the disclosing party's Confidential Information to any third party without the prior written consent of the disclosing party, nor make use of any of the disclosing party's Confidential Information except as permitted in its performance under this Agreement or as required by applicable law.

10. LIMITATION OF LIABILITY: No party shall be liable to the other parties or any third party, under or in connection with this Agreement for any indirect, punitive, exemplary, multiple, special, consequential, or incidental damages, costs, expenses, or loss of any kind, including without limitation: (i) loss of actual or anticipated profit, (ii) losses caused by or resulting from business interruption, (iii) loss of goodwill or reputation, and (iv) loss of or corruption of data (all of the foregoing, collectively "Damages"). These limitations of liability apply even if the party has been advised of the possibility of any such Damages or if such Damages might reasonably have been contemplated by any of the parties, and whether arising from breach of contract or statutory duty, tort, or under any other cause of action or theory of law.

11. DISPUTE RESOLUTION: The parties agree that if any controversy or claim arising out of or relating to this Agreement or the breach of any term hereof cannot be settled through direct discussions for a period of 30 days, the parties agree, then, upon notice duly served, that the controversy or claim shall be resolved by binding and final arbitration administered by JAMS or its successor ("JAMS"), at JAMS' Boston, Massachusetts office, before a single neutral arbitrator appointed, in accordance with the streamlined arbitration rules and procedures, or subsequent versions thereof, including the optional appeal procedure (including the optional JAMS Rules, including, without limitation, the rule providing that each party will contribute equally to JAMS fees and expenses and the rules providing for limited discovery and other exchange of information). All disputes and arbitrations shall be governed by the laws of the Commonwealth of Massachusetts and the Federal Rules of Evidence regardless of choice of law rules and there shall be no award of punitive damages. The decision of the arbitrator shall be in writing and shall include a statement of the essential conclusions and findings upon which the decision is based. The JAMS Rules are available at WWW.JAMSADR.com. The parties agree that all arbitration proceedings shall be confidential and disclosed only to those with a need to know or as may be required by law or as may be required to enforce any arbitration proceedings or awards. Judgment on any awards may be entered in the federal or state courts in Suffolk County, Massachusetts, which are the exclusive forums for such matters.

12. AGENCY APPOINTMENT: Client hereby represents that it has been appointed Sponsor's agent for the purposes of negotiating, executing, and fulfilling the obligations of this Agreement.

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