**PETCUREAN IKEA CONTEST AGREEMENT**

This Petcurean agreement is entered into as of 10/18/2017 by and between Zipporah Sandler of Champagne Living ("Partner") and Petcurean ("Client") will constitute a valid and binding agreement for Partner to provide his or her services as an influencer for the Petcurean brand (referred to herein as “Project”).

**Project Summary**

* Partner will create one dedicated blog post highlighting Petcurean’s content to receive a $50 IKEA gift card and three-month supply of Petcurean kibble (3 25lb bags of dog kibble or 3 16lb bags or cat kibble)
* Partner must include 2 or more original lifestyle photos (no stock photography) in sponsored post, featuring items from IKEA’s pet line, a Petcurean branded bowl, Petcurean branded tennis ball, and Partner’s pet
* Partner will socialize Petcurean via their Instagram, Facebook and Twitter tagging @Petcurean and @IKEAUSA using #Petcurean in all posts
* Client will provide $60 digital IKEA gift card, Petcurean bowl and tennis ball for compensation
* Client may leverage Partner posts on Petcurean social media platforms
* Client will have rights to repurpose Partner’s content on Client’s social channels and websites until November 2018
* Client will cite Partner as the source/creator of content, appropriately “tagging” Partner and linking back to Partner’s platforms

**Term of Agreement**

This Agreement shall be in effect from 10/18/2017 through 11/15/2017. During the Term of Agreement, Client may terminate this agreement immediately upon notice to Partner following a breach of this Agreement by Vendor. Upon termination of this Agreement, Partner shall cease all use of Client property and the Project in any manner. To avoid breach of agreement Client will comply with the following terms:

* Partner will not directly or indirectly, engage in providing the same or similar services, as contemplated herein, to any person, company or entity that manufactures pet food or carries on the business of pet food products, or who could be considered to be in direct or indirect competition with Petcurean within Canada or the United States.
* Partner will not disparage or denigrate Client in any regards during Project
* Partner will not reference personal views related to politics and religion in content developed for Project
* Partner will not use profanity in content developed for Project
* The content (including blog post and social shares) will contain appropriate disclosure statements and hashtags as required by FTC Guideline (outlined below). No-follow link structure will be used according to Google’s unnatural link guidelines.
* Content created for Project will align with Client’s value outlined in addendum of this Agreement

**PARTNER** **CLIENT**

Name: Name:

Signature: Signature:

Date: Date:

**A Note On Federal Trade Commission (FTC) Disclosure**

Federal Trade Commission Endorsement Guides clearly state that disclosures should be clear, unambiguous, and visible to all consumers. According to federal guidelines, hashtags like #ad and #sponsored are acceptable ways to label sponsored content, but to avoid legal complication, brands need to be explicit in telling influencers exactly how to properly disclose advertisements or brand/brand sponsored marketing material. For more information on the Federal Trade Commission's guidelines regarding influencer marketing campaigns, see our article [here](http://mediakix.com/2015/08/ftc-guidelines-for-sponsored-social-media/).

**Addendum**

Petcurean values:

* **Health-Conscious:** At our shared core, we all believe in the importance of health and wellness. We are more aware of what goes into our bodies – and our beloved pet’s bodies – than most people.
* **Responsible:** This is the enlightened, compelling, passionate, uncompromising, altruistic notion of putting others ahead of yourself. In our audience, this is manifested in their deep love of their pets and the high seat of honor which these pets occupy. In Petcurean, these manifests itself in our “pets first” philosophy.
* **Down-to-earth:** Pets help keep us grounded and real. And that why we share a no-nonsense approach to life. We speak in a familiar, authentic, grounded and casual way, honoring our audience’s desire for the unaltered truth and their collective intelligence.
* **Fun-Loving:** Laughter, wrestling, belly scratches and hugs. Fun is at the core of pet ownership. This is a deep value that we share with the people who love their pets – and our food. And we don’t need to be goofy, silly or childlike to celebrate this fun and passion, we just need to let our true, authentic smile out.