
*
* POSTING *
* INSTRUCTIONS *

MINDSHARE USA, INC.
3340 PEACHTREE RD NE, ATL, GA, 30326

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ORDER NO. O-20423-8003
OUTDOOR
DATE APR23/12

OUTDOOR ADVERTISING CO.-
104374
THE SPORTS FLASH

TEL 517-927-4570

PLEASE POST
ADVERTISING OF-

CLIENT UMC US MARINE CORPS
PRODUCT ERR ERR ADVERTIS EFFORT
ESTIMATE 234 ERR FY12 OOH
TO #23

THE SPORTS FLASH
1516 LYTELL JOHNE'S PATH
WILLIAMSTON, MI 48895

BUY DETAILS:

•Two (2) 10x10 booth space at each event (7/14 - Baltimore 7/28 - Washington DC)
Logo inclusion on team event tshirts
Logo inclusion in all promotional material and press releases
Marine Corps recruiter present for trophy presentation ceremony
Marine Corps Banner at each event

BILLING SCHEDULE:

DATE	SPACE	COPY NUMBER	CAPTION
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JUL28/12	BOOTH SPACE	UMC-ERR-BOOTH	USMC BOOTH SPACE
	COST=5,000.00 (NET)		

BOOTH SPACE AT EVENTS
7/14 & 7/28
INVOICE AFTER 7/28 EVENT

Signed contract must be received before first event date, or Marine Corps will not be obligated to attend and/or issue payment

Please note that proof-of-performance for EVERY contracted element for EVERY day of EACH event is required before payment will be issued.

IMPORTANT TO NOTE:

IF A CONTRACTED EVENT OCCURS AND THE MARINE CORPS DOES NOT SHOW UP DUE TO FAULT OF THE MARINE CORPS, PAYMENT FOR EVENT WILL STILL BE MADE

IF A CONTRACTED EVENT DATE OR LOCATION IS CHANGED, THE MARINE CORPS IS NOT OBLIGATED TO ATTEND THE EVENT ON THE NEW DATE OR AT THE NEW LOCATION. IF MARINE CORPS CHOOSES TO NOT ATTEND, THEN PAYMENT WILL NOT BE MADE.

FOR EVENTS WITH DATES TBD AT THE TIME THE CONTRACT IS ISSUED, DATES MUST BE MUTUALLY AGREED UPON TWO WEEKS PRIOR TO EVENT OR THE MARINES ARE NOT OBLIGATED TO ATTEND AND PAYMENT WILL NOT BE MADE.

PLEASE CONTACT YOUR LOCAL USMC REP OR
DUANE SMITH AT (404) 704-1825 WITH ANY QUESTIONS

THE FOLLOWING MUST BE SUBMITTED FOR PAYMENT TO BE ISSUED:

1. Proof-of-performance for EVERY contracted element for EVERY day of EACH event in order to proceed with payment, including but not limited to:
 - Photos of booth space, signage, video board spots, and any other promotional items listed in the contract
 - Scripts for PA announcements
 - Affidavit of radio spots
 - Screen shots of any and all online presence (includes e-mail blasts)
2. If the partnership covers more than one date, photos for EACH date must be included with the dates included on each photo.
3. Invoice made out to MINDSHARE at the address below and not the Marine Corps.
4. Invoice must include date(s) of event, description of media elements (i.e. booth space, signage, etc.) and reference to the US Marine Corps.
5. Invoice should not include the words "agreement" or "sponsorship"
6. Invoice date CANNOT pre-date the event (cannot have an invoice date of 6/30 for an event not occurring until 7/1, etc.)
7. Completed Affidavit of Performance. Must be signed and dated.
8. At least one affidavit per invoice, NOT per partnership. If partnership paid over numerous months, then you must include a separate affidavit with each billing.
9. Please note that Mindshare cannot pay for an event until after the event occurs.
10. Mindshare issues payment once a month at the end of every month. Mindshare will pay for your event at the end of the month AFTER the month of your event (if your event is 7/15, Mindshare will issue payment on 8/31)

* SEND ALL INVOICES, COMPLETION REPORTS/AFFIDAVIT OF PERFORMANCE, *
* PROOF OF PERFORMANCE, LOCATION LISTS AND PHOTOS TO: *

Delilah Washington
GROUPM
350 West Mart Center Dr., Ste. 1270
Chicago IL 60654

SIGN HERE: X_____

PLEASE FAX SIGNED COPY TO DUANE SMITH AT 646-264-5938