#### **Sponsoring Agreement AMMA AWARDS 2018**

Between **Teads France SAS,** 97 rue du Cherche-Midi 75006 Paris, VAT: FR40 483 813 861, legally represented by, Diégo Quesada, Country Manager Teads Belgium, further referred to as “Eventsponsor”,

and **CommPass**, a non-profit organization, located Espace Rolin, Louis Schmidtlaan, 2, 1040 Brussel, legally represented by Wout Dockx, President CommPass, and organizer of the AMMA Awards 2018, further referred to as “COMMPASS”,

is agreed between COMMPASS and Eventsponsor :

**Article 1**

The Eventsponsor accepts the exclusive sponsorship of the category “Best use of Interactive” (further referred to as “Category”), part of the AMMA Awards 2018, that will hold its Awards show & Gala on the evening of May 17, 2018 in Auditorium 2000 at Brussels Expo.

The Eventsponsor will pay a fee of 6.000 Euro (excl. VAT) on the account BE85 2100 5328 7206 of COMMPASS.

**Article 2**

COMMPASS agrees on the following counterparts

2.1: Visibility of the Eventsponsor during the AMMA awards show

* Name/logo visibility at the start and at the end of the show (together with the other sponsors)
* Exclusive name/logo visibility at the start of the Category
* Exclusive attention via a video of 30”. This video will be produced and delivered by the Eventsponsor.
* The representative of the Eventsponsor will be invited “live on stage” to announce the winner of the category and to hand over the Gold Award.

2.2: Entree tickets for the Eventsponsor:

The Eventsponsor is awarded 5 entree tickets for the AMMA night, with a value of 1.325 Euro. The Eventsponsor agrees not to resell these tickets to 3th parties.

All extra entree tickets are invoiced, following the normal CommPass procedures of ordering and timely cancellation. Ordered tickets that are not cancelled in compliance with these procedures are due and will be invoiced, even if the person is not present at the event.

The Eventsponsor is awarded 3 entree tickets for the “best of campaigns 2017” presentation, an event organized by UMA, where the nominees of the “best of” categories are presented. This “UMA Best of Campaigns 2017” event is scheduled on 27 March 2018, during the afternoon.

2.3: Visibility of the Eventsponsor in all AMMA awards show communication

- Logo on all e-mailings concerning the AMMA awards show of May 17.

- Logo on the VESPASIUS poster networks (Face-to-Face B2B Advertising) that will support the Awards show during a week before the show (together with the other sponsors)

- COMMPASS website – AMMA section: Logo linked to the sponsored category.

2.4: Visibility of the Eventsponsor in het “Special AMMA 2018” Magazine

* Presence of the logo next to the article in the magazine covering the category and winners.
* This magazine is about 40 pages and is distributed during the evening, via displays in media agencies and it is sent by post to 3.000 adresses (advertisers, creative agencies, sales houses, media owners and CommPass stakeholders)
* It is possible to advertise in this magazine. The normal prize for a full page is 1.800 euro (excl VAT). Sponsors benefit of a 20% reduction, resulting in a rate of 1.440 euro.

2.5: Promotional action(s) of the Eventsponsor:

The Eventsponsor is allowed to develop – on its own expense – promotional activities during the AMMA evening. All activities need to be discussed and validated by COMMPASS, who has the right to accept or refuse any proposition. Every promotional activity needs to be discussed and validated 14 days prior to the event.

**Article 3**

The Eventsponsor has a “first right of refusal” for his category at the organisation of the next edition of the AMMA. COMMPASS will formally contact the Eventsponsor before the end of the calendar year to propose the conditions of a reconduction. The Eventsponsor will have 30 days to respond to this request.

**Article 4**

It is expressly agreed that any dispute of any kind, reports to the competent court in Brussels.

Written in Brussels in 2 copies on March 8, 2018

Read and approved Read and approved

for COMMPASS, for the Eventsponsor,

Wout Dockx Diégo Quesada

President COMMPASS Country Manager Teads Belgium