

TERMS AND CONDITIONS

KAMLOOPS LARGE ANIMAL VETERINARY CLINIC LTD. AMBASSADOR PROGRAM

FEBUARAY 2023

Appointment

1. Kamloops Large Animal Veterinary Clinic (hereafter KLAVC) would like the Ambassador's assistance in promoting Kamloops Large Animal Veterinary Clinic products and services via their social media accounts and word of mouth. Kamloops Large Animal Veterinary Clinic hereby appoints the Ambassador as its representative on a non-exclusive, non-employee basis to endorse and promote its services to the target audience.
2. If the Ambassador is under the age of 18 years a parent or guardian must Provide consent and have supervision over their social media platforms.

Term

1. This Agreement shall have a term of one year commencing February 1 2023 and ending December 31st 2023.
2. The Ambassador is allowed a maximum of 2 competition horses to participate in the program as agreed to by KLAVC. Any substations to the competition horses are subject to the approval of KLAVC.

Deliverables

1. The Ambassador will deliver a minimum of one dedicated social media post per month minimum on behalf of Kamloops Large Animal Veterinary Clinic.
2. The Ambassador will advocate Kamloops Large Animal Veterinary Clinic and recommend Kamloops Large Animal Veterinary Clinic's services and products where appropriate.
3. The Ambassador will provide quotes, tags, images and blogs to be used in Kamloops Large Animal Veterinary Clinic's broader marketing and social media where appropriate and on an ad basis.
4. The Services shall conform to the specifications and instructions of Kamloops Large Animal Veterinary Clinic, abide by the rules of the relevant social media platforms, and are subject to Kamloops Large Animal Veterinary Clinic's acceptance and approval (Jennifer Jackson).

5. Kamloops Large Animal Veterinary Clinic has a maximum of 7 days to reject any deliverable post in accordance with this Section and must notify the Ambassador within 3 days of receipt of work that additional revisions and/or amendments will be requested.

Cancellation

1. Either party may terminate this agreement by providing 10 days written notice.
2. In addition, in the event that the Ambassador has breached this agreement, Kamloops Large Animal Veterinary Clinic shall instruct the Ambassador to cease all promotional activities or make clarifying statements, and the Ambassador shall immediately comply.

Items to Avoid

1. The Ambassador agrees all blog posts, social media status, tweets, and/or comments should be in good taste and free of inappropriate language and/or any content promoting bigotry, racism or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age.
2. The Ambassador agrees to direct all veterinary queries directly to Kamloops Large Animal Veterinary Clinic team via 250-374-1486 and will not attempt to provide expertise in this area.

Liability

1. The Ambassador acknowledges that the riding and care of horses has inherent risk despite all safety precautions. Kamloops Large Animal Veterinary Clinic will not be responsible for any incident occurring during the term of the program.
2. The Ambassador is responsible for his/her own safety.
3. The Ambassador, and the parent or guardian thereof if a minor, do agree to release Kamloops Large Animal Veterinary Clinic its owners, agents, employees, officers, members, premises, insurers and affiliated organizations from legal liability for any economic and non-economic losses due to bodily injury, death and/or property damage.

Approval and Content Origination

1. The Ambassador understands that all promotions and services they promote as part of this agreement are controlled by Kamloops Large Animal Veterinary Clinic.
2. The Ambassador assumes all responsibility for verifying that the campaign materials used meet Kamloops Large Animal Veterinary Clinic's approval.

Exclusivity

1. The Ambassador agrees that during the tenure of this contract, and for a three-month term afterward, the Ambassador will not undertake influencer marketing for a competitor in the same vertical as Kamloops Large Animal Veterinary Clinic.

Material Disclosure and Compliance

1. When publishing posts/status about Kamloops Large Animal Veterinary Clinic products or services, the Ambassador must clearly disclose his/her "material connection" with Kamloops Large Animal Veterinary Clinic.
2. The above disclosure should be clear and prominent and made in close proximity to any statements that the Ambassador makes about Kamloops Large Animal Veterinary Clinic or Kamloops Large Animal Veterinary Clinic's products or services. Please note that this disclosure is required regardless of any space limitations of the medium (e.g. Twitter), where the disclosure can be made via Hashtags, e.g. #sponsored, #ad, #gifted
3. The Ambassador's statements should always reflect the Ambassador's honest and truthful opinions and actual experiences. The Ambassador should only make factual statements about Kamloops Large Animal Veterinary Clinic.

Compensation

1. In full consideration of the Ambassador's performance, his / her obligations and the rights granted herein, the Ambassador shall be provided a discount a discount of 20% to a maximum of \$1000.00 during the terms of the program as agreed upon between the Ambassador and Kamloops Large Animal Veterinary Clinic.
2. The Ambassador will otherwise perform the services at his/her own expense and use his/her own resources and equipment.
3. The Ambassador acknowledges that the agreed upon compensation represents the Ambassador's entire compensation with respect to this agreement and Kamloops Large Animal Veterinary Clinic shall have no other obligation for any other compensation, expenses or costs incurred by the Ambassador in connection with the performance of their obligations under this agreement.

APPLICANT SIGNATURE

Date: _____

Name (print): _____

Signature: _____

PARENT OR GAURDIAN SIGNATURE (if under 18 years of age)

Date: _____

Name (print): _____

Signature: _____

