

# The Balancing Act



The Balancing Act TV, LLC  
 3860 N. Powerline Rd.  
 Deerfield Beach, FL 33073  
 Tel: 954-691-1102

## PRODUCTION INSERTION ORDER

Feature: "Creating Memories That Last A Lifetime; Fun For The Entire Family"	Date: April 23, 2018
Participant: Visit Orlando	Participant Rep: Danielle Hollander
Address: 6277 Sea Harbor Drive Ste 400 Orlando, FL 32821	Company Rep: Hernan Ku
Telephone: 407.363.5800	Scheduling Fee: \$59,700.00

Type: One (1) feature integration Segment ("Segment")	Length: Three to five minutes (3:00-5:00)
# of Airings: Two (2)	Projected Dates of Airings: Q3 2018
Additional: One (1) thirty second (:30) digital short	

• The Balancing Act TV, LLC ("Company") produces a half-hour television program titled *The Balancing Act* ("TV Program"). Company shall feature PARTICIPANT within the Segment(s) as part of the TV Program.

• All production will take place at an appropriate location in Dade, Broward, Palm Beach County, and Orlando Florida. PARTICIPANT understands and agrees that the Segment(s) will be formatted as educational entertainment and not as an advertisement. PARTICIPANT will have the opportunity to review Segment outlines for accuracy prior to production. In addition, PARTICIPANT will have the opportunity to review segment final edit for technical accuracy prior to airing.

• Company will retain overall editorial and creative control of the TV Program and Segment(s). PARTICIPANT will cooperate with all schedules and timelines. Company agrees to feature PARTICIPANT in a positive and professional manner within the TV Program.

• The TV Program, in its 10<sup>th</sup> year, currently airs on the Lifetime Network ("Network") between 7:30-8am ET/PT ([www.mylifetime.com/shows/the-balancing-act](http://www.mylifetime.com/shows/the-balancing-act)).

• The TV Program episodes and feature Segment(s) will additionally air approximately 500 times in syndication throughout 100 U.S. stations and in up to 500,000 hotel rooms. Syndication airings are scheduled beginning in the quarter following the initial airing of the episode and feature Segment(s). Syndication airings are subject to changes as required by each individual Broadcast station.

• The TV Program and episodes will be streamed online at the TV Program website, and will be distributed and/or syndicated through other US and international broadcast, network and online syndication outlets, where available.

• After initial airing, PARTICIPANT shall receive a sub-master HD copy of the Segment(s) with rights to re-use the Segment(s) for any non-TV marketing and/or promotional purposes. PARTICIPANT will also have the rights to use the Segment(s) and Digital Short on their website, within their newsletters, and social media platforms (YouTube, Twitter, Facebook, Etc) as well as their own internal presentations.

• The TV Program website will include information regarding the PARTICIPANT, as well as include a link directing viewers to PARTICIPANT'S website. Additionally, PARTICIPANT will be included in Company's social media, interactive and publicity campaigns for the TV Program.

• Fifty-Nine Thousand Seven Hundred Dollars (\$59,700.00) is PARTICIPANT'S total pre-production/scheduling fee to Company. The scheduling fee is due and payable on or before May 23, 2018. Time is of the essence. Company is responsible for all other costs associated with production, promotion, media placement, internet marketing and distribution of the TV Program. However, PARTICIPANT will be responsible for its own travel expenses should any person or related persons from PARTICIPANT'S organization attend the production.

Participant commits to participate in the Television Program described above and pay the pre-production scheduling fee in a timely manner. Company will immediately begin work on the project. Venue for this insertion order lies exclusively in Broward County Florida. This is the entire understanding between the parties and supersedes all prior agreements whether verbal or otherwise.

*ORLANDO/ORANGE COUNTY CONVENTION VISITORS BUREAU, INC.*  
 Participant Signature: [Signature]  
 Print: Larry Hebert  
 Position: CEO/CFO Date: 4/24/18

The Balancing Act TV, LLC Signature:  
 Signature: [Signature]  
 Print: Rob Campbell  
 Position: VP PROGRAM MGR Date: 4/25/2018

**Billing Contact**

Name: \_\_\_\_\_ Position: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_