



## PARTNERSHIP AGREEMENT

This document constitutes an agreement between Friends of KSPS and

### Idaho Washington Aquifer Collaborative

**Contact:** Mike Galante  
**Address:** North Kootenai Water & Sewer District  
**Phone:** 13649 N Meyer Rd.  
Rathdrum, ID 83858-4904  
**Email:** mikeg@nkwsd.com  
**Fax:**  
**KSPS Contact:** Dawn Bayman

**Consideration:**

- Production and timeline:
- Production of four 30-second spots
  - Production of a 3-5 minute video
  - Air time for messages plus digital marketing

The KSPS production team will work with the IWAC team to develop concepts and content for spots, digital messaging and the video. Our goal is to have at least one spot ready for air by December 1, the second by January 13, and create the other two in the spring when the weather is better for outdoor subjects. A timeline for the video will be determined after production planning meetings are held.

- Broadcast:** Total number of on-air spots: 330, 5-6 spots/week
- Minimum 100 spots in prime-time, M-F 7pm-11pm.
  - Remainder around adult programming in the weekday news block and weekend mornings and afternoons.

- Digital marketing:**
- Creation of IWAC web page as part of ksp.org web site
  - KSPS e-newsletter "The Week Ahead" to 16,000 viewers – 1x/month
  - KSPS Facebook post – 1x/month
  - KSPS Twitter post – 1x/month
  - KSPS.org home page – promotion of the dedicated IWAC page on KSPS.org or any IWAC-preferred web page, 4 weeks total.

**Grant period:** December 1, 2016 – November 30, 2017

**Grant amount:** \$38,000

**Terms:** \$10,000 by December 1, 2016; \$10,000 by March 31, 2017; \$10,000 by June 30, 2017, \$8,000 by September 30, 2017

**Billing instructions:** KSPS will invoice about 4 weeks before payments are due.

*(continued)*



# PARTNERSHIP AGREEMENT

This document constitutes an agreement between Friends of KSPS and

## Idaho Washington Aquifer Collaborative


Agreement, page 2 of 3 - SEE ADDENDUM

I have read and understand both this agreement and the KSPS Underwriting Credit Guidelines.

Agreed:

  
\_\_\_\_\_  
Authorized Signature of Funder

11/8/2016  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
KSPS General Manager

11/18/16  
\_\_\_\_\_  
Date

**IWAC/KSPS Partnership Agreement Addendum**  
November 18, 2016

Regarding Broadcast of on-air spots and digital marketing:

The 12 month broadcast timeline (330 spots over 12 months) will commence after the first spot(s) has been completed and approved to air by IWAC. To maximize synergy of messaging, digital marketing will also begin when the on-air campaign begins.

GS