

Friday	Second Round of Nova Scotia Open	July 4
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Saturday	Third Round of Nova Scotia Open	July 5
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Sunday	Fourth Round of Nova Scotia Open Trophy Presentation on 18 th Green	July 6
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3. Grant of Sponsorship Rights. SPORTBOX grants to NOVA SCOTIA the rights and benefits set forth in Paragraph below. All rights not herein specifically granted to NOVA SCOTIA shall remain the property of SPORTBOX and the Event to be used in any manner SPORTBOX/Event deems appropriate. NOVA SCOTIA understands that SPORTBOX and the Event reserve the right to authorize others to use of Event image, likeness and benefits.

4. Agreements of SPORTBOX. SPORTBOX agrees that NOVA SCOTIA shall have the following rights and benefits for the Event, subject to the provisions of this Agreement. NOVA SCOTIA reserves the rights herein to apportion rights and benefits between the two lead agencies, NSBI and NSTA:
 - (a) Designation as Host Region partner of the Event and the right to advertise as such.
 - (b) NOVA SCOTIA logo listed as Host Region partner where other Host Region partners are displayed.
 - (c) Right to use Event name, logo(s) and creative imagery, subject to the approval of SportBox in each case, which shall not be unreasonably withheld
 - (d) Right to activate charitable initiatives to drive additional fundraising around GOLFest above/beyond planned Event activities
 - (e) NSBI shall receive eight (8) and NSTA shall receive four (4) invitations to the Canada Cup Evening Reception
 - (f) NSTA shall receive one (1) team of four (4) in the Nova Scotia Open Pro-Am (4 playing spots total); NSBI shall receive six (6) playing spots in the Nova Scotia Open Pro-Am (i.e. one-and-a-half teams of four)
 - (g) NSBI shall receive six (6) and NSTA shall receive four (4) invitations to the Nova Scotia Open Pro-Am Pairings Party (Tuesday evening)

- (h) NSBI shall receive eighteen (18) and NSTA shall receive sixteen (16) invitations to the Nova Scotia Open Pro-Am Evening Reception (Wednesday evening)
- (i) One (1) 20x30 private hospitality tent and items incidental thereto on Event grounds holding up to fifty (50) people; food and beverage incremental. SPORTBOX to provide at no cost to NOVA SCOTIA, standard tables, chairs linens and bar; bar to be installed and supplied by GOLFest exclusive catering supplier RCR Hospitality Group in year one of this Agreement. All potential damage fees incurred during the Event's duration as a direct result of NOVA SCOTIA shall be borne by NOVA SCOTIA; SPORTBOX shall not be held responsible for any lost or stolen items in NOVA SCOTIA's hospitality tent.
- (j) SPORTBOX will utilize reasonable best efforts to locate the NOVA SCOTIA 20x30 private hospitality tent beside the Halifax Regional Municipality 20x30 private hospitality tent
- (k) NOVA SCOTIA will receive seventy five (75) daily hospitality passes to the Event (designated Monday to Sunday) allowing guest access to the NOVA SCOTIA hospitality tent and general admission areas. NOVA SCOTIA will receive seventy five (75) daily general admission passes to the Event for each day (Monday to Sunday).
- (l) One (1) team of four (4) in the pre- Event Media Day 18-hole event; NSBI and NSTA to share spots evenly; SPORTBOX hereby reserves the right to forego the Media Day 18-hole event in its entirety for each year during the length of the Agreement. The parties acknowledge that it will not be considered to be a breach of this agreement in the event that the Media Day is not held in any given year and this benefit is not delivered to NOVA SCOTIA.
- (m) NSBI will receive the opportunity to provide a one (1) page insert in GOLFest media kits
- (n) Two (2) 10x10 booths in the spectator village at the host course during the event week; NOVA SCOTIA is responsible for all costs associated with activating the on-site presence, including any costs associated with combining the space to create a 20x20 installation, with the exception of SportBox will cover cost of two (2) 10x10 tents
- (o) NOVA SCOTIA to be recognized as a Host Region partner in the Event boiler plate write up included in each press release
- (p) Two (2) Sponsor Ads in Event souvenir program; subject to SPORTBOX approval which shall not be unreasonably withheld

- (q) Logo placement in thank you section of Event souvenir program
- (r) Letter from Nova Scotia Premier or Minister of Economic and Rural Development and Tourism in Event souvenir program
- (s) SPORTBOX to work with NOVA SCOTIA to secure a minimum of one (1) to a maximum of two (2) speaking opportunities for the Nova Scotia Premier or Minister throughout the Event
- (t) NSBI to receive one (1) dedicated sponsor side panel for name or logo recognition on an electronic scoreboard; subject to PGA TOUR approval
- (u) NSBI to receive one (1) tee back sign for name *or* logo recognition; subject to PGA TOUR approval
- (v) Sixteen (16) :30 second ad units on the Golf Channel, to be aired during Golf Channel's coverage of the Nova Scotia Open or Run of Schedule in other Golf Channel programming during the Event week; NSBI and NSTA to share ad units equally except as NSBI and NSTA otherwise agree
- (w) NSTA to receive one (1) dedicated sponsor side panel for name or logo recognition on an Electronic Scoreboard; subject to PGA TOUR approval
- (x) NSTA to receive one (1) dedicated sponsor tee back drop sign; subject to PGA TOUR approval
- (y) Custom page within the Event website available to NOVA SCOTIA to provide content tied to the Host Region; SPORTBOX and NOVA SCOTIA to work together in good faith to ensure all content is aligned with the intentions and communication of the Event;
- (z) NOVA SCOTIA logo placement as Host Region partner in partner section of Event website; Tier II logo placement for NOVA SCOTIA in standard footer section on Event website
- (aa) Tier II logo placement for NOVA SCOTIA in sponsor boiler plate footer section on Event letterhead
- (bb) Tier II logo placement for NOVA SCOTIA in sponsor boiler plate footer section on Event posters

- (cc) One (1) NSBI and one (1) NSTA (2 total) dedicated sponsor feature or story in a Non-Ticket Holder Promotional E-Blast;
- (dd) One (1) NSBI and one (1) NSTA (2 total) dedicated sponsor feature or story in a Ticket Holder Promotional E-Blast;
- (ee) One (1) NSBI and one (1) NSTA (2 total) dedicated sponsor feature or story in an E-Blast to opted-in database;
- (ff) NSBI and NSTA to each receive one (1) sponsor-specific post per month for five (5) months on Event Facebook and Twitter platforms; all posts to be tied in to NOVA SCOTIA's support of the Event, and are subject to SPORTBOX approval.
- (gg) NOVA SCOTIA included in briefing notes provided to all Canada Cup participants, encouraging participants to share NOVA SCOTIA and Event experience on personal social media channels; The parties acknowledge that SPORTBOX cannot mandate or guarantee player social media mentions, only encourage players to do so in authentic, natural way via the briefing notes
- (hh) One (1) digital copy of the official Event photographs rights free, provided that such rights are owned by the Event or by SPORTBOX
- (ii) Event wrap report with overall highlights, coverage and impact; NOVA SCOTIA specific section of EVENT wrap report based on NOVA SCOTIA assets and objectives;
- (jj) Four (4) NOVA SCOTIA specific questions acceptable to the NSTA and NSBI in the Event spectator research survey
- (kk) SPORTBOX to work with PGA TOUR and will use reasonable best efforts to secure a Web.com Tour player to make an appearance in the NOVA SCOTIA hospitality area during the Nova Scotia Open
- (ll) NOVA SCOTIA to receive twenty (20) signed souvenir items
- (mm) Should the Event be attended by any VIPs, a full and complete list will be provided to NOVA SCOTIA by SPORTBOX. Additionally, reasonable best effort will be made to secure an appearance by attending VIPs in the NOVA SCOTIA hospitality area.

(nn) SPORTBOX will facilitate communications between NOVA SCOTIA and Web.com Tour, to assist in the creation of a "Why Nova Scotia" video testimonial piece.

(oo) SPORTBOX will grant media access for the Event to a minimum of one (1) and a maximum of two (2) social media reporters from NOVA SCOTIA.

5. Advertising Approvals.

(a) NOVA SCOTIA agrees that all uses of the advertising, sponsorship and promotional rights herein granted are subject to the prior written approval of SPORTBOX in each case. SPORTBOX agrees that any material submitted hereunder will not be unreasonably disapproved and, if it is disapproved, that NOVA SCOTIA will be advised of the specific grounds of the disapproval in which event NOVA SCOTIA shall have sixty (60) days to submit new material or cure the deficiency in the material previously submitted. NOVA SCOTIA agrees to protect, indemnify and save harmless SPORTBOX from and against any and all expenses, damages, claims, suits, actions, judgments and costs whatsoever provided they are reasonable and arising out of, or in any way connected with, any advertising material furnished by or on behalf of NOVA SCOTIA. In no event will NOVA SCOTIA be liable for consequential, punitive, indirect, reliance or incidental damages, whether or not NOVA SCOTIA has been advised of the possibility of such damages.

(b) NOVA SCOTIA agrees to use the official name and logo of the Event as designated by SPORTBOX.

6. Agreement of NOVA SCOTIA. NOVA SCOTIA agrees to provide the following to SPORTBOX:

- a. Where permitted by law, NOVA SCOTIA will use their contacts to assist SPORTBOX with EVENT promotion and ticket sales
- b. Event Listing on the NOVA SCOTIA website, in a manner provided and approved by both parties acting reasonably

7. Payment and Compensation