

DATE

Dear Valued Business Owner:

Winnebago County is excited to announce a new partnership with CGI Communications, Inc. to create a series of professionally produced online videos to highlight everything our county offers residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are seen. Mobile devices have shifted the landscape of business, making it more important than ever to embrace technology. As a county with 4G LTE coverage Winnebago County is a ready to embrace the mobile revolution, as residents are able to stream high quality video on every device. For many businesses, getting noticed online can be a challenge, however, **utilizing video dramatically improves visibility and drives more action to your website** than static pages, with the demand for video climbing even higher for users on mobile devices.

With an easily viewable interface on the official County website, this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and the businesses supporting the program. In addition, the county's official website will back-link to CGI's www.elocallink.tv which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in Winnebago County; advantages that include access to our wonderful business community; and we feel that this video program can be widely successful. We encourage you to consider participating in this county-wide program as it provides an exciting new opportunity to showcase your business as part of this official County program, and affords all business owners the opportunity to utilize the power of video on your own websites and social media pages.

A representative from CGI Communications will be contacting you to provide detailed information regarding their video products, mobile video apps, and other services to enhance your online presence.

Best Regards,

Signatory
Title

The 2017 County Video Program

CGI Communications, Inc.
130 East Main Street, 5th Floor
Rochester, NY 14604
(800) 398-3029 phone
(585) 653-7393 fax

Name: Mark Harris
Title: County Executive
Address: 415 Jackson Street PO Box 2808
City, State, Zip: Oshkosh, WI 54903
Phone: (920)232-3450
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Website: www.co.winnebago.wi.us

This agreement is between CGI Communications, Inc. ("CGI") and the County of Winnebago (the "County") and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved County Video Program is made available for viewer access on different devices via a link on the www.co.winnebago.wi.us homepage, including any alternate versions of that homepage.

During the term of this Agreement, CGI shall:

- Produce 8 video chapters with subject matter that includes but is not limited to: Welcome, Education, Healthy Living, Homes / Real Estate, and four additional videos of your choice
- Provide one Community Organizations chapter to promote charities, nonprofits and community development organizations
- Provide script writing and video content consultation
- Send a videographer to County locations to shoot footage for the videos
- Reserve the right to use still images and photos for video production
- Provide all aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Provide a final draft of County Video Program content subject to County's approval (up to 3 sets of revisions allowed). CGI's request for approval of content or revision, including final draft, shall be deemed approved if no response is received by us within 30 days of request
- Provide our patented OneClick™ Technology and encode all videos into multiple streaming digital formats to play on all computer systems, browsers, and Internet connection speeds; recognized player formats include WindowsMedia™ and QuickTime™
- Store and stream all videos on CGI's dedicated server
- Feature business sponsors around the perimeter of video panels
- Be solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Facilitate viewer access of the County Video Program from County website, including any alternate versions of County's homepage, for different devices, by providing HTML source code for a graphic link to be prominently displayed on the www.co.winnebago.wi.us website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement. "County Video Program" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- Grant to County a license to use CGI's Line of Code to link to and/or stream the videos
- Own copyrights of the master County Video Program
- Assume all costs for the County Video Program
- Afford businesses the opportunity to purchase various digital media products and services from CGI and its affiliates

Program add-ons will include:

- The GoCast™ recording app and up to three (3) instant GoCast™ video widgets for placement on the County website. Each Cast allows for up to two (2) minutes of video which can be replaced or updated anytime

During the term of this Agreement, the County shall:

- Provide a letter of introduction for the program on County's letterhead
- Assist with the content and script for the County Video Program
- Grant CGI the right to use County's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the www.co.winnebago.wi.us homepage within 10 business days of receipt of HTML source code
- Display the "County Video Program" link prominently on its www.co.winnebago.wi.us homepage, including any alternate versions of your homepage, for viewer access on different devices for the entire term of this agreement
- Ensure that this agreement remains valid and in force until the agreed upon expiration date, regardless of change in administration
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content produced by CGI for the County Video Program only
- Agree that the county will not knowingly submit any photograph, video, or other content that infringes on any third party's copyright, trademark or other intellectual property, privacy or publicity right for use in any video or other display comprising this program.

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings and agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein. County warrants that it is a tax exempt entity. The undersigned, have read and understand the above information and have full authority to sign this agreement.

The County of Winnebago, WI

CGI Communications, Inc.

Signature:



Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing and Acquisitions

Date:

Date: May 18th, 2017

Video Production

CGI highlights all aspects of your business with the distinct power of video. You know your business better than anyone, and we broadcast your message clearly and professionally. We work with you to determine the content and present your vision, translated into an engaging tool you can share online with your customers and clients-to-be!



1

WELCOME

Your project's producer will greet you, introduce themselves and schedule a time where the details can be discussed.



2

PRODUCTION MEETING

Your producer will call at the agreed upon time to explain each step in detail and ensure the final video includes everything that is important to you. You will also set a shoot date during this meeting, defining a clear deadline for the project.



3

SCRIPTING

A professional writer will review the information gathered during the production meeting and create a voiceover script that meets all the requirements. You will have final say over the script that is used.



4

STORYBOARD

Taking the foundation created by the writer, the producer will create the visual guide to your video, listing all people, props, and locations needed as well as the guide for filming the day of the shoot.



5

VIDEOGRAPHY

The videographer will arrive at the scheduled time and direct the shoot, filming all necessary scenes for your video. The footage will then be sent to your editor, which may take a week or two.



6

EDITING

The editor will follow the storyboard and place the best footage into a sequence with the recorded voiceover script to create your video for you to review.



7

APPROVAL

Once all changes you may have are made, your producer will ask for your final approval of the video.



8

ADD TO WEBSITE

After the video is approved, our web support specialist will ensure the video is embedded into any websites required to display the video.

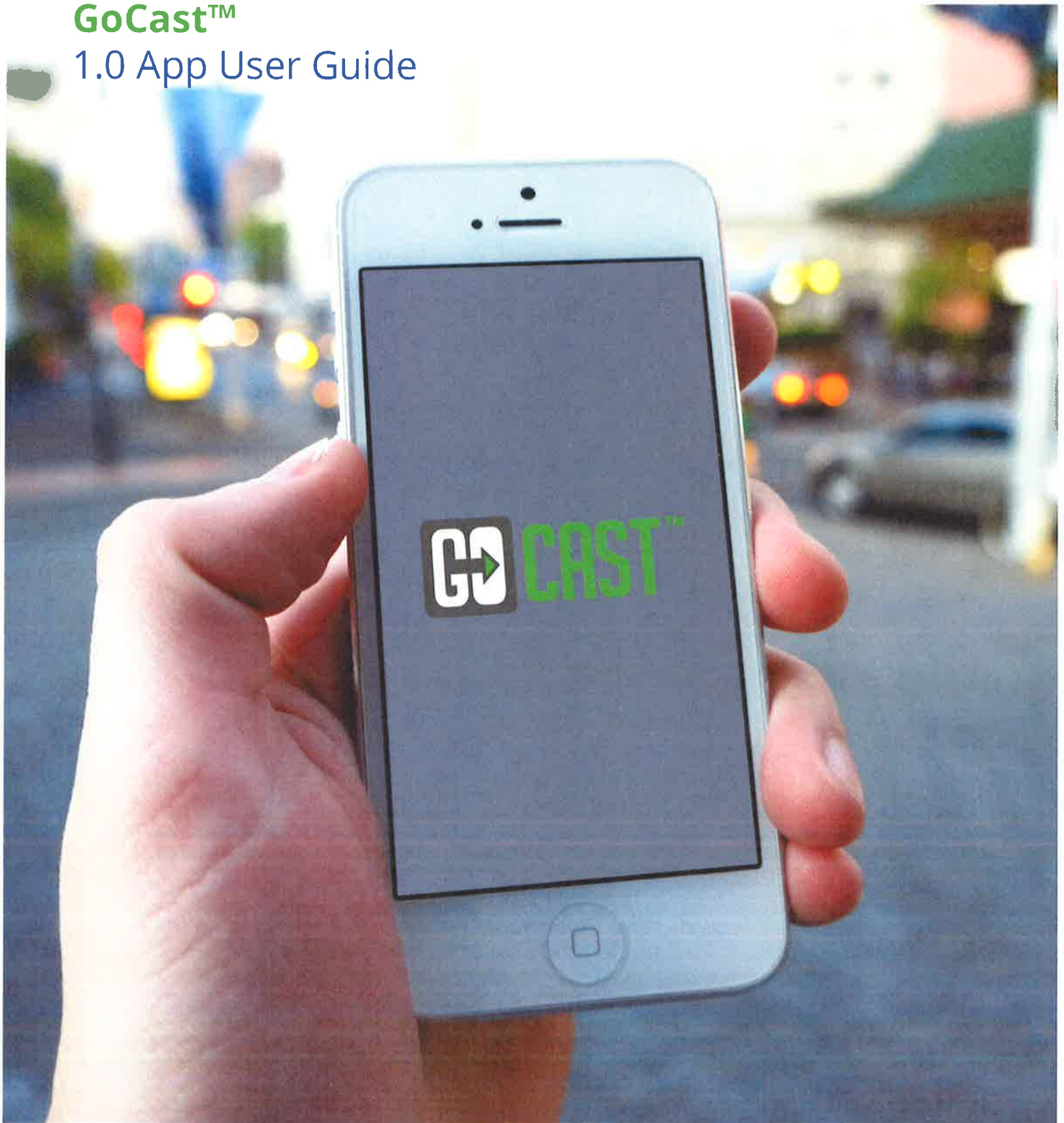


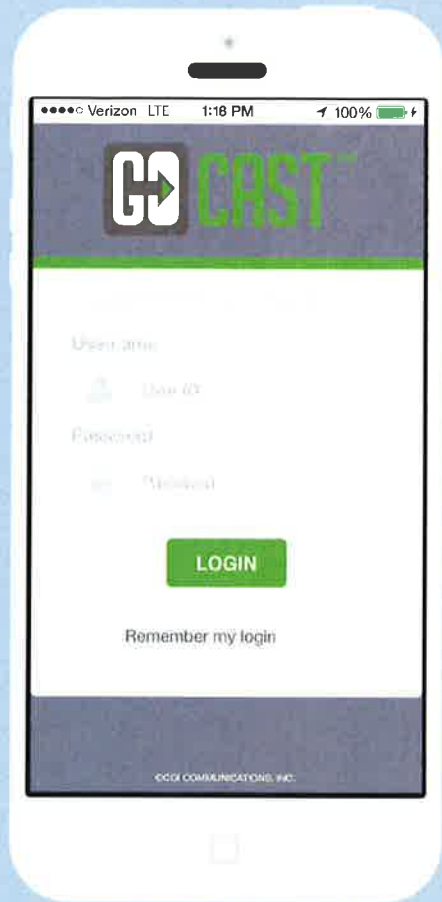
Frequently Asked Questions

- ◆ **Who is CGI Communications, Inc.?**
Formed in 1987, CGI Communications, Inc. is the leading provider of high-impact marketing solutions to counties nationwide. CGI is one of Upstate New York's top growth companies, receiving multiple Top 100 Awards in the Greater Rochester Area.
- ◆ **Are there any hidden costs?**
No, there is never a point where our county participants ever see an invoice for any services we provide.
- ◆ **What if no businesses sign up for sponsorship?**
Even if zero sponsors participate, your county will still receive the program at no cost. There is no threshold or minimum sponsorship requirement.
- ◆ **How long is the production time line?**
The welcome video can be completed with in a few weeks. The entire video production is typically about 12 -14 weeks, but can vary depending on what time of year filming is preferred.
- ◆ **What is the relationship between CGI and the National Association of Counties?**
CGI is a proud Premier Corporate Member of NACo and provide a myriad of digital marketing tools to showcase and promote many NACo members. Our County Showcase Program is an opportunity that both members and non-members can participate in.
- ◆ **Who fulfills the sponsorship element of the County Video Program?**
CGI takes care of all sponsorship fulfillment, however if your county would like to recommend businesses to have first right of refusal, we encourage and welcome you to do so.
- ◆ **Do we have a choice of what season we are filmed in?**
Absolutely! It is our goal to film counties in the season you feel best represents your county as a whole. In addition if you have existing video content you would like us to incorporate, feel free to submit the content to us.
- ◆ **Do we need an official representative in our Welcome video?**
Absolutely not! It is your community's choice on whether or not you would like to have a civic leader represented in the welcome video.
- ◆ **Does our county have a choice in what type of establishments can participate in the sponsorship fulfillment?**
Of course! Your county has a say in the types of businesses that are featured. We simply need to know prior to the beginning of the sponsorship fulfillment campaign. For further information, please request CGI's Sponsor Policy for your records.
- ◆ **Is there a special rate for non-profit organizations that want to get involved?**
We provide a Community Organizations chapter that creates an opportunity for local non-profits to garner exposure on our program at no-cost.

GoCast™

1.0 App User Guide





GETTING STARTED

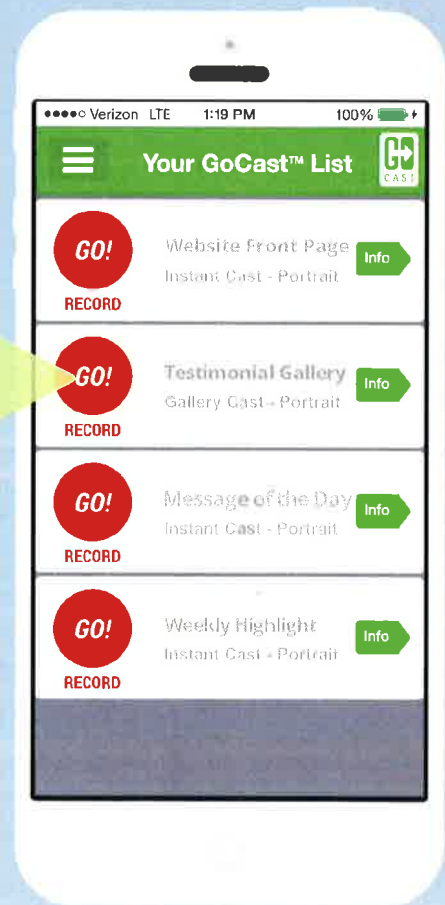
After installing the app from either the Google Play store or Apple App store, start the app and log in with the username and password provided to you.

You may tap the **Remember my login** button if you want the app to not ask your password each time. This is not recommended for any device not in your possession at all times.

YOUR GoCast™ LIST

You may have one or more Casts displayed on the main screen. If you have more than four separate Casts you can scroll the list up and down to see all of them. The Cast name is for your reference only, and is not displayed on your website.

To record a new Cast, click on the GO! button to the left of the Cast name.





RECORDING A GoCast™

When the camera starts up, click the red button to begin recording. Your video can be up to two minutes if you are connected to a WiFi network; one minute if you are on a cellular data connection.

Retake

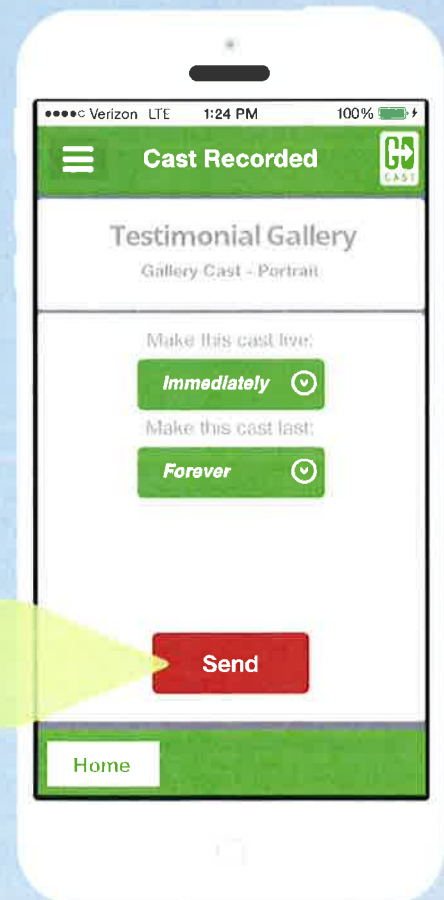


Use Video

You can watch and retake the video as many times as you wish. When satisfied, click the *Use Video* button.

UPLOADING YOUR CAST

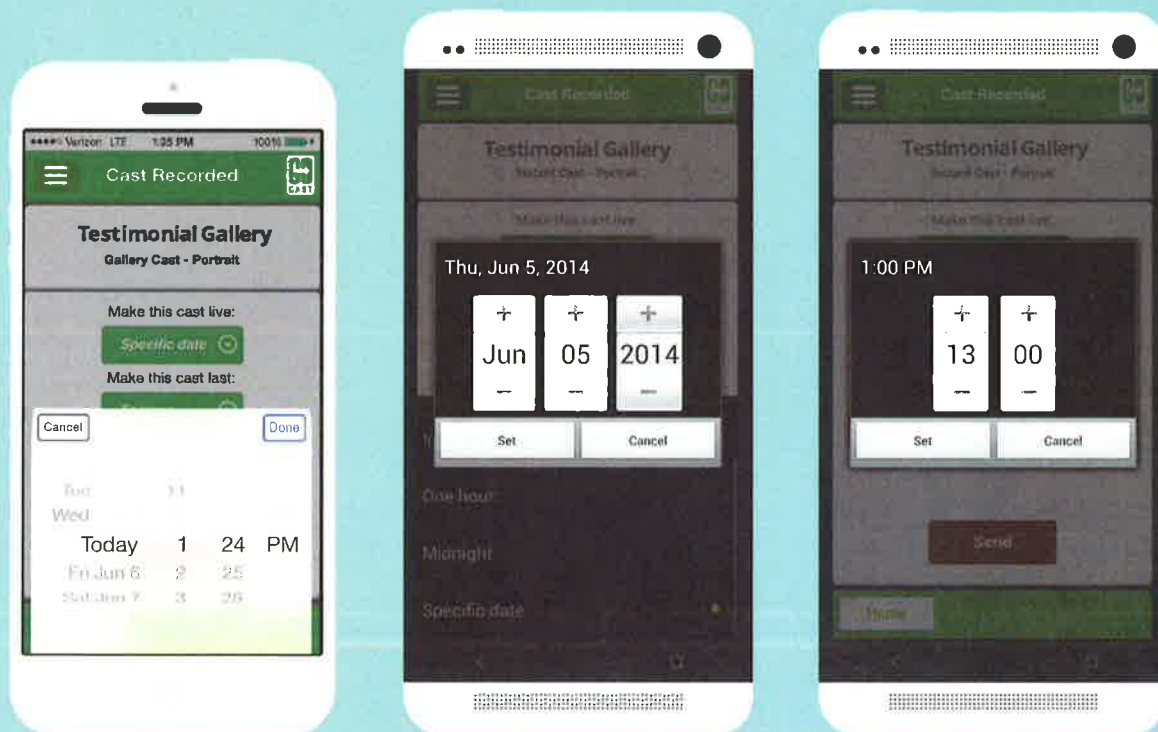
After recording, you will click the red *Send* button. The default settings are to make your cast live *Immediately*, and have it last *Forever* (or until you record a new one to replace it).



TIMING YOUR CASTS

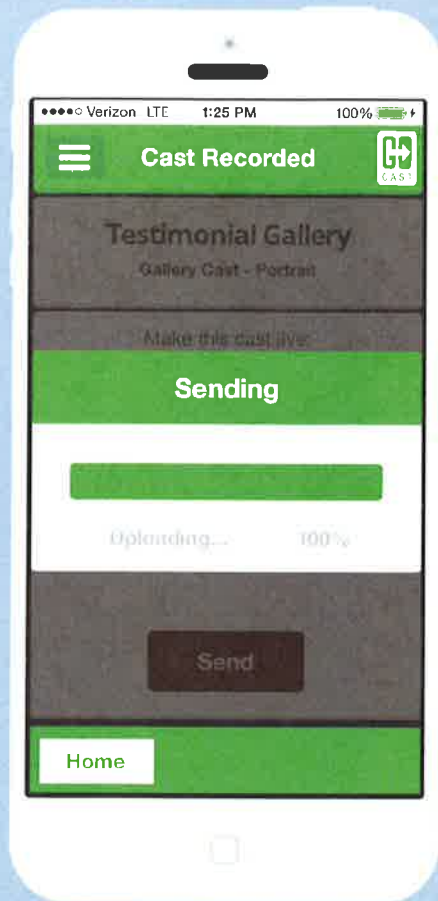
There may be times you want the Cast to go live in an hour or at midnight instead of immediately. Clicking on the **Immediately** drop down will give you these options. You can also choose a specific date and time for the GoCast to go live.

You can also adjust the length of time your Cast lives by clicking on the **Forever** drop down menu. For example, a restaurant owner may want to record a specials of the day Cast, and have it go live at midnight, and last for 12 hours.



A chamber or association director may wish to record a "This Week's Events" Cast and have it go live Monday morning at 9:00 AM and expire Saturday at 10:00 PM.

Use this useful feature to ensure you never have outdated information on your site.



FINISHING YOUR CAST

With your start and end times set, or using the defaults, clicking the **Send** button delivers your cast to our system in the cloud, and we take it from there.

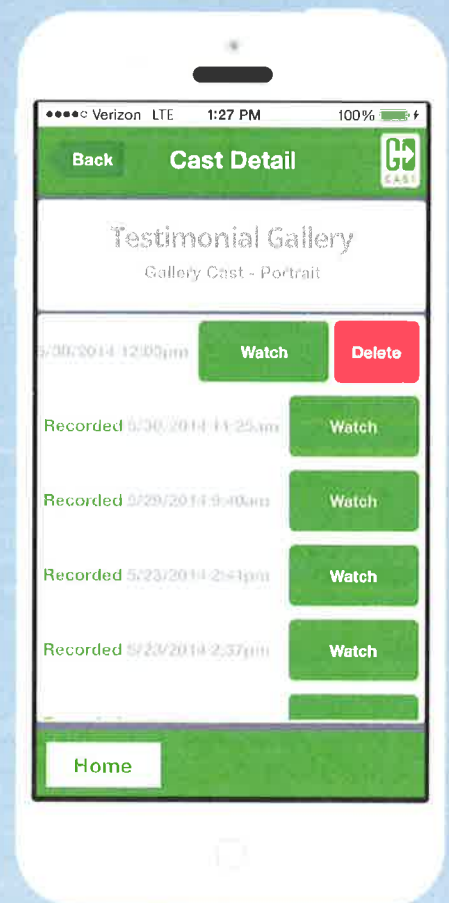


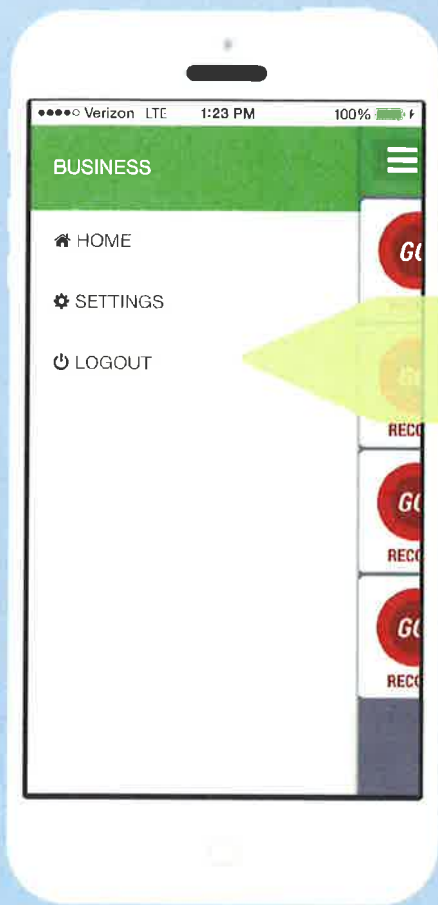
VIEWING CAST INFO

Clicking the **Info** button on the main screen list of your Casts will let you view that current live Cast, and the time it was recorded. If you wish to delete a specific recording, slide to the left to reveal the **Delete** button. This will remove the recording permanently.

With a standard GoCast there will only be one recorded cast to view. You can also just record a new one over it instead of deleting.

If your package includes a GalleryCast, with a scrolling list of stored recordings (shown), you can view and delete them individually.





LOGGING OUT

For security reasons, if someone else could have access to your device and you have chosen to save the login information with the *Remember my login* switch, it is recommended that you click the upper left Menu Icon, and choose **LOGOUT** to logout of the app and erase your saved password.

AUTHENTICATING YOUR CAST

To prevent accidental or unauthorized recordings going live to your site, we recommend you keep the default security procedure of email authentication in place for each Cast. Once recorded, an authorization email will be sent to the email address on file and the Cast will not go live until the link in that email is clicked. If necessary, you can ask your account rep to disable this security feature for specific Casts.





