



Gordon County  
Government

Annette Berry <[aberry@gordoncounty.org](mailto:aberry@gordoncounty.org)>

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## CGI County Videos

1 message

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**Keith King** <[kking@gordoncounty.org](mailto:kking@gordoncounty.org)>

Mon, May 14, 2018 at 4:12 PM

To: Jim Ledbetter <[jledbetter@gordoncounty.org](mailto:jledbetter@gordoncounty.org)>, Annette Berry <[aberry@gordoncounty.org](mailto:aberry@gordoncounty.org)>

CGI Communications would like to make 5 promotional videos for Gordon County. One of the five videos must feature non-profit social services in Gordon County. CGI has over 40 people that will be a part of the production and will travel to video as needed. Gordon County will work with CGI in developing the storyboards, creative concepts, and final production. CGI operates as a public/private partnership and will use local ads on Gordon County's video page. These 5 videos will be produced at no fiscal cost to the Gordon County. As a part of the contract, Gordon County will provide a pre-written statement by CGI on county letterhead to be used by CGI in obtaining local businesses ads.



**Keith King, Executive Assistant**

Gordon County Government

200 South Wall Street Calhoun, Georgia 30701

O: 706-879-2310 | C: 706-263-6345



# 2018 County Video Program

Name: Becky Hood

Title: Chairperson of the Board of Commissioners

Address: 201 North Wall Street

City, State, Zip: Calhoun, GA 30701

Phone: 706-629-3795

Email: [bhood@gordoncounty.org](mailto:bhood@gordoncounty.org)

Website: [www.gordoncounty.org](http://www.gordoncounty.org)

This agreement is between CGI Communications, Inc. ("CGI") and the County of Gordon (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.gordoncounty.org](http://www.gordoncounty.org) homepage, including any alternate versions of that homepage.

**During the term of this Agreement, CGI shall:**

- Produce a total of four video chapters with subject matter that includes but is not limited to: Welcome, Education, Healthy Living, Homes / Real Estate
- 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.gordoncounty.org](http://www.gordoncounty.org) 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

**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.gordoncounty.org](http://www.gordoncounty.org) homepage within 10 business days of receipt of HTML source code
- Display the "County Video Program" link prominently on its [www.gordoncounty.org](http://www.gordoncounty.org) 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.

Gordon County, GA

CGI Communications, Inc.

Signature:

Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing and Acquisitions

Date:

Date: May 14, 2018



## ***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.*