

“FAME FOR FIVE” CAMPAIGN SUMMARY AND RULES

Competition Overview: The purpose of the “Fame for Five” is to search for representatives of the membership of Tropical Financial Credit Union (TFCU) in southeastern Florida to appear in marketing and promotional campaign materials as the spokespeople for TFCU products and services. Applicant auditions will be evaluated by the “Fame for Five” judging committee. Selection of our representatives will be based on overall talent and image to represent TFCU.

Eligibility:

To compete in the auditions:

- Applicants must be minimum age 12
- Must be a resident of Miami-Dade, Broward or Palm Beach County
- May not be a professional performer or have any existing contracts in place to perform

Audition requirements: TFCU must be stated at least once during the audition.

Prior to the audition, Applicants will be required to acknowledge and sign a Consent and release form to grant certain rights to TFCU to use Applicant’s name, picture, image, likeness, photograph, video and/or voice in its “Fame for Five” marketing campaign. TFCU membership is required for the Applicant(s) selected.

The selected Applicant(s) will be required to grant rights to TFCU in order to help TFCU to reach its marketing and business objectives and to enhance its name, logo, and brand in the counties of Miami-Dade, Broward and Palm Beach Counties under the terms and conditions set forth in the Personal Services Sponsorship/License Agreement (“Contract”).

In addition, the Applicant(s) will promote, publicize and endorse the TFCU products and services during the Contract period. TFCU will have the right to personal appearances by Applicant to include via Internet, television, print and radio production time, press conference or media event as more fully described in the Contract.

Contract Period: the initial contract period will be a period of time beginning on the Effective Date and ending one year later for a total 12 month period.

Compensation: In consideration of the selected Applicant’s grant to TFCU of the rights provided for under Contract and the performance of all obligations and duties by the Applicant in connection with said Contract, TFCU shall pay Applicant a base fee of \$5000 for the Initial Contract Period to be paid according to the schedule outlined in the Personal Services Sponsorship/License Agreement.

Selected Applicants must pass a background check and provide a valid Social Security Number before final contract is executed.

Additional terms and conditions are disclosed within the separate consent and agreement documents. TFCU employees are not eligible to audition for the “Fame for Five” campaign.