STILL PHOTOGRAPHY SERVICES SPECIFICATIONS

Obligations of the SERVICE PROVIDER:

1. The Service Provider (SP) must provide a still photography service whereby entrants to the Comrades Marathon are photographed at various stages of the Race (Start, On Route & Finish, inclusive of Green Number Club & the Medal distribution/Exit area). Entrants then have the opportunity to purchase these photographs.
2. All photographs to be made available to the Comrades Marathon Association (CMA) to be used purely for marketing/promotional purposes as and when required- these will not be on-sold or used for financial gain by the CMA. It is recorded that the CMA reserves its rights related, but not limited to, the display of still photographs and video streaming on the official website of the Comrades Marathon. Should the SP wish to present its photographs on any website for any reason, this will be subject to written permission from the CMA, which permission will not be unreasonably withheld.
3. The SP may not enter into sub-agreements with potential sponsors to co-brand the photographs.
4. The SP is to get the sign-off of proposed photograph overlay from CMA before distribution.
5. The SP staff must be attired in such a manner that they are suitably identified by CMA security services, e.g. staff uniform, reflective bibs, name tags, etc. and such attire may not conflict with an existing CMA sponsor.
6. The SP may not use the CMA logo on any of their marketing material, collateral, etc. without the prior express permission of the CMA.

Obligations of the COMRADES MARATHON ASSOCIATION:

7. The CMA provides the SP with the exclusive right to digitally transfer and/or print & sell Comrades Marathon photographs to all entrants. Should any unauthorised selling of photographs become known, CMA has an obligation to advise the defaulting party to immediately refrain from doing so, and if need be, through legal measures.
8. Commercial press and related photographers will be allowed access to all areas prior to and during the Race to “capture the moment” for publication, e.g. in newspapers, magazines, websites, etc. on a non-saleable basis.
9. To supply the SP with the Race Entry database 2 weeks before Race day to facilitate photo match-up. This database may in no way be used for financial gain, commercial purposes and/or on-selling/distribution to 3rd parties, etc. and remains the exclusive property of the CMA and is only supplied “on loan” to the SP to complete the tasks at hand.
10. CMA will provide the SP with all necessary Start, On Route & Finish accreditation to successfully perform the function required.
11. Ensure that the SP is fully informed regarding all operational & logistical details of the Start, On Route & Finish layout as well as any other relevant designs and arrangements to enable the SP to undertake its tasks efficiently.
12. Arrange, in consultation with the SP, to annually have a site meeting prior to the Race.
13. The CMA will provide all necessary vehicle access, parking and accreditation passes to the SP prior to the Race as reasonably required by the SP to provide the service.

<u>Access to the Route</u>

- The SP staff will be afforded access to the route for the purposes of photographing the runners. All arrangements, including photography positions, access points to the route, traffic permission, parking and related matters, need

to be agreed with the CMA prior to the race.

- All the necessary vehicle passes must be displayed, and accreditation cards must be worn at all times to ensure that the SP staff are not removed from the respective areas.

Access to the Finish

- The SP staff will be permitted to photograph runners from the designated area above the entrance to the finish lanes as well as on the ground at the finish line. Exact details of the number and positioning of all photographers in the finish area will be agreed with the CMA by no later than the site meeting prior to the race.
- All SP staff will be subject to access control by the CMA officials controlling the event including, but not limited to, the start, route, finish and prize giving areas.
- All the necessary accreditation cards must be worn at all times to ensure that SP staff are not removed from the respective areas.

FINANCIAL MODEL

14. The Service Provider to provide a transparent and comprehensive financial model as part of their bid proposal.
15. The Financial model should focus on, but not be limited to, e.g. Revenue/Profit share such as Royalty payments, Cost per Starter payment or any other method(s) you currently apply in contracts of this nature.
16. Should newer technologies and/or accessories (e.g. certificates, calendars, short videos, etc.) be available which the SP would like to incorporate as part of its service offering, such technologies should be included in its bid proposal.

ADDITIONAL CONSIDERATIONS

- Supply all own personnel to successfully perform the function required.
- All accommodation, travel, etc. will be for the Service Provider's account.
- As an option, the Service Provider has the opportunity to purchase an EXPO stand at the pre- Race Day exhibition. SP to liaise directly with CMA's appointed EXPO organiser, Conker Exhibitions and Events.
- The SP also has an opportunity to purchase an advertisement in the CMA's official souvenir magazine which is distributed to all participants.