



24th November 2020 ("Amendment Effective Date")

Orlando / Orange County Convention & Visitors Bureau, Inc.  
6277 Sea Harbor Drive Ste 400  
32821 Orlando, Florida  
United States of America

Attention : Danielle Hollander

Dear Danielle,

I am writing to confirm our agreement to vary the terms of our current agreement, as set out in the letter of appointment between us dated 14<sup>th</sup> January 2018 and further amendments dated 20<sup>th</sup> March 2019 and 26<sup>th</sup> September 2019 ("Agreement"). Terms and expressions which are defined in the Agreement have the same meanings where used in this letter.

## 2 TERM OF AGREEMENT

The term of the Agreement shall now continue until 31st December 2021, with an option of a further extension for a period of 1 (one) year to 31st December 2022, subject to prior agreement by both parties in writing on or before 30th September 2021.

## 4 REMUNERATION

4.1 Effective January 1, 2020, remuneration shall not be billed as a monthly fee based on annualized media spend. Rather, the parties agree that as of the Amendment Effective Date, remuneration has been and will be paid by Visit Orlando as follows:

	Gross Expenditure	Remuneration	Paid by Visit Orlando
Executed Media	\$1,287,857	\$77,271	\$77,271
Deferred Media (Invoiced)	\$134,002	\$8,040	\$8,040

Deferred Media (Invoiced) shall be run in quarter 1 2021.

For any further media commitments subsequently approved in writing by Visit Orlando, All Response Media will be entitled to 6.0% (six percent) of the gross cost of Visit Orlando's media expenditure on advertising placed by us (the gross cost thereof being the amount charged to us by the media supplier before deduction of the agency commission).

The parties may mutually agree to return to remuneration as a monthly fee and if so, such change shall be documented in a separate writing signed by both parties.

4.2 Effective January 1, 2020, there shall be no performance related reward fee (PRF).

### Building businesses and brands through customer acquisition

Sutton Yard, 65 Goswell Road, London, EC1V 7EN. T 020 3330 7000 [www.allresponsemedia.com](http://www.allresponsemedia.com)

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Please could you confirm your agreement to the above by signing and returning the attached copy of this letter.

Yours faithfully



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Paula Heasman  
Finance Director  
for and on behalf of  
All Response Media Limited

I confirm that the above sets out the agreement between us

Keith Swider (Signature of authorised signatory)

647C829F5682EDCABDA37F953334DDBA

contractworks.

Keith Swider (Name)

Authorised Signatory  
for and on behalf of  
Orlando / Orange County Convention & Visitors Bureau, Inc.

This the \_\_\_\_\_ day of 12/27/2020 2020