



BROWARD COUNTY FILM COMMISSION SPONSORSHIP AGREEMENT

This Sponsorship Agreement ("Agreement") is entered into by and between Broward County, Florida ("County"), and WEG Films, Inc., a Florida not-for-profit corporation ("Recipient") (each a "Party," and collectively the "Parties"), for the 2026 South Florida Film Forum (the "Event").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Term. This Agreement shall be effective upon full execution by the Parties ("Effective Date") and shall terminate ninety (90) days after the later of (a) conclusion of the Event; or (b) Recipient providing County with all of the deliverables and benefits described in Exhibit A (the "Term").

2. Sponsorship Fee. County agrees to pay Recipient One Hundred Sixty Thousand Dollars (\$160,000) ("Sponsorship Fee") as consideration for Recipient providing County the deliverables and benefits described in Exhibit A. The Sponsorship Fee will be invoiced by Recipient in two installments as follows: (1) eighty percent (80%) of the Sponsorship Fee, in the amount of One Hundred Twenty-Eight Thousand Dollars (\$128,000), invoiced by December 1, 2025; and (2) the remaining twenty percent (20%) of the Sponsorship Fee, in the amount of Thirty-Two Thousand Dollars (\$32,000), invoiced within sixty (60) days after completion of the Event. County will pay each proper invoice within thirty (30) days after receipt of the proper invoice.

3. Sponsor Material. During the Term, County will provide Recipient with text, artwork, graphics, and/or photographs utilizing County's name, logo, and other intellectual property ("Content"), and Recipient will incorporate the Content into materials that will be displayed and distributed by Recipient regarding the Event ("Event Materials") to promote County's sponsorship of the Event. Recipient shall only utilize the Content for the purposes stated in this Agreement, including as described in Exhibit A. During the Term, County hereby grants Recipient a nonexclusive, nontransferable, limited, and revocable license to: (i) incorporate the Content into the Event Materials; and (ii) display and distribute the Content in the Event Materials solely pursuant to the terms and conditions of this Agreement or as otherwise approved by County in advance and in writing. Recipient may not utilize, display, or distribute any Content, or Event Materials using the Content, in a manner that is detrimental or prejudicial to County's reputation. County may terminate the license granted in this section with respect to any or all Content at any time upon written notice to Recipient, which termination shall be effective for all use, display, or distribution of Event Materials after the date of such notice. Upon termination or expiration of this Agreement, Recipient shall cease all use, display, and distribution of any Content, and any Event Materials incorporating the Content, unless otherwise agreed to by County in writing.

4. Cancellation of Event. If the Event does not take place by March 31, 2026, for any reason, then Recipient shall refund County within fifteen (15) days after written request by County any and all portions of the Sponsorship Fee actually paid to Recipient.

5. Indemnification. Recipient shall indemnify, hold harmless, and defend County and all of County's current, past, and future officers, agents, and employees (collectively, "Indemnified Party") from and against any and all causes of action, demands, claims, losses, liabilities, and expenditures of any kind, including attorneys' fees, court costs, and expenses, including through the conclusion of any appellate proceedings, raised or asserted by any person or entity not a party to this Agreement, and caused or alleged to be caused, in whole or in part, by any breach of this Agreement or Applicable law by Recipient, or by any intentional, reckless, or negligent act or omission of Recipient, its officers, employees, or agents, arising from, relating to, or in connection with this Agreement or the Event including, without limitation, any matters relating to the use of Event Materials by Recipient (collectively, a "Claim"). If any Claim is brought against an Indemnified Party, Recipient shall, upon written notice from County, defend each Indemnified Party with counsel satisfactory to County or, at County's option, pay for an attorney selected by the County Attorney to defend the Indemnified Party. The obligations of this section shall survive the expiration or earlier termination of this Agreement.

6. Termination. This Agreement may be terminated for cause by the aggrieved Party if the Party in breach has not corrected the breach within ten (10) days after receipt of written notice from the aggrieved Party identifying the breach. If this Agreement is terminated for cause by County prior to the date of the Event, Recipient shall refund to County the Sponsorship Fee within fifteen (15) days after written request from County. If Recipient fails to provide the sponsorship benefits described in Exhibit A, County, in its sole discretion, may terminate this Agreement and, upon request by County, Recipient shall refund to County the full Sponsorship Fee within fifteen (15) days after written request from County. The obligations of this section shall survive the expiration or earlier termination of this Agreement.

7. Sovereign Immunity. Except to the extent sovereign immunity may be deemed waived by entering into this Agreement, nothing herein is intended to serve as a waiver of sovereign immunity by County nor shall anything included herein be construed as consent by County to be sued by third parties in any matter arising out of this Agreement.

8. Third-Party Beneficiaries. Neither Recipient nor County intends to primarily or directly benefit a third party by this Agreement. Therefore, the Parties acknowledge that there are no third-party beneficiaries to this Agreement and that no third party shall be entitled to assert a right or claim against either of them based upon this Agreement.

9. Funding. The continuation of this Agreement beyond the end of any County fiscal year (October 1 through September 30) is subject to both the appropriation and the availability of funds pursuant to Chapter 129 and, if applicable, Chapter 212, Florida Statutes.

10. Time of the Essence. Time is of the essence for Recipient's performance of its obligations under this Agreement.

11. Relationship Between Recipient and County. County is merely providing funding as a sponsor of the Event, and nothing in this Agreement shall constitute or create a partnership, joint venture, or any other relationship between the Parties. Neither Recipient nor its agents are authorized to act as officers, employees, or agents of County.

12. Law, Jurisdiction, Venue, Waiver of Jury Trial. This Agreement shall be interpreted and construed in accordance with and governed by the laws of the State of Florida. The exclusive venue for any lawsuit arising from, related to, or in connection with this Agreement shall be in the state courts of the Seventeenth Judicial Circuit in and for Broward County, Florida. If any claim arising from, relating to, or in connection with this Agreement must be litigated in federal court, the exclusive venue for any such lawsuit shall be in the United States District Court or United States Bankruptcy Court for the Southern District of Florida. **EACH PARTY HEREBY EXPRESSLY WAIVES ANY RIGHTS IT MAY HAVE TO A TRIAL BY JURY OF ANY CIVIL LITIGATION RELATED TO THIS AGREEMENT.**

13. Amendments; Severability. Unless expressly authorized herein, no modification, amendment, or alteration of any portion of this Agreement is effective unless contained in a written document executed with the same or similar formality as this Agreement and by duly authorized representatives of County and Recipient. If any part of this Agreement is found to be unenforceable by any court of competent jurisdiction, that part shall be deemed severed from this Agreement and the balance of this Agreement shall remain in full force and effect.

14. Anti-Human Trafficking. By execution of this Agreement by the undersigned authorized representative of Recipient, Recipient hereby attests under penalty of perjury that Recipient does not use coercion for labor or services, as such terms are defined in Section 787.06, Florida Statutes; under penalties of perjury, the undersigned authorized representative of Recipient declares that they have read the foregoing statement and that the facts stated in it are true.

15. Entities of Foreign Concern. The undersigned representative of Recipient hereby attests under penalty of perjury as follows: Recipient is not owned by the government of a foreign country of concern, is not organized under the laws of nor has its principal place of business in a foreign country of concern, and the government of a foreign country of concern does not have a controlling interest in Recipient; and the undersigned authorized representative of Recipient declares that they have read the foregoing statement and that the facts stated in it are true. Terms used in this section that are not otherwise defined in this Agreement shall have the meanings ascribed to such terms in Section 287.138, Florida Statutes.

16. Confidential Information; Generative Artificial Intelligence. Unless expressly authorized in this Agreement or in writing in advance by County, Recipient is strictly prohibited from disclosing, uploading, or otherwise making available to third parties, directly or indirectly, including but not limited to through utilization of generative artificial intelligence tools, any exempt, confidential, sensitive security, or personal information of County. Recipient must ensure that any use of generative artificial intelligence tools by Recipient or its subcontractors does not involve the disclosure of exempt, confidential, sensitive security, or personal

information, including without limitation for large language model learning or training. Recipient must implement and maintain appropriate technological and operational safeguards to ensure compliance with the obligations of this section.

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BROWARD COUNTY FILM COMMISSION SPONSORSHIP AGREEMENT

WHEREAS, the Parties have made and executed this Agreement on the respective dates under each signature: Broward County, through its Board of County Commissioners, signing by and through its Mayor or Vice Mayor, authorized to execute same by Board action on the ____ day of _____, 2025; and Recipient, signing by and through its duly authorized representative.

COUNTY


ATTEST:


BROWARD COUNTY, by and through
its Board of County Commissioners

By: _____
Broward County Administrator, as
ex officio Clerk of the Broward County
Board of County Commissioners

By: _____
Mayor
____ day of _____, 2025

Approved as to form by
Andrew J. Meyers
Broward County Attorney
115 South Andrews Avenue, Suite 423
Fort Lauderdale, Florida 33301
Telephone: (954) 357-7600

By:  **Javier Navas**
Digitally signed by Javier Navas
Date: 2025.11.13 15:18:51 -05'00'
Javier Navas (Date)
Assistant County Attorney

By:  **SANDY STEED**
Digitally signed by SANDY STEED
Date: 2025.11.13 17:21:26 -05'00'
Sandy Steed (Date)
Assistant County Attorney

BROWARD COUNTY FILM COMMISSION SPONSORSHIP AGREEMENT

RECIPIENT

WEG Films, Inc.

Eduardo Santa-
By: Maria  Digitally signed by Eduardo Santa-
Maria
Date: 2025.11.13 11:03:10 -05'00'
Eduardo Santa-Maria, Director

13 day of November, 2025

EXHIBIT A

Sponsorship Details

Recipient shall organize and host the Event, and provide County the sponsorship benefits, as set forth herein:

1. **General Information:** The Event will consist of a two-day weekend of panels, activations, screenings, and exhibitions, including the following:
 - a. Workshops, masterclasses, and interactive panels with industry stakeholders from California, New York, and Florida;
 - b. Networking activations;
 - c. Short and feature film screenings; and
 - d. New media and immersive media exhibitions.

2. **Creative/Programming Direction:** The Event aims primarily to platform, highlight, and celebrate the Broward County/South Florida film, television, and new media industry on a nationally recognized scale by way of:
 - a. Highlighting the artistic impact of Broward County/South Florida filmmakers via interactive panels, workshops, and masterclasses;
 - b. Providing networking platforms of Broward County/South Florida film, television, and new media industry stakeholders opportunities to connect with both regionally and nationally recognized industry stakeholders and decision makers;
 - c. Creating industry pipelines, artistic, networking, and career opportunities for emerging and established film, television, and new media industry professionals based in Broward County;
 - d. Increasing access to film, television, and new media industry projects and professionals for audiences and residents based in Broward County;
 - e. Exhibiting short and feature films made by or connected to Broward County/South Florida;
 - f. Exhibiting innovative new media and immersive media projects connected to Broward County/South Florida; and
 - g. Exhibiting works by nationally and internationally renowned artists connected to Broward County/South Florida.

3. Activations will include interactive panels, workshops, and masterclasses covering topics such as:
 - a. Film Financing Strategies: Art meets commerce
 - b. Film Financing Strategies: Soft Money vs Hard Money Fundraising Strategies
 - c. Film Financing Strategies: Engaging State & Regional Incentives
 - d. Impact Campaign Financing & Implementation for documentaries & narratives
 - e. Industry Strategies: Working with Traditional Film/Television Distributors

- f. Industry Strategies: Self-Distribution Case Studies
 - g. Industry Strategies: New Media Distribution & Marketing
 - h. Industry Strategies: Engaging Representation (Agents, Managers, etc.)
 - i. Original Project Pitches & Pitch Feedback
 - j. Directorial Review: Directing Your First Feature Film
 - k. Directorial Review: Film Directing Strategies
 - l. Directorial Review: Innovative Storytelling in New Media
 - m. Cinematographer's Manual: Visual Storytelling Across Genres
 - n. Cinematographer's Manual: Innovative Fiction Filmmaking
 - o. Producer's Corner: The Art of Logistics
 - p. Producer's Corner: Film vs Television
 - q. Creatives Spotlight: Feature Film Creatives
 - r. Creatives Spotlight: Short Film Creatives
 - s. Creatives Spotlight: Television Creatives
 - t. Creatives Spotlight: New Media Creatives
 - u. Film Industry Legal Workshop
4. The Event will consist of no less than 20 total activations (specified above) programmed with the specific purposes and aims of:
- a. Platforming Broward County as a nationally and internationally recognized film, television, and new media industry hub.
 - b. Highlighting and celebrating with the public the unique cinematic, cultural, and storytelling tradition of Broward/South Florida filmmakers and media artists.
 - c. Connecting Broward County/South Florida artists and film, television, and new media industry stakeholders to nationally and internationally recognized film, television, and new media industry stakeholders and decision makers.
 - d. Contributing substantially to the creation of educational and economic infrastructures supporting filmmakers, media artists, and film, television, and new media industry stakeholders in Broward County.
 - e. Stimulating and encouraging private investment in the production of film, television, and new media projects in Broward County.

In addition to featuring Broward County/South Florida projects and artists, the Event will invite and feature a variety of nationally and internationally renowned filmmakers, media artists and industry stakeholders to participate in publicly accessible interactive panel discussions, workshops and masterclasses discussing best artistic and industry practices as it concerns the film, television and media industries and premiere new works for the public.

5. **Prospective Schedule:** The two-day weekend of activations will see activities beginning in the late morning/early afternoon (11 a.m. to 12 p.m.) and going into the late evening (11 p.m. to 12 a.m.) on Saturday and beginning in the late morning/early afternoon (11 a.m. to 12 p.m.) and going into the evening (7 p.m. to 8 p.m.) on Sunday.
6. **Event Date:** The Event will take place on March 28, 2026, through March 29, 2026.
7. **Venue:** The Event will take place at MAD Arts, 485 S. Federal Hwy., Dania Beach, FL 33004.
8. **Event Ticketing:** Recipient will host community outreach efforts to provide affordable access (significant discounts and complete ticket cost waivers) to the public made available via nonprofit community organizations .
9. **Event Budget & Acquiring Additional Funds:** Total funds provided by County in support of the Event shall not exceed the Sponsorship Fee. Additional funds in support of the Event may be raised independently by Recipient by way of foundation/state/national grants, individual and corporate cash donations, and individual/corporate in-kind donations. Exhibit B, Event Budget, describes the specific use of County funds for this Event. Any modifications to the Event Budget must be approved in advance and in writing by the County's Film Commissioner.
10. **Vendors & Fee Negotiations:** Recipient reserves the right to acquire vendors and negotiate vendor fees in support of the Event. As such, best efforts must be made by Recipient to hire Broward County vendors, and with the assistance of the Film Commission, to identify and utilize County Business Enterprises and Small Business Enterprises (CBEs/SBEs) registered with the Office of Economic and Small Business Development.
11. **Sponsorship Levels/Packages:** Additional individual and corporate sponsorships may be sought by Recipient in support of the Event. Sponsorship package benefits for additional Event sponsors will NOT equal nor exceed the sponsorship benefits provided to County without the County's explicit prior written consent.
12. **County Sponsorship Benefits shall include, at a minimum:**
 - a. Broward County and Film Lauderdale logos on all digital and print material, including but not limited to Event website, Event brochure, press release, digital screens at Event, and Event badges.
 - b. Preeminent logo placement on website with link to Broward County and Film Lauderdale's website.
 - c. Preeminent logo placement for Broward County and Film Lauderdale on Event media photo backdrops.

- d. Broward County will be recognized as a primary sponsor from the stage at all live events.
- e. Broward County and Film Lauderdale shall receive exclusive logo placement in pre-screening promo rolls. No other sponsor, partner, or entity logo shall appear in that designated placement.
- f. County shall have the right to request that the Event schedule include programming, presentations, informational displays, or other reasonable opportunities for participation by County departments or agencies. Any such programming shall be coordinated in advance with Recipient and subject to mutually agreed upon logistical details.
- g. Unlimited number of Event passes to be provided at no cost upon the County's request.
- h. Speaking opportunities at live events. If Recipient is notified by a member of the Broward County Board of County Commissioners (a "Commissioner") or a Commissioner's aide of the Commissioner's attendance at the Event, Recipient shall acknowledge the Commissioner from the stage and provide the Commissioner an opportunity to deliver brief remarks during the Event.
- i. Full page ad in the Event program.
- j. Broward County and Film Lauderdale logo placement on the cover of the Event program.
- k. Dedicated social media posts, newsletter spotlights, Broward County and Film Lauderdale logo on all Event posts.

EXHIBIT B Event Budget

Project Revenues	Broward County Funds	All non-Broward Funds	Total	Broward County %
Contributed Income				
1. Individual contributions			-	
2. Corporate contributions			-	
3. Foundation grants			-	
4. Federal government support			-	
5. State government support			-	
6. Local government support	160,000		160,000	100%
7. Parent organization support			-	
8. Special events			-	
9. In-kind contributions			-	
10. Other (specify):			-	
Earned Income				
11. Fees for services			-	
12. Admissions			-	
13. Memberships			-	
14. Publications and royalties			-	
15. Contracted services			-	
16. Rentals			-	
17. Other (specify):				
<i>South Florida Film Forum 2025 - Net revenue</i>		5,468	5,468	0%
Other Income				
18. Investment			-	
19. Interest			-	
20. Other (specify):			-	
Total Revenues	\$ 160,000	\$ 5,468	\$ 165,468	97%

Project Expenses	Broward County Funds	All non-Broward Funds	Total Funds	Broward County %
1. Program salaries and wages (specify):				
Programming & Outside Artistic Personnel	26,000		26,000	100%
<i>Summit Producers</i>			-	
<i>Summit Programmers</i>				
<i>Event Graphic Artists</i>				
2. Administrative/Contract services (specify):				
Event Operations	18,500		18,500	100%
<i>Director of Operations</i>			-	
<i>Operations Manager</i>			-	
<i>House Manager</i>			-	
<i>Box Office Personnel</i>			-	
<i>Guest Relations Personnel</i>			-	
<i>Event Transpo Peronnel</i>			-	
<i>Event Designer</i>				
<i>Event Design Personnel</i>				
<i>Operations Room Leads</i>			-	
<i>Event Grips</i>			-	
Marketing Personnel	21,000		21,000	100%
<i>Director of Marketing</i>			-	
<i>Community Outreach Manager</i>			-	
<i>Digital Content Producer</i>			-	
<i>PR & Comms Personnel</i>				
Event Tech	8,600		8,600	100%
<i>Technical Director</i>				
<i>Event Web Designer</i>				
<i>Event Manager</i>				
<i>AV Leads</i>				
Programming Expenses	37,000		37,000	100%
<i>Artist/Speaker Travel & Accomodations</i>			-	
<i>Artist/Speaker Fees</i>				
<i>Screening Fees</i>				
<i>Exhibition Costs</i>				
4. Venue Rental	15,000		15,000	100%
5. Adminstrative expenses			-	
6. Travel/Lodging			-	
7. Supplies and materials			-	
8. Rent			-	
9. Utilities			-	
10. Insurance	2,500		2,500	100%
11. Legal fees			-	
12. Accounting fees			-	
13. Other professional fees (specify):			-	
14. Taxes			-	
15. Printing and publications	1,000		1,000	100%
16. Postage and shipping			-	
17. Marketing Expenses	18,000	5,468	23,468	77%
18. Fund raising			-	
19. Capital expenses			-	
20. Overhead/indirect (specify):				
Event Overhead/Fringes	12,400		12,400	100%
			-	
			-	
21. Depreciation			-	
22. Other (specify):			-	
Expense Subtotals	\$ 160,000	\$ 5,468	\$ 165,468	97%
Expense Subtotals	\$ 160,000	\$ 5,468	\$ 165,468	97%