

SONY PICTURES PROMOTIONS DEAL MEMO

Property:			
Territory:			
Submitted by:			
Release date:			
Promotional Partner:			
Partner Website Address:			
Promotional Partner Contact Information: (Name, Tel, E-mail)			
Category:			
Exclusivity:	Exclusive <input type="checkbox"/>	Non-Exclusive <input type="checkbox"/>	
Brand description:			
Promotion Start Date:		Promotion End Date:	
Description:			
Type of Promotion:	Brand/Retail <input type="checkbox"/>	Media <input type="checkbox"/>	Cinema <input type="checkbox"/>
Brief description of promotion:			
Guaranteed Media Buy/ Above the Line Advertising:			
Below The Line Activities/ Media:			
Distribution:			
ATL Media Value (\$USD):		ATL Media Value (Local Currency)	
BTL Media Value (\$USD):		BTL Media Value (Local Currency)	
Total Promotional Value (\$USD):		Total Promotional Value (Local Currency)	
Key Message of Advertising:			
What does SPE have to provide?:			
SPE Cost (\$):			
Comments:			
Standard Terms and Conditions:	<p>Promotional Partner agrees to conduct its elements of the Promotion as described in this deal memo at its own expense unless otherwise agreed. Any elements not detailed herein must be agreed in writing hereafter. Promotional Partner represents and warrants that it will prepare, coordinate, and execute its elements of the Promotion to comply with all applicable laws, regulations and directives. Promotional Partner shall submit copies of any materials utilizing SPE's intellectual property and all other materials concerning the Promotion to SPE's local office for its written approval. SPE will make commercially reasonable efforts to notify Promotional Partner of approval or disapproval within ten (10) business days after receipt. Failure to notify Promotional Partner within such ten (10) day period shall be deemed disapproval. Promotional Partner agrees to indemnify and hold harmless SPE, its parent, affiliates and respective officers, directors, employees, agents and representatives from and against any loss, damage, liability or expense, including reasonable attorneys' fees and costs, in connection with any action or claim arising from Promotional Partner's activities and responsibilities hereunder including, without limitation, failure to comply with all applicable laws, regulations and directives.</p>		
Notes:	<p>Please allow 4 days for approval on all deal memos. If there are urgent deadlines, please mention exact dates upon submitting the deal memo for approval. Please ensure that partners always provide samples of creative materials produced.</p>		