



## BLUEPRINT GLOBAL GROUP BOOKING PROCESS & POLICIES

Blueprint Global Group is a credible and reputable corporation with talent booking. We have partnerships with notable global talent booking agencies and talent management companies to ensure our clients a successful booking process. Please note Blueprint Global Group is not a Talent Management Agency. Our process includes thorough research and vetting to recommend and secure the right celebrity partners for PR programs, advertising campaigns, event and personal appearances, branded content, social media campaigns and influencer seeding.

Our unique four-step process starts with pre-planning and research to scout the best talent for your campaign. We then take your team through the steps of recommendation of talent to further solidify your program, after which our expert negotiation team will work hand-in-hand with you to finalize the agreement and be by your side until the program has been executed. Whether you are using talent for a SMT, product launch, digital & social media campaign, or any other traditional or non-traditional campaign, the Blueprint experts will assist you in finding and securing the most appropriate celebrity, musician, athlete or expert for your next program within your budget parameters.

### **POLICIES**

Please note a documented proof of funds may be required along with an official offer letter to execute the booking process.

#### **Agency of Record Agreement**

An agreement to exclusively engage services of Blueprint Global Group to contact celebrities and artists on your behalf for your event or project. To ensure consistent communication with talent management, our agreement requires that Blueprint Global Group serves as the sole company pursuing talent for your event and/or project and you ["the client"] agrees to not engage, call upon, or contract the professional services of other Entertainment, Sport Agency, Consultant/Promotor, Production or Event Company in connection with the event or project related to services being rendered by Blueprint Global Group.

#### **Services Retainer**

In consideration for the services rendered by Blueprint Global Group, clients shall pay a retainer of \$10,000 for research and negotiations. The retainer will be credited back to the project price if the project materializes, regardless which Celebrity or artist of your selection. If the project and or booking does not occur due to actions of the promoter with the desired talent or another of your choosing, then the retainer is non-refundable. If the booking does not occur due to the artist or desired booking then the retainer will be returned with a payment of agreed upon hourly rate for research and negotiations applied.

#### **Offer policy**

For Fortune 1000 corporations, a 10% binder fee of the Celebrity or Artist Act Fee is required before Blueprint Global Group will accept an offer to manage the event or project. For non-Fortune 1000 corporations or international dates, a 50% binder deposit (earnest money) of the Celebrity or Artist Act Fee will be required before Blueprint Global Group will take an offer to manage the event or project. In addition, the balance must be paid in escrow with our law firm. If your offer is declined, the binder will be returned to you and the balance and Rider cost will be released from escrow.