



This Agreement is entered into by and between Sonoma County Tourism (“SCT”) and [Partner Name] (“Partner”) as of [Effective Date].

### **Program Overview**

The Signature Experiences Development Program is designed to support selected partners in creating high-quality, bookable visitor experiences that enhance Sonoma County’s position as a premier travel destination.

The program is facilitated in partnership with Joe Veneto of Veneto Collaboratory, an expert in experience design and development.

**Program Term: June 2026 – January 2027**

### **Program Scope & Deliverables**

- Through participation in the program, Partner will receive:
- Access to workshops, coaching sessions, and guided work sessions
- One-on-one mentorship and feedback
- Tools, templates, and resources to support experience development
- Marketing guidance to support positioning and promotion

SCT’s role is limited to overall program coordination, facilitation, and support but does not guarantee specific business outcomes, revenue, or bookings. SCT does not exercise control over the Partner’s premises, operations, or the actual delivery of the developed experience. Partner remains solely responsible for ensuring the safety and legality of the experience, including obtaining all necessary permits, licenses, and insurance. SCT assumes no liability for any injuries or damages sustained by third parties or participants during the experience. While SCT facilitates the program in partnership with third-party experts, SCT makes no warranties, express or implied, regarding the specific advice or coaching provided by such facilitators. Partner acknowledges that any business decisions made following such coaching are at the Partner’s sole discretion and risk.

### **Partner Participation & Responsibilities**

Participants in the program have a unique opportunity to design marketable experiences that help convey the story of the location. Through intensive coaching, storytelling education and on-site experience review, partners make a commitment to participating in a proven success-driven process. At a minimum, participants should expect to spend 8-10 hours a month, over the seven-month period, in program development.

Partner agrees to:

- Attend and actively participate in all scheduled workshops, coaching sessions, and program activities
- Complete all assigned milestones and program deliverables in a timely manner
- Collaborate in good faith with SCT and program facilitators
- Develop and launch a market-ready, bookable experience by the end of the program term

### **Ongoing Commitments**

Partner agrees to:

- Maintain and actively offer the developed experience for a minimum of three (3) years
- Ensure the experience remains bookable, operational, and aligned with the quality standards established during the program
- Provide accurate, current information and marketing assets to SCT as requested
- Notify SCT of any significant changes to the experience

**Investment**

**Participation Fee: \$2,500 | Payment Schedule:**

- \$1,250 due June 2026
- \$1,250 due September 2026

**All fees are non-refundable, unless otherwise approved in writing by SCT.**

**Use of Content & Promotion**

Partner agrees that SCT may use provided content, images, and experience details for marketing and promotional purposes related to the Signature Experiences program and Sonoma County Tourism efforts.

**General Terms**

- Participation in the program does not create a partnership, joint venture, employment or agency relationship between SCT and Partner.
- SCT reserves the right to remove a Partner from the program if expectations and commitments are not met.
- This Agreement represents the full understanding between the parties and may only be modified in writing.
- Partner shall indemnify, defend (with counsel reasonably acceptable to SCT), and hold harmless SCT, its officers, directors, employees, and agents from and against any and all claims, damages, losses, or expenses (including reasonable attorney fees) arising out of or resulting from the development, operation, or delivery of the bookable experience created under this Program. This obligation includes, but is not limited to, claims for personal injury, property damage, or intellectual property infringement.
- In no event shall SCT’s total aggregate liability arising out of or related to this Agreement, whether in contract, tort, or otherwise, exceed the total amount of the Participation Fee actually paid by the Partner to SCT. SCT shall not be liable for any indirect, incidental, or consequential damages.
- SCT shall not be liable for any delay or failure to perform program activities resulting from causes beyond its reasonable control, including but not limited to acts of God, pandemics, or government restrictions.

**Acceptance**

**By signing below, the Parties agree to the terms outlined in this Agreement.**

Partner Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Sonoma County Tourism Bureau, Inc.

By: \_\_\_\_\_

Its: \_\_\_\_\_