

This agreement is between:



UK Screen Association Ltd t/a Animation UK ("AUK")

AND

Department for Business and Trade ("DBT")

1. DBT will award the sum of up to [Text Redacted] ("the Award") to AUK as a contribution towards the budgeted cost of c [Text Redacted] of activity supporting the UK presence at the Annecy International Film Festival and Market 2023 ("the Event").
2. The "Activity" at the Event will include:
 - o A UK Pavilion and brochure designed to showcase the sector and general promotion of screenings and highlights from the festival
 - o Managed space to facilitate provide business meetings
 - o A co-ordinated communication plan and direct promotion of UK Animation
 - o Showreel for all partners to use before and after the event promoting the range of Animations made in the UK
 - o A UK Animation reception, to be held in Annecy during the Festival
 - o PR opportunities to promote new content, developments and sources of funding as appropriate.
3. AUK will ensure that the DBT logo will appear prominently as a funder of the Activity on all advertising and promotional materials and literature produced directly for the Activity.
4. AUK shall provide general verbal acknowledgement of DBT's support for the Activity in relevant industry and public forums or interviews held to promote the Activity.
5. DBT will pay 100% of the Award to AUK on receipt of an invoice from AUK, and upon commencement of the event.
6. VAT is payable by DBT on the Award.

For DBT:

Signature: [Text Redacted]

Name: [Text Redacted]

Title: Head of Commercial

Date: 04/04/2023

For AUK:

Signature: [Text Redacted]

Name: [Text Redacted]

Title: Executive Chair, AUK
Date: 30/3/2023