

This agreement is between:

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

AND

Department for International Trade ("DIT")

1. DIT will award the sum of up to [REDACTED] ("the Award") to AUK as a contribution towards the budgeted cost of c [REDACTED] of activity supporting the UK presence at the Annecy International Film Festival and Market 2022 ("the Event").
2. The "Activity" at the Event will include:
 - A co-ordinated communication plan and direct promotion of UK Animation
 - A 36m2 stand
 - Showreel for all partners to use before and after the event promoting the range of Animations made in the UK
 - A UK Animation reception, to be held in Annecy during the Festival
 - PR opportunities to promote new content, developments and sources of funding as appropriate.
3. AUK will ensure that the DIT 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 DIT's support for the Activity in relevant industry and public forums or interviews held to promote the Activity.
5. DIT 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 DIT on the Award.

For DIT:

Signature [REDACTED]

Name: [REDACTED]

Title: Head of Commercial

Date: 4/5/2022

For AUK:

Signature: [REDACTED]

Name: [REDACTED]

Title: CEO

Date: 4/5/2022