

2010:2011 GIRLS OF THE EMERALD COAST

16 MONTH CALENDAR BENEFITTING THE MARCH OF DIMES

16 Month Panama City Beach Girls Calendar Promotion: General Concept

The following is a combined effort between Borderline Graphics (B-GFX) and the Panama City Radio Group (PCRG) in an effort to create a calendar that promotes all of the stations of PCRG including Arrow 95.9, HANK FM 103.5, BOB FM 105.1, and PFM 107.9, all of their participating sponsors, Borderline Graphics and the March of Dimes. The calendar will be sold at the station headquarters, online on all four stations websites, any applicable social networking sites of the stations, and a soon to be named ancillary site promoting the calendars. A portion of the proceeds will go directly to the The March of Dimes and will presented at a press conference at the completion of the promotion sometime in August or September 2010.

PARTICIPATING SPONSORS



www.borderlineGFX.com

Beginning Thursday March 11, 2010 the radio stations will be requesting models and aspiring models to submit their photos to the stations for a chance to be chosen as one of the 16 ladies to appear on the Panama City Radio 2010-2011 16 Month Swimsuit Calendar. Model submissions will be accepted until April 1, 2010.

Online Model Photo Submissions & Voting Process

Models from around the area - no more than 60 miles from Panama City/Panama City Beach, Florida - are to submit a photo of themselves in a bathing suit, bikini or other outfit to the radio stations via the email address calendergirl@panamacityradio.com. The approved photos will be posted on the website of each of the four stations of the PCRG to begin the online voting process. The photo must be tasteful, must not contain any nudity, and must show the models face.

After an image has been submitted, all participants must fill out a model release form and must guarantee that they are 18 or older to be considered.

Once the image has been received and approved by either members of PCRG or B-GFX the image is posted in the Calendar Girls Model Gallery and voting begins on March 18, 2010. Model Benefits & Individual Promotion

Each model chosen will receive a professional photo shoot complete with professional hair styling and makeup valued at over \$500, 3 copies of the calendar for her personal portfolio, a disc of the top 12 images from her modeling shoot, as well the capability to promote her personal modeling portfolio to a listening audience of the Panama City Radio Group for the summer season.

Models are required to be available for the launch party (date to be assigned) as well as additional promotional opportunities via the radio station (remotes, celebrity appearances, interviews, etc..) Failure to comply in some circumstances could be removal of the program. B-GFX has prepared the initial Model Releases, a Rules & Waiver Agreement, and Individual Shoot Schedule which are included with this document.

march  of dimes®

www.marchofdimes.com

Panama City Radio Group

118 Gwyn Drive | Panama City Beach, FL 32408 | 850-234-8858

www.959online.com | www.1059bobfm.com | www.katcountry1035.com | www.1079pfm.com

2010:2011 GIRLS OF THE EMERALD COAST

16 MONTH CALENDAR BENEFITTING THE MARCH OF DIMES

Calendar Model Promotional Participation Rules & Waiver

All models/participants are expected to maintain a professional appearance and positive attitude at all times. As a representative of Panama City Radio Group, Borderline Graphics and all of the participating sponsors, all improprieties listed below are grounds for immediate dismissal and removal from the program. If at any time, the reputation of any or all of the participating parties could be spoiled by a model's actions, statements or behavior, there will be an immediate termination of this agreement and the model will forgo any benefits afforded by participation in the program and may be liable for damages real or implied.

Calendar Girls Will Not Under Any Circumstance:

- Consume, possess, or be under the influence of alcohol before or during any scheduled appearances
- Consume, possess, or be under the influence of illegal drugs before or during any scheduled appearances
- Remove partially or completely any clothing during a scheduled appearance. There will be no public nudity or partial nudity of any kind.
- Discussion any negative views or opinions of the participating parties and or sponsors is strictly prohibited
- Spouses/Partners must not interfere during any scheduled appearances. Chaperones are allowed to be on site but must stay clear of all activities and promotions while they are taking place. Repeated interference by said party is grounds for dismissal.
- If at any time a model has broken any state or federal law in any way, all controlling parties will participate fully with any and all law organizations to ensure that law breakers will be punished to the fullest extent of the law.

Waiver

I _____ have read and will comply with these terms, conditions, and rules. While participating in an official measure whether it be a promotion, activity, photo shoot, event, observing, or traveling to and from the event, I hereby release, waive, and forever discharge Panama City Radio Group, Borderline Graphics, participating businesses, its members, agents, subcontractors, employees or assigns, or the promoters, sponsors, advertisers, owners and lessees of premises used to conduct the event, and each of them, their officers and employees, all referred to as "releasees", from any and all liability (whether loss due to theft, damage, injury to your person or property or resulting in your death, whether caused by the negligence of the releasees or otherwise while the undersigned is in or upon any venue area for any purpose, acts of God or other).

Signature

Date

Witness Signature

Date

PARTICIPATING SPONSORS



www.borderlineGFX.com

2010:2011 GIRLS OF THE EMERALD COAST

16 MONTH CALENDAR BENEFITTING THE MARCH OF DIMES

Calendar Girl Model Release

For good and valuable Consideration herein acknowledged as received, and by signing this release I hereby give the Photographer/Filmmaker and Assigns my permission to license the Images and to use the Images in any Media for any purpose (except pornographic or defamatory) which may include, among others, advertising, promotion, marketing and packaging for any product or service. I agree that the Images may be combined with other images, text and graphics, and cropped, altered or modified. I acknowledge and agree that I have consented to publication of my ethnicity (ies) as indicated below, but understand that other ethnicities may be associated with Images of me by the Photographer/Filmmaker and/or Assigns for descriptive purposes.

I agree that I have no rights to the Images, and all rights to the Images belong to the photographer Filmmaker and Assigns. I acknowledge and agree that I have no further right to additional Consideration or accounting, and that I will make no further claim for any reason to Photographer/ Filmmaker and/or Assigns. I acknowledge and agree that this release is binding upon my heirs and assigns. I agree that this release is irrevocable, worldwide and perpetual, and will be governed by the laws of Florida. I represent and warrant that I am at least 18 years of age and have the full legal capacity to execute this release.

Definitions:

“**MODEL**” means me and includes my appearance, likeness and form.

“**MEDIA**” means all media including digital, electronic, print, television, film and other media now known or to be invented.

“**PHOTOGRAPHER/FILMMAKER**” means photographer, illustrator, filmmaker or cinematographer, or any other person or entity photographing or recording me.

“**ASSIGNS**” means a person or any company to whom Photographer or Filmmaker has assigned or licensed rights under this release as well as the licensees of any such person or company.

“**IMAGES**” means all photographs, film or recording taken of me as part of the Shoot.

“**CONSIDERATION**” means something of value I have received in exchange for the rights granted by me in this release.

“**SHOOT**” means the photographic or film session described in this form.

Photographer/Filmmaker Information

Borderline Graphics

1101 Yale Ave
Panama City, Florida

Phone: (850) 249-7627

Email: corky@borderlinegfx.com

Shoot Description/Reference: Panama City Radio Calendar Girl Shoot

Signature: _____

Date: _____

PARTICIPATING SPONSORS



www.borderlineGFX.com

2010:2011 GIRLS OF THE EMERALD COAST

16 MONTH CALENDAR BENEFITTING THE MARCH OF DIMES

Model Personal Information

Name (print): _____

Address: _____

City: _____ State/Province: _____

Country: _____ Zip/Postal Code: _____

Phone: _____ Email: _____

Date of Birth: _____ I.D. Verified: YES / NO

Signature: _____ Date: _____

Attach Visual Reference of Model here: (Optional if copy of Driver's License is on file)
For example, Polaroid, drivers license, print, photocopy, etc.

PARTICIPATING SPONSORS



www.borderlineGFX.com

Witness :

(NOTE: All persons signing and witnessing must be of legal age and capacity in the area in which this Release is signed. A person cannot witness their own release)

Name (print) : _____

Signature: _____

Date: _____