

CapB Amplifier Program Terms

The CapB Amplifier Program (“Program”) is a limited partnership initiative offered by Capitol B (“CapB”) to support qualified organizations through matched marketing support. Participation in the Program is subject to the following terms and conditions.

1. Program Eligibility

Participation in the CapB Amplifier Program is by application and approval only. CapB reserves the right to approve, decline, or defer applications at its sole discretion.

Organizations selected for the Program must enter into a formal Statement of Work (“SOW”) with CapB outlining the campaign scope, timeline, and financial commitments.

Program participation is limited and subject to the availability of Program funds.

2. Minimum Investment and Match Structure

To qualify for the Program, participating organizations must commit to a minimum marketing investment of **\$30,000** with CapB.

Matched marketing support will be provided according to the Program’s tiered match structure and will be detailed within the participant’s SOW.

Match funds are provided in the form of CapB marketing services and advertising inventory and do not constitute cash grants.

CapB retains final discretion regarding the allocation, timing, and composition of matched services and advertising placements.

3. Eligible Program Services

Client Investment Requirements

Participation in the CapB Amplifier Program requires a minimum investment of \$30,000 in CapB marketing services and digital advertising.

Eligible client investment may include CapB-provided marketing services and digital advertising placements as defined in the participant’s Statement of Work (SOW).

The following items are not eligible toward the \$30,000 minimum investment requirement:

- Broadcast media purchases
 - Pay-per-click (PPC) advertising
 - Social media advertising
 - Third-party media buys
 - Print production
 - External vendor costs
 - Hard media or production expenses
 - Any pass-through costs not delivered directly by CapB
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Eligible Match Funds

Matched marketing support provided through the CapB Amplifier Program may be applied only to the following CapB-provided services:

- Digital advertising placements on WRAL.com, subject to inventory availability and scheduling
- Account support and strategic services provided by Capitol B, as defined within the approved scope of work

Match funds may not be applied to other CapB services, external media purchases, or third-party costs.

Match allocations may not be exchanged, reassigned, or substituted for other CapB services or media inventory outside those specified above.

All advertising placements are subject to availability, editorial guidelines, and standard CapB advertising policies.

4. Payment and Proof of Funds

Participating organizations must demonstrate financial ability to fulfill their required investment.

CapB may request documentation verifying available funds prior to campaign launch.

Clients must adhere to the payment schedule outlined in the SOW. Failure to make payments on schedule may result in suspension of Program benefits, delays in campaign execution, or forfeiture of remaining match funds.

5. Use and Expiration of Match Funds

Match funds must be used within the campaign period specified in the participant's SOW.

Any unused match funds will expire at the conclusion of the campaign term and may not be carried forward or redeemed for cash value.

Match funds have no cash value and may not be transferred or reassigned.

Inventory included in the Match is subject to availability and may be prioritized behind paid placements in the event of limited inventory.

6. Campaign Participation

Participants agree to collaborate with CapB on campaign planning, implementation, and reporting. Clients must provide necessary materials, information, and approvals in a timely manner to support campaign execution.

CapB is not responsible for delays resulting from a participant's failure to provide required materials or approvals.

7. Compliance and Lawful Use

Participants agree that all marketing activities conducted through the Program will comply with all applicable laws, regulations, and advertising standards.

CapB reserves the right to decline or discontinue participation if a campaign or organization is determined to violate applicable regulations, advertising policies, or industry standards.

8. Brand and Reputation Protection

CapB reserves the right to suspend or terminate Program participation if a participating organization engages in activities that could reasonably be expected to harm the

reputation, credibility, or editorial integrity of CapB, Capitol Broadcasting Company, or affiliated media properties.

9. Promotional Use

By participating in the Program, organizations agree that CapB may reference the partnership in marketing materials, presentations, and case studies.

10. Program Modifications

CapB reserves the right to modify, suspend, or discontinue the Program at any time. Final program terms will be reflected in the participant's SOW.