

UNDERWRITING AGREEMENT

This Underwriting Agreement dated, April 20, 2012 is made by and between:

- (a) Hogaboom Road, Inc. ("Hogaboom"), with offices located at 1405 Concordia, Ave., Austin, TX 78722; and
- (b) Burnet County ("Underwriter"), with offices located at 220 S. Pierce St., Burnet, TX 78611.

1. Purpose: Hogaboom is currently producing Season Four of "The Daytripper", a Texas travel show to be aired on PBS stations across Texas. Underwriter desires to underwrite the broadcast of Season Four.
2. Season Four: Season Four of "The Daytripper" will consist of thirteen episodes. Each episode will be approximately 26 minutes and 46 seconds (26:46) in length and will be broadcast at a time to be determined by stations and shall be rebroadcast at the stations' discretion. Notwithstanding the above, should anticipated funding for Season 4 of \$250,000 not be attained, the Season will consist of ten episodes.
3. Underwriting Benefits: Underwriter will receive the following benefits:
 - a. Promotional Spot: Underwriter will receive a 10-second underwriting credit (the "Credit") appearing before and after each television broadcast and online stream of any episode from Season Four of "The Daytripper" during the term of this Agreement. Underwriter's Credit will appear in no particular order with the other underwriters. To produce the Credit, Underwriter shall provide to Hogaboom a high quality digital copy of Underwriter's logo or high definition video footage along with its preferred language. Underwriter and Hogaboom will then mutually determine the content and form of the Credit, subject to the stations' approval.
 - b. Interactive: Underwriter will be receive: (1) logo and hyperlink on every page of The Daytripper's website at "thedaytripper.com; (2) promotion of products and/or services on website's "Gear" page; and (3) partnership promotion through social media channels (Facebook, Twitter, and YouTube).
 - c. Personal Appearances: Underwriter will receive three personal appearances from The Daytripper host Chet Garner at mutually agreeable dates and locations. Travel and expenses will be cover by and paid separately by Underwriter.
 - d. Print and Press Materials: Underwriter will be recognized as a sponsor in all print materials and/or press materials, if any, distributed throughout Texas.
 - e. T-shirt: Underwriter will receive logo placement on Season 4 T-shirt.

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f. Exclusivity: Underwriter shall be the exclusive underwriter for the broadcast of Season Four of "The Daytripper" in the category of county tourism departments and convention and visitor bureaus.

4. Payment: Due to the Underwriter's unique situation and fiscal year, Hogaboom agrees to make special payment arrangements. In consideration for the Underwriting Benefits, Underwriter shall pay Hogaboom a total of \$ 50,000 due May 1, 2012. Should this amount be less than \$50,000, Underwriter shall only be entitled to sponsorship benefits for a proportionate amount of Season 4 episodes and a proportionate amount of the Term. Further, Underwriter shall use best efforts to include an additional payment in its next fiscal budget bringing the total payment to \$50,000, and that barring any unusual and unforeseen circumstances Hogaboom shall be entitled to payment, due October 15, 2012, of the remaining amount bringing the total payment to \$50,000. This additional payment shall entitle Underwriter to the full sponsorship benefits for the entire Term.
5. Term: The "Term" of this Agreement shall be from October 1, 2012 until September 30, 2013, unless the Parties mutually agree to commence specific Underwriting Benefits earlier (e.g. social media interaction). Each party shall have the right to terminate earlier based on a material breach by the other party that is not cured appropriately under the circumstance.
6. Approval: Each party shall have prior approval over any use of its name and marks by the other party. Such prior approval does not extend to the use of Underwriter's logo or credit on the internet due to the quickly changing nature of this medium. However, Underwriter will have the right the object to the use of its name and/or marks at any time and the parties' will quickly resolve any issues. All aspects of Underwriter's sponsorship of "The Daytripper", including the Credit, shall be in accordance with PBS guidelines and policies and FCC rules and regulations in force at the time of broadcast.
7. Ownership: Hogaboom, and/or its affiliates, shall own all rights to "The Daytripper" program, trademarks, copyrights, and other intellectual property. Underwriter shall retain all rights to Underwriter's trademarks and intellectual property used in connection with "The Daytripper" program.
8. Miscellaneous: Each party represents and warrants that any materials it furnishes for use by the other party do not infringe or violate the rights of any third party. Each party shall indemnify the other from any damages due to a third party claim arising out of a breach of this Agreement. All notices and requests for approval under this Agreement shall be sent to the other party via mail or email with an actual acknowledgement of receipt by the recipient. In the event that production or broadcast of the Program is delayed or canceled by reason of an act of God or other "force majeure" beyond Hogaboom's control, Hogaboom shall work with the stations to arrange for broadcast distribution as soon as practicable, but such shall not constitute a breach. The persons signing this Agreement

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warrant that they have the authority to do so and are voluntarily entering into this Agreement. This Agreement constitutes the entire agreement between the Parties and if a term is not in this document it is not part of the parties' agreement. Changes to this Agreement may be made only in writing and signed by both parties. This Agreement shall be construed by Texas law.

ACCEPTED AND AGREED

Hogaboom Road, Inc.

Burnet County

Signature: Ch + Gar

Signature: DKlaejer

Name: Chet Garner

Name: Donna Klaejer

Title: President

Title: Burnet Co Judge

Date: 4-10-12

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BURNET COUNTY
STATEMENT OF EXPENDITURES - BUDGET VS. ACTUAL
APRIL 6TH, 2012

14 -ECONOMIC DEVELOPMENT
HOTEL/MOTEL TAX

EXPENDITURES	ORIGINAL BUDGET	CURRENT BUDGET	MONTHLY EXPENDITURE	YEAR-TO-DATE EXPENDITURE	TOTAL ENCUMBRANCE	BALANCE REMAINING	% EXPENDED
PERSONNEL							
664-105 CLERKS	0	0	0.00	0.00	0.00	0.00	0.00
664-113 COORDINATOR	36,837	36,837	0.00	18,418.40	0.00	18,418.60	50.00
664-198 MERIT POOL	0	0	0.00	0.00	0.00	0.00	0.00
TOTAL PERSONNEL	36,837	36,837	0.00	18,418.40	0.00	18,418.60	50.00
FRINGE BENEFITS							
664-201 FICA/MDCR	2,818	2,818	0.00	1,301.10	0.00	1,516.90	46.17
664-202 GROUP MEDICAL INSURANCE	7,181	7,181	0.00	3,590.52	0.00	3,590.48	50.00
664-203 RETIREMENT	4,277	4,277	0.00	2,102.67	0.00	2,174.33	49.16
664-204 WORKERS COMPENSATION INS	125	125	0.00	91.10	0.00	33.90	72.88
664-205 UNEMPLOYMENT	151	151	0.00	75.53	0.00	75.47	50.02
664-207 SUPPLEMENTAL DEATH BENEFIT	147	147	0.00	76.65	0.00	70.35	52.14
TOTAL FRINGE BENEFITS	14,699	14,699	0.00	737.57	0.00	7,461.43	49.24
SUPPLIES							
664-311 POSTAGE	2,000	2,000		61	0.00	814.39	67.42
664-330 OPERATING SUPPLIES	1,000	1,000			0.00	460.70	53.93
TOTAL SUPPLIES	3,000	3,000			0.00	1,275.09	63.57
OTHER CHARGES & SERVICES							
664-400 CONTRACT SERVICES	20,000	25,000			0.00	3,500.00	86.00
664-401 PROF SVCS/AD AGENCY	145,000	145,000	15,000	day	0.00	73,244.55	49.49
664-420 TELEPHONE	750	600			0.00	585.38	2.44
664-425 TRAVEL	2,500	3,000	146.5	truss	0.00	1,373.37	54.22
664-427 CONFERENCE/DUES/TRAINING	2,600	2,600	495.00		0.00	1,305.00	49.81
664-450 SPECIAL EVENTS	40,000	40,000	0.00			25,584.68	36.04
664-452 REPAIR/MAINTENANCE	0	663	0.00			0.00	100.00
664-456 INTERNET SVC PVDR (ISP)	600	600	0.00			372.02	38.00
664-458 MARKETING & PROMOTIONS	76,000	60,650	1,250.00	31,000	0.00	28,678.43	52.71
664-461 EQUIPMENT RENTAL	0	3,500	170.85	2,170	0.00	1,329.48	62.01
664-491 DUES	295	295	0.00	295.0	0.00	0.00	100.00
664-498 UNALLOCATED	9,600	8,937	0.00	0.00	0.00	8,936.72	0.00
664-499 MISCELLANEOUS	0	0	0.00	0.00	0.00	0.00	0.00
TOTAL OTHER CHARGES & SERVICES	291,345	290,845	17,548.78	145,185.37	750.00	144,909.63	50.18
CAPITAL OUTLAY							
664-575 MACHINERY & EQUIP (INVENTORIED)	0	0	0.00	0.00	0.00	0.00	0.00
TOTAL CAPITAL OUTLAY	0	0	0.00	0.00	0.00	0.00	0.00
TOTAL HOTEL/MOTEL TAX	345,881	345,881	17,670.73	173,066.25	750.00	172,064.75	50.25
TOTAL EXPENDITURES	345,881	345,881	17,670.73	173,066.25	750.00	172,064.75	50.25

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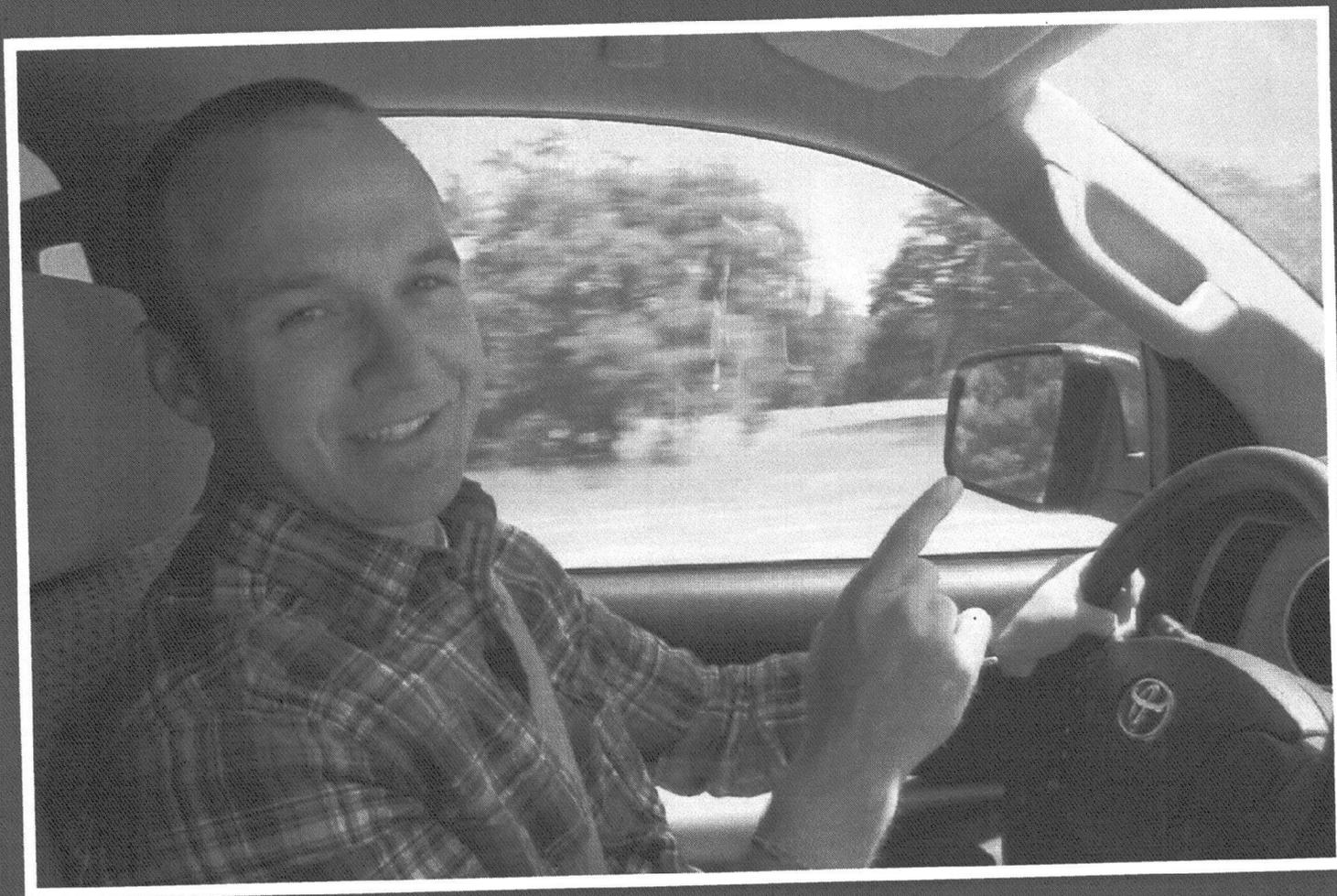


THE DAYTRIPPER

WITH CHET GARNER

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PARTNERSHIP 2012/2013
SEASON 4



THE DAYTRIPPER

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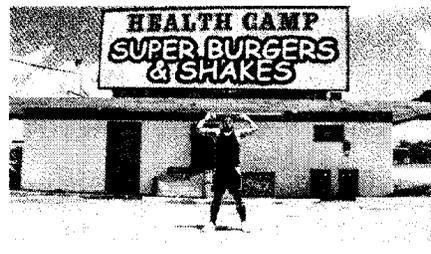
PARTNERSHIP 2012/2013
SEASON 4

The Opportunity



What if there was a show that could help tourism, educate new and existing Texas residents, and inspire those that were born and raised in Texas to enjoy the best their state has to offer in a fun and engaging way?

There is.



The Daytripper inspires Texans with each episode and it just keeps getting better.

Everyone wants adventure, they just need to know where to find it.

Through our honest and unique approach, The Daytripper makes exciting day trips seem close, real, and attainable.

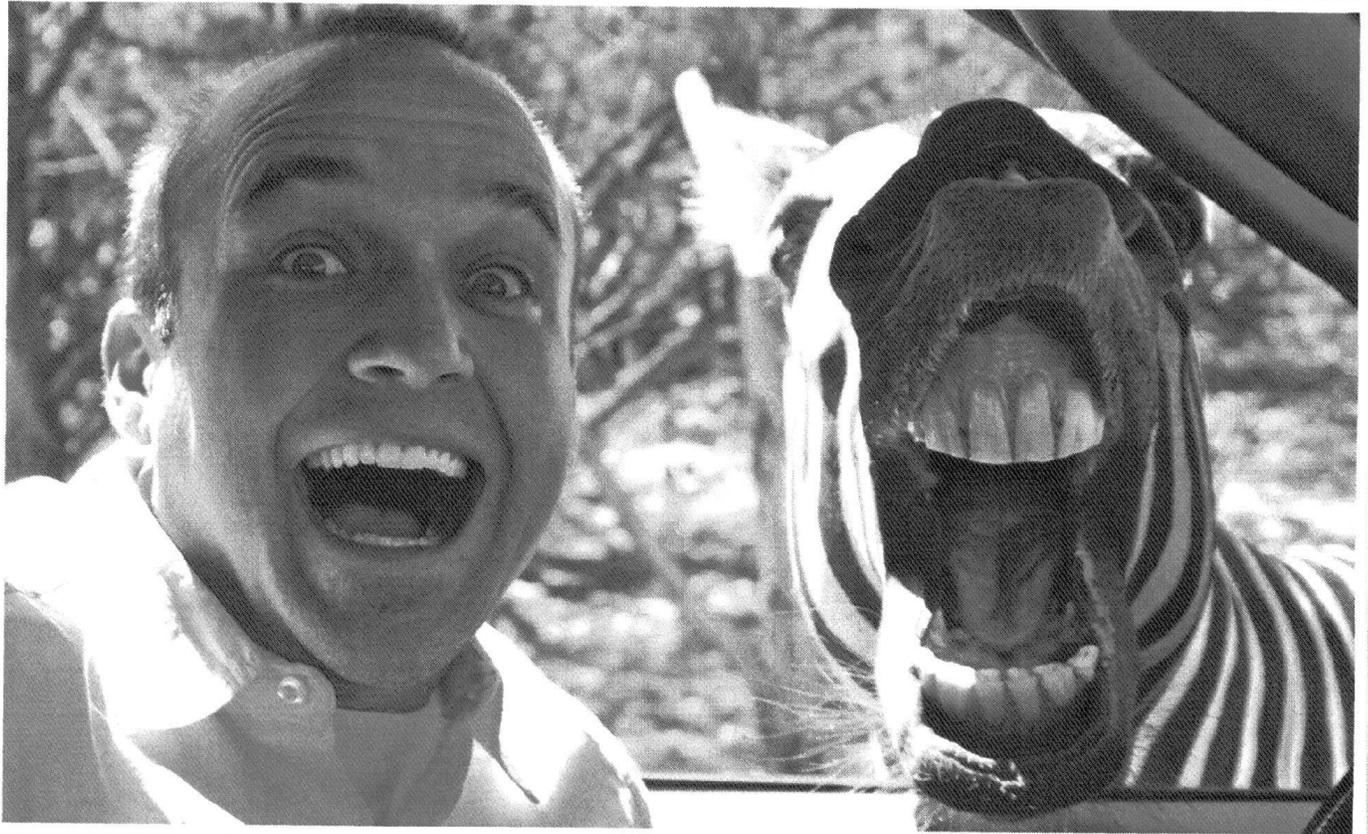
This unique show appeals to all ages. It's fun, fast-paced, educational, and highly entertaining.

In just three short seasons, The Daytripper has achieved a litany of accomplishments.

Now's the time to partner with us. Take a closer look!

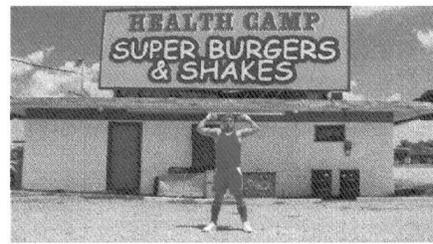
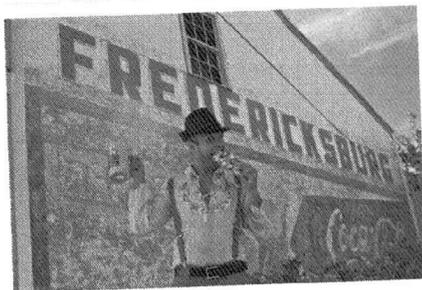


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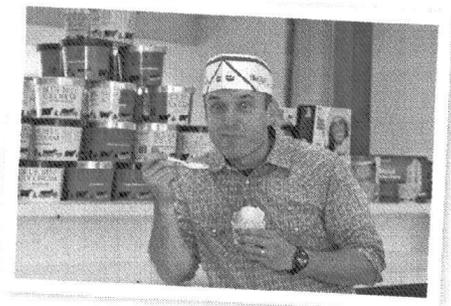
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The Fans

The fans are what truly make the show a success.

Their support and dedication is seen through the incredible growth in website traffic and the fans engage with The Daytripper on Facebook, Twitter and YouTube.

"There's nothing about this show that isn't cool. It gives us Texans the chance to acquaint ourselves with parts Texas we may never get to see from lack of time or resources. I feel an instant connection to each location featured, a shared Texas-bred philosophy I guess."
Anthony La Santa

Partnership Value

- Diverse audience segments appeals to all ages, male and female
- School teachers utilize the show in their 7th grade classrooms for teaching Texas history.
- Helps new residents adjust to Texas

"I've managed to catch the show a few times, and I love it. And all your pics at Rudy's "Country Store" and Bar-B-Q has now made me hungry for some of their brisket and turkey."
Jessica Kroll

Facebook.com/ TheDaytripperTV

- Over 7,000 active users
- 1.6 million impressions- 400% growth yr. over yr.
- 60% of Facebook fans are women, ages 25-44

"Our kids love the show - it's infrequent that we all can watch something appealing (and appropriate) to us adults, an 8 yr. old and a 12 yr. old as well. Thank you!"
Lisa Peikert Jost

YouTube.com/ TheDaytripperTV

- 15,000 views year-to-date with embedded product placement potential for all sponsors

"As a teacher I am always looking for shows that provide insights on history that are fun and entertaining for kids of all ages. The Daytripper is a class favorite. We are hooked."
Steph Sassenberg

Twitter.com/ChetTripper

Over 2,000 active followers

More than just numbers, fans are raving and engaging with our brand. Their quotes speak for themselves.



For more audience data please contact us.

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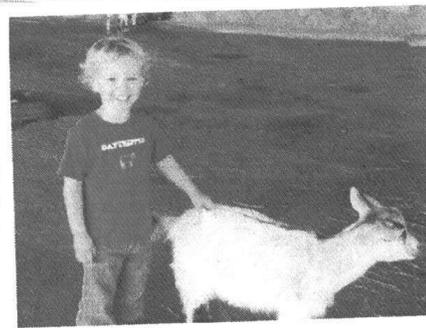
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More than just numbers, fans are raving and engaging with our brand. Their quotes speak for themselves.

For more audience data please contact us.



The Show



The Daytripper inspires people to experience Texas first hand.

Each episode leaves an impression on viewers by focusing on three key and distinct Texas things: food, culture, and the outdoors.

In just under three seasons, the show has amassed several accomplishments:

- Can be seen on all 12 PBS stations throughout the state of Texas
- Is a 2010 and 2011 Lone Star Emmy® Award winner for Outstanding Texas Heritage
- The Daytripper can be seen online on KLRU.org and TheDaytripper.com
- The Daytripper is also available via the PBS iPad/iPhone app

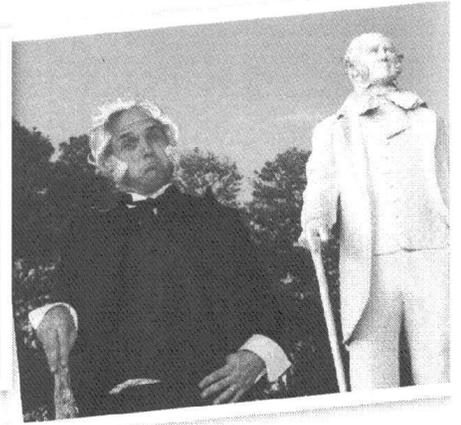
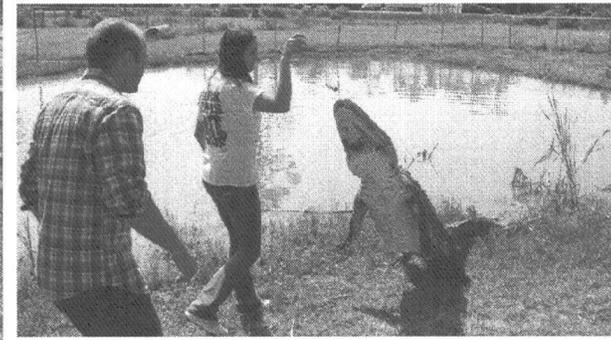
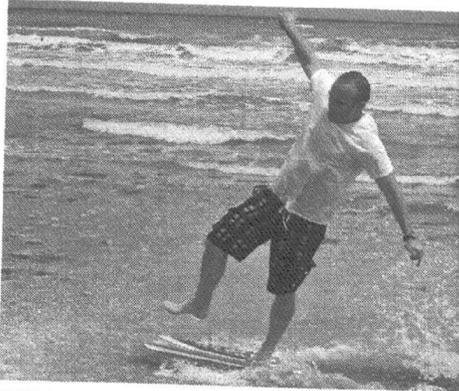
As The Daytripper visits a town or city, the goal is to explore the entire area and show viewers the best it has to offer. By the end of each show, viewers are familiar with and feel connected to each destination.

Chet provides viewers with many travel options that are within a day's reach and cost very little or are completely free. In turn, The Daytripper is a great boon for small local businesses, destinations, and establishments. The net result has a direct impact on Texas tourism, promoting and retaining valuable Texas-created dollars within local and regional economies.

The Daytripper can be seen in 95% of homes throughout the state of Texas. Texas is home to over 25 million people.



The Show



The Daytripper inspires people to experience Texas first hand.

Each episode leaves an impression on viewers by focusing on three key and distinct Texas things: food, culture, and the outdoors.

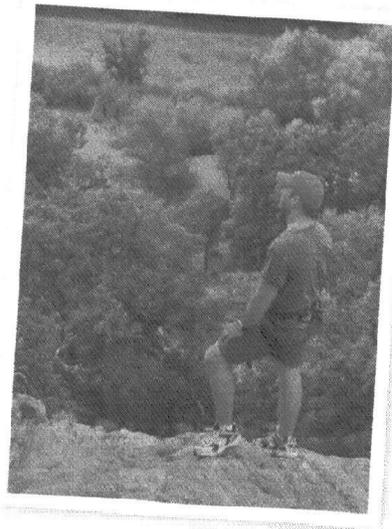
In just under three seasons, the show has amassed several accomplishments:

- Can be seen on all 12 PBS stations throughout the state of Texas
- Is a 2010 and 2011 Lone Star Emmy® Award winner for Outstanding Texas Heritage
- The Daytripper can be seen online on KLRU.org and TheDaytripper.com
- The Daytripper is also available via the PBS iPad/iPhone app

As The Daytripper visits a town or city, the goal is to explore the entire area and show viewers the best it has to offer. By the end of each show, viewers are familiar with and feel connected to each destination.

Chet provides viewers with many travel options that are within a day's reach and cost very little or are completely free. In turn, The Daytripper is a great boon for small local businesses, destinations, and establishments. The net result has a direct impact on Texas tourism, promoting and retaining valuable Texas-created dollars within local and regional economies.

The Daytripper can be seen in 95% of homes throughout the state of Texas. Texas is home to over 25 million people.



Proposed Season 4 Episodes

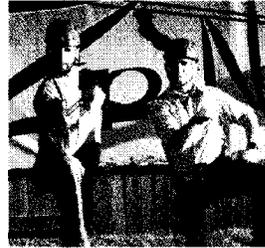
A total of 13 episodes will be produced for Season 4.



Houston (League City)
Nasa, Kemah, Crabbing on Trinity Bay



Dripping Springs
Hamilton Pool, West Cave Preserve



Nacogdoches
Zip Lines, Tall Pines in the Oldest Town in TX



Denton
Rock Music and Fast Cars at Texas Motor Speedway



Fort Davis
West Texas, Davis Mountains, Star Party



Corpus Christi
Beaching it and Wind Surfing on the Bay



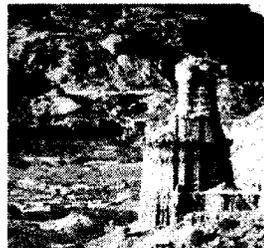
San Antonio (South)
Missions, Bike Rides, Mexican Food



Van Horn & Guadalupe Peak
Flat Plains and High Peaks



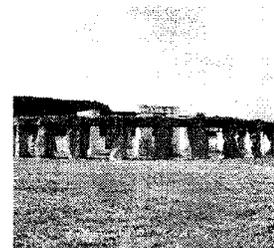
New Braunfels
German culture, Texas Tubing and Gruene Hall



Amarillo
Beef and Beauty in Palo Duro Canyon



Stephenville, Hico, Dublin
Cowboy Capital of TX and Dublin Dr. Pepper



Kerrville
Swimming Holes and Stonehenge



Viewers Choice
The audience will select where we go via social media.

All locations and activities are subject to change.

Proposed Season 4 Episodes

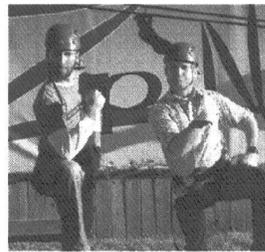
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Houston (League City)
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Hamilton Pool, West
Cave Preserve



Nacogdoches
Zip Lines, Tall Pines in the
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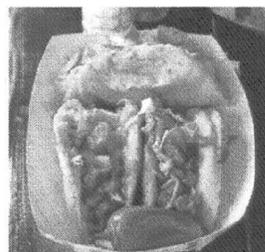
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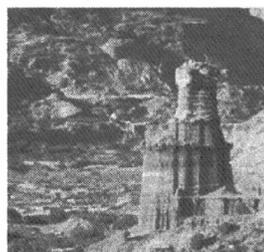
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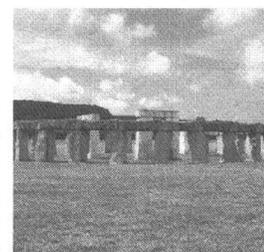
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The Emmy® Award Winning Team



The Daytripper's continued success is due in large part to the amazing crew that has written, produced, and created three successful seasons, and will soon carry into their FOURTH season.

The Amazing Crew

The entire production crew embraces the show's mission, which is to highlight all the natural and man-made marvels that lie throughout the state. They strive to enrich the lives of our viewers by inspiring them to venture out on day trips of their own, and explore the great wonder that is TEXAS!

A Host with a Purpose - Chet Garner

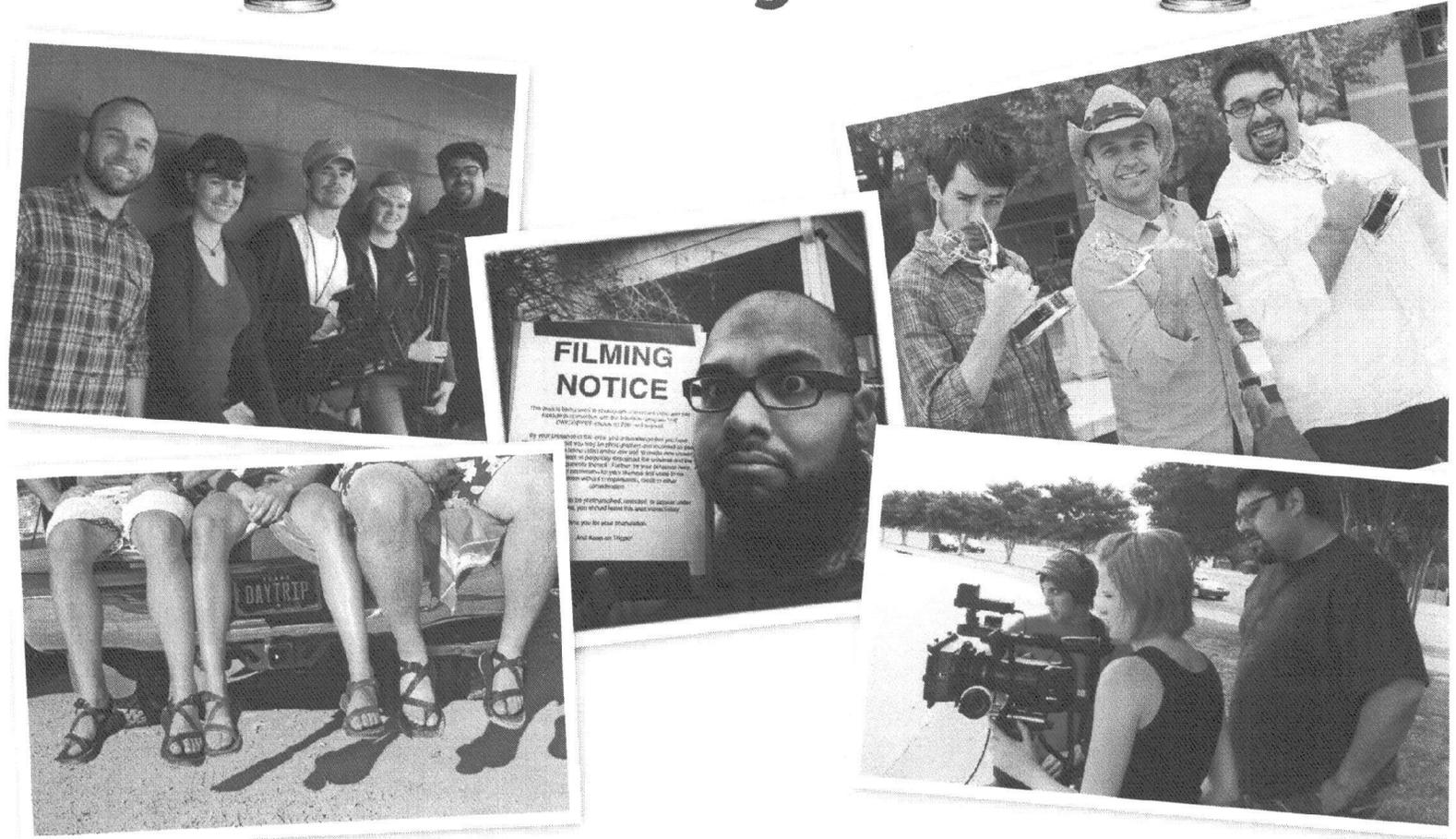
Chet Garner has turned favorite pastimes from his youth into one-heck-of-an-adventure as host, writer and producer of the two-time Emmy® award winning The Daytripper. Chet is a graduate of the University of Texas with a degree in film and graduated first in his class from Baylor University Law School. After landing the "high-paying law job" he had strived for, he returned to his true passions – toting around a video camera and traveling Texas.

Producing Expertise - Andrew Ramsammy

Integral to the show's success is Emmy® award winning Writer and Executive Producer, Andrew Ramsammy. Andrew brings over 20 years of production, media and entertainment business experience in commercials, film, television and events. As head of his own creative boutique, Rockhopper Creative, Andrew has served as its creative director and producer for clients that include American Express, 20th Century Fox, Dell Inc., and NBC.



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Partnering in our Multi-Platform Value Network

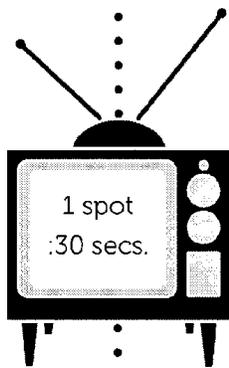
There once was a time when playing a commercial was enough to dominate the industry and rule the consumer. This is no longer the case.

Traditional Advertising

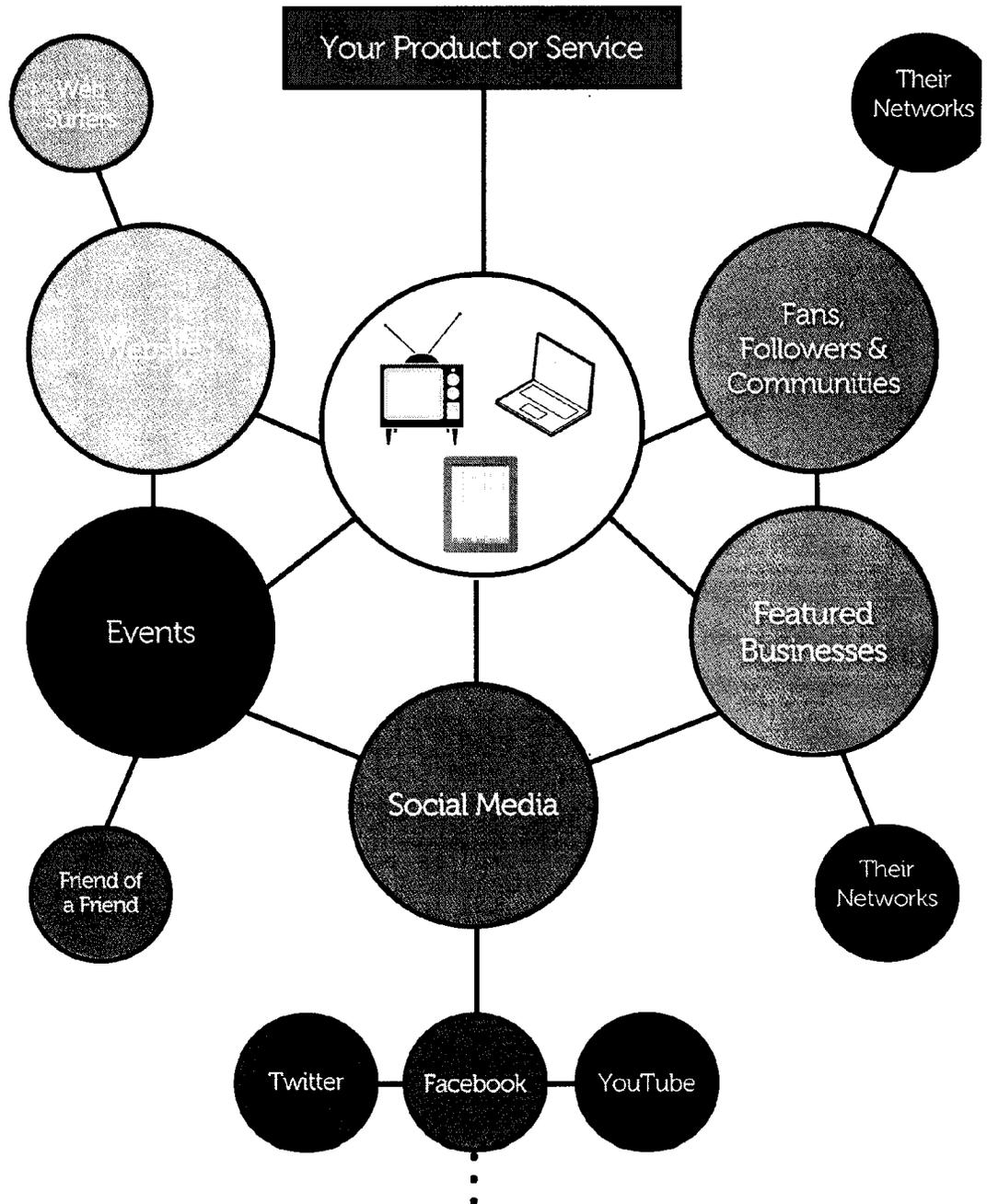
vs.

Plugging into The Daytripper's Multi-Platform Value Network

Your Product or Service



Traditional TV is a one-to-none relationship that must be repeated numerous times, often with little to no tracking or measurable ROI. This model is no longer sustainable for most marketers.



The possibilities are almost infinite when investing into our value network over traditional advertising. This model is based on our success from producing our hit PBS show "The Daytripper."

Partnering in our Multi-Platform Value Network

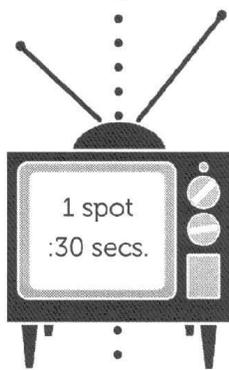
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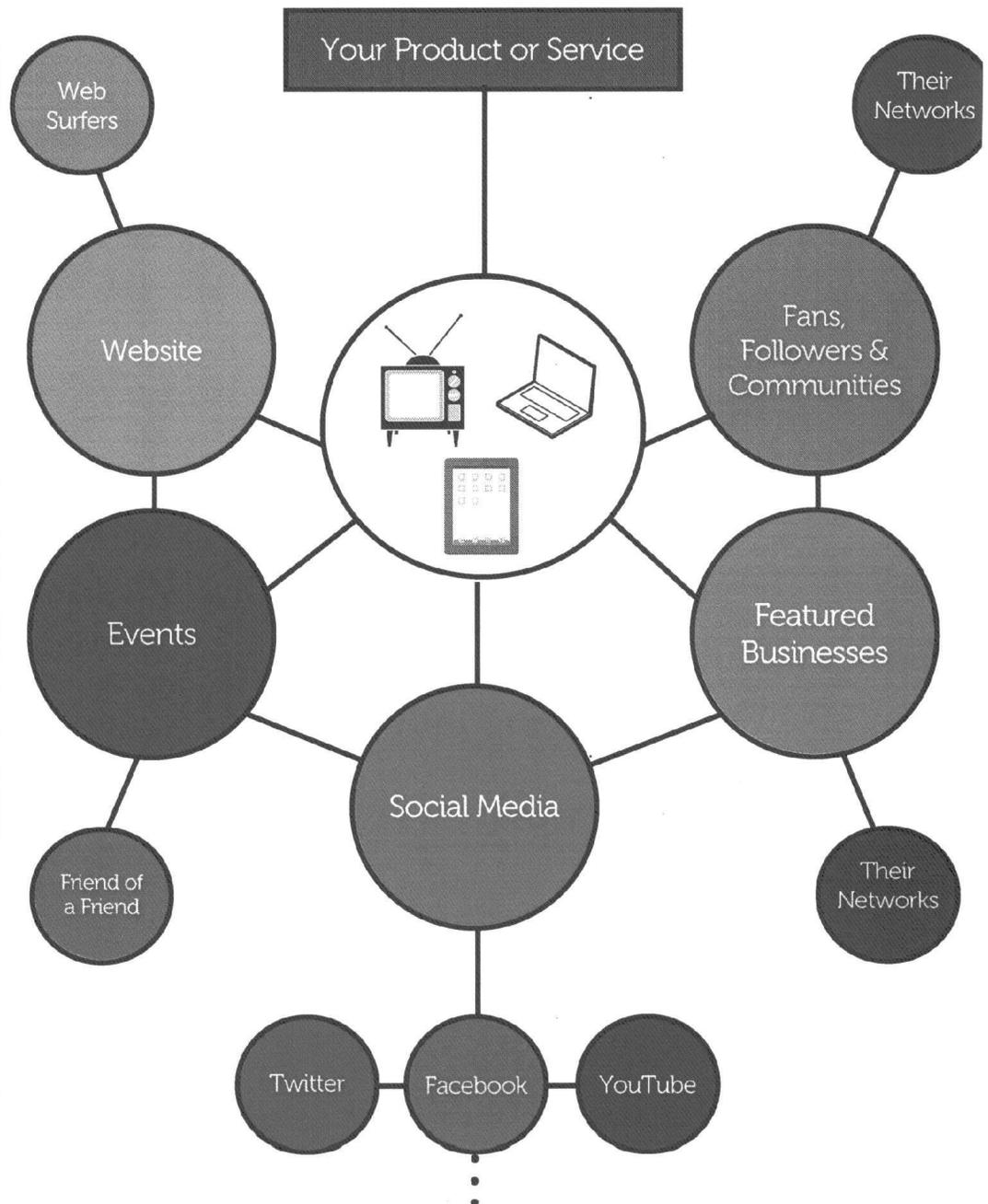
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Where "The Daytripper" Airs

There are 12 PBS Stations in Texas that serve 99 percent of Texans.

Amarillo, KACV

KACV provides quality public media services that educate, inform, inspire and connect the people of the Texas Panhandle.

Austin, KLRU

For more than 40 years KLRU has been a friend to Central Texans. KLRU's mission is to enrich the lives of its viewers through quality public television programming, community services and public events with shows like Austin City Limits, Central Texas Gardener, and Overheard with Evan Smith

College Station, KAMU

KAMU functions within the Educational Broadcast Services department of Texas A&M University in College Station and it exists primarily to provide public broadcasting to the Brazos Valley area.

Corpus Christi, KEDT

KEDT is your community-owned station for PBS and NPR. South Texas Public Broadcasting System, Inc. is committed to educating, enlightening and inspiring all communities of South Texas.

Dallas, KERA

KERA 13 North Texas touches the lives of nearly 2.5 million people every week via television, radio and the Internet.

El Paso, KCOS

A community owned and operated station, KCOS maintains the highest quality programming for its viewers through support generated from various corporations, foundations, and individuals.

Harlingen, KMBH

RGV Educational Broadcasting, Inc. is committed to further all levels of education, to promote the arts, spiritual values and cultural development by means of electronic media, specifically for the communities of the Rio Grande Valley in Texas.

Houston, KUHT

HoustonPBS was America's first public television station and was one of the founding stations of the Public Broadcasting Service (PBS) in 1969.

Killeen & Waco, KNCT

KNCT is the non-commercial educational station licensed by the Federal Communications Commission to Central Texas College.

Lubbock, KTXT

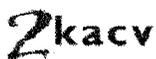
On October 16, 1962, KTXT began broadcasting educational television to Texas Tech University, Lubbock and the South Plains.

Midland/Odessa, KPBT

It is Basin PBS' mission to see that telecommunication and broadcast media are used to advance education, culture and community throughout our Permian Basin home. We're here to empower West Texas' most valuable resource...YOU!

San Antonio, KLRN

The mission of KLRN is to use the power of telecommunications to provide quality programs and services which advance education, culture and community, to enrich the lives of people throughout South Central Texas.



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Season 4 Partnership Benefits

	Premier Partnership (six available) \$50,000
Broadcast	Two 10 second spots in all 13 featured episodes.
Minimum Airing of Spot or Recognition	2 spots x 13 episodes x 2 airings x 12 markets = 624 spot airings (not included are reruns which are likely)
Cost Per Spot or Recognition	\$80.12 per broadcast spot
Online & PBS App Spots	Two 10 second spots in all 13 episodes with unlimited on-demand viewing and availability.
The Daytripper Website	Signature placement and linked logos on every page.
Website Product & Gear Page	Signature promotion of several products and services.
Social Media (Facebook, Twitter, YouTube, Email)	Signature visibility, access and promotion on all social media channels.
Personal Appearances & Hosting	3 Personal Appearances. (Travel and Expenses not included.)
Season 4 T-Shirt	Signature placement of logo on T-Shirt.

Partnership Summary and Benefits:

- The Daytripper will produce and distribute 13 episodes in Season 4.
- Season 4 commences October 2012, and runs through September 2013.
- Episodes will be delivered to all Texas PBS stations.
- At a minimum, Producers expect each episode to air two times, with the likelihood of future re-runs (at the discretion of each PBS station).
- Upon fulfilling 100% funding show will be available for national distribution on PBS.

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