

## EXHIBIT E

### SOCIAL MEDIA AGREEMENT

**Titleholder's Printed Name:** \_\_\_\_\_

This AGREEMENT is made on this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ by and between \_\_\_\_\_ (herein referred to as "titleholder") and Miss America and/or Miss America's Teen organizations, MISS AMERICA IP, LLC ("MAIP").

NOW THEREFORE, it is agreed and understood as follows:

1. MAIP owns and operates the rights to all official Miss America/Miss America's Teen social media for State/Local accounts on such platforms as Facebook, Instagram, TikTok, Twitter, and any use of future National/State/Local IP deployed on other platforms such as BeReal, Pinterest, LinkedIn.

During the course of the titleholder term, at the National/State/Local leadership direction and approval, the titleholder shall have access to the official social media accounts, make posts - some at the direction of the National/state/local director - and may insert her personal name and @ into the approved section of such platforms as outlined in the official Miss America Social Media Guide.

a) Approval for format and type of posts will come at the direction of the National/State/Local leadership, following the Official MA Social Media Guide. All content including photos, videos, captions, and tags must meet Social Media Guidelines.

b) No changes may be made to any of the official titleholder social media with respect to followers, logo profile photos, reels cover photos, passwords, and permanent posts from previous titleholders without approval of National/State/Local director.

c) ONLY the name of the title such as 'Miss XYZ' or 'Miss XYZ's Teen' or 'Miss XYZ Organization' may be the official name of the account. All description of current titleholder must reside in the area provided as BIO or Description.

2. Any post endorsing a business or individual must only be for official sponsors, unless approved in advance by National/State/Local leadership.

3. The titleholder is expected to share a minimum 3-5 times per week. Suggested best practices are to include daily stories where applicable on the official social media accounts for the duration of the term, and to abide by requests from MAIP to engage in partnership programs.

4. All posts that are made referencing content, sash, crowns or other related brand material will first be made on the official accounts, before being shared on any personal social media.

5. All collaborative posts will originate from the Official Accounts.

6. At no point will a titleholder engage in, promote, or host a charitable fundraiser on official social media accounts without prior approval from the MAIP unless the program is initiated by National/State/Local leadership.

7. Titleholder understands that upon becoming the Ambassador for National/State/Local programs, the general public does not differentiate between personal social media accounts and official social media accounts. The titleholder's name and title will always be connected, so it is understood that any posting, liking, engagement on personal accounts will be composed with the title in mind and with the best judgment, positive impact, and utmost integrity.

8. The Miss America/Miss America's Teen organization / MAIP are not political organizations. Because the Miss America brand represents all American citizenry, it does not allow political endorsements or comments on political topics on social media by the titleholder.

9. Deadlines must be met when titleholder is requested to make specific sponsor-related or posts required by MAIP. Titleholder understands that timelines around social media posts dictate the value to the sponsor and/or to the corresponding client.

10. Titleholder understands that any music used in social media posts must be licensed from a royalty-free catalog. It is the titleholder's responsibility to obtain permission to use the music before it is used on social media. Any conflict or dispute arising from using copyright works is the personal responsibility of the titleholder.

If in any instance, there is a failure to comply with the terms of this contract, MAIP will provide a written warning. Following written warning, if the before mentioned action continues, MAIP and/or State/Local Leadership reserves the right to take the appropriate measures to bring the social media back to approved standards and guidelines.

Title Name: \_\_\_\_\_ State: \_\_\_\_\_

Titleholder's Email: \_\_\_\_\_ Titleholder's Cellular: \_\_\_\_\_

Titleholder's Printed Name:

\_\_\_\_\_

Titleholder's Signature:

\_\_\_\_\_

Guardian's Email: \_\_\_\_\_ Guardian's Cellular: \_\_\_\_\_

Printed Name of Guardian if Titleholder is under 18:

\_\_\_\_\_

Guardian's Signature if Titleholder is under 18:

\_\_\_\_\_