



60 W 76<sup>th</sup> Street, 3i  
New York, NY 10023

Oct 20, 2023

Kelly C. Ruffel, Director  
County of Passaic  
Department of Cultural & Historic Affairs  
Dey Mansion Washington's HQ,  
199 Totowa Rd., Wayne, NJ 07470

*Delivered via email*

Dear Kelly,

Everyone at YOLCC, LLC is looking forward to working with you on the "Travels with Darley" PBS series and content development featuring "Revolutionary Road Trips" in Passaic County, New Jersey.

Darley and the production team will be traveling to Passaic County, New Jersey to film footage for a half hour episode of Darley's PBS TV show and related social and digital content on New Jersey related to heritage tourism and travel. This episode will broadcast on PBS stations and subsequently will be distributed streaming sites.

We propose the following project timeline:

- The YOLCC production crew will film in Passaic County spring 2024.
- One half hour episode will be scheduled for release to PBS stations starting winter 2025.
- All contracted creative assets for Passaic's use will be electronically delivered by Sept 30, 2024.
- The social and digital videos featuring Passaic, New Jersey will begin during and after the filming.

In addition to the one episode that includes Passaic, YOLCC will create, produce and deliver the following:

- Three digital short videos (up to 3 minutes each), licensed for 3 years royalty-free to Passaic County for non-exclusive use on website, YouTube Channel and other social sites, blog, newsletter, and at events. Series related promos provided to Passaic.
- YOLCC will also distribute these video clips featuring Passaic, New Jersey to YOLCC's digital and social platforms.
- 3 to 4 minutes of b-roll licensed royalty free to the Passaic.
- Minimum of 15 social media posts during and post-filming across Darley Newman's social sites including Twitter, Facebook, LinkedIn and Instagram.
- Recognition in a Sponsor Spot on season release to PBS stations featuring the episode (spots run front & back of each episode).
- Videos, blog posts and content on Darley's website(s) with outbound links to the Passaic.

- Press outreach and social media surrounding the episode on PBS, including in lead up to the 250th commemorations.

For the services rendered, County of Passaic Department of Cultural & Historic Affairs agrees to pay YOLCC, LLC, \$85,000 in three payments with one payment of \$28,333 being made within sixty (60) days of signature of the agreement and the second payment of \$28,333 being made within one week following the filming in Passaic County and the third and final amount of \$28,334 being within thirty (30) days of Sept 30, 2024 at the receipt of deliverables and final invoice.

We look forward to working with you!

Darley Newman  
Founder & Member  
YOLCC, LLC

**SIGNATURES BELOW**

**Accepted and Agreed to by County of Passaic  
Department of Cultural & Historic Affairs:**

**Accepted and Agreed to by YOLCC, LLC:**

Authorized Signature:

Authorized Signature:

\_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

Name: Darley Newman

Title: \_\_\_\_\_

Title: Founder & Member

Date: \_\_\_\_\_

Date: January 24, 2024