Media & Marketing Lead Agreement
Heartlander Agreement v. 1.2

Media & Marketing Lead Role _____

Phone Number ( ) -
Email: _____

Project Stewards Anders Gustavsson & Anna-Lena Gustavsson, AKA (Project Stewards)
Located at 30105 McCourtney Rd.
Wheatland, CA 95945

Phone Number 805 279 5421
Email: shama@stretchandbreathe.com

The above mentioned two parties and the **Heartland Collective** hereby agree to the following terms and conditions. The **Media & Marketing Role** may occupy a room, RV, or a specific outdoor section of land on the Heartland property in addition to receiving food and access to all community benefits as a trade for fulfilling the **Media & Marketing Role**.

This agreement outlines the responsibilities and expectations for the **Media & Marketing Role** at Heartland Collective. The **Media & Marketing Role** plays a crucial role in all media & marketing activities for Heartland Collective.

Heartland Collective features a variety of accommodations and facilities, including but not limited to domes, canvas tents, wood decks, and wellness amenities. Our property supports rejuvenation retreats, venue rentals, glamping experiences, and educational programs, all emphasizing sustainable practices.

Media & Marketing Role is a **SEASONAL OPPORTUNITY**

1.	**Spring/Summer Season**	**March 1 - July 31st**	**Min. Hours Per Week : _ 25 _**
2.	**Fall/Winter Season**	**September 1 - Jan 31st**	**Min. Hours Per Week : _ 25 _**

All Lead Roles are an educational opportunity to thrive as a community with a common cause, in addition to this agreement, all Lead roles are required to be in agreement with two additional agreements:

- **Heartland Charter**
- **Resident Commitments**

The minimum support required is 25 hours per week of farm support to grow food for the community.

Personal Growth

- Joining Heartland is more than just an integrated co-living experiment, it's a journey through personal growth.
- Volunteers joining Heartland's Volunteer program are requested to read, re-read, or listen to The Four Agreements and Braving The Wilderness. Volunteers are also requested to begin exploring Non-Violent Communication and are encouraged to understand the basic scope of how it works.
- Therefore, all Lead Roles are expected to read or listen to all three books before arriving and/or complete these 3 books during the first 2 months of the Heartland stay.
    1. The Four Agreements
    2. Braving The Wilderness

3. Non-Violent Communication

The Marketing & Media role does not have a set schedule. A minimum participation is required for marketing & Media **5 hrs per day 4 days per week**, plus **5 hrs per day 1 day per week of farm support (this can be partially supported via media support for farm days).**

The Media & Marketing Lead is responsible for capturing, creating, and sharing the story of Heartland Collective with the world. This role manages all media and communications strategies across platforms, including social media, newsletters, podcasting, and website updates. The Lead works with a team of content creators and ensures all messaging is in alignment with Heartland's mission, tone, and evolving projects.

The Media & Marketing Lead's time will be invested behind a camera, editing reels, managing content calendars, and strategizing growth.

Media Creation & Management

- Captures photo and video content to document life and events at Heartland
- Edits short-form content (reels, TikToks, YouTube shorts, etc.)
- Manages Heartland's brand voice and visual style
- Coordinates and supports other content creators, including volunteers and collaborators

Marketing & Communication

- Schedules and posts across platforms (Instagram, Facebook, YouTube, etc.)
- Manages email newsletters and supports event promotion
- Helps maintain and update the website and booking pages
- Contributes to development and execution of marketing campaigns

Community Integration

- Shares updates and opportunities with the Heartland community during weekly Fika
- Encourages participation from residents and volunteers in storytelling
- Aligns media priorities with seasonal rhythms and project cycles
- Works with the Director to align on messaging and communication goals

Large & Expanded Media Projects

- Lead role may have access to volunteer databases & networks to recruit media specific volunteers for large projects or visions
- With director support local art & music talent may be available for music and creative projects
- Heartland invites all lead roles to think and act big. Documentaries and large scale projects are welcome and grant application funding is encouraged.

Start Date: _____ **End Date:** _____ **Min. Hours Per Week : _ 25 _**

Maintenance Lead Role Includes:

- Involvement in daily check-in's
- Personal Property equal to **MAX** one car load

Agreement Does Not Include:

- Gas, Propane, Tools or Heartland Materials for personal use (Sometimes it is ok, just ask.)

- Additional space for buildings or structures (All new structures require Heartland Collective's written consent.)

Compensation:

- Lead Role is offered 3,000 Hearts per month during the season. (Transferred 50% upfront, 25% at ¾, and 100% upon seasonal completion)
- Hearts can be used for anything Heartland Charges money for.
- **As a Private Contractor** extra commission based compensation opportunities are offered via sales & lead generation for group retreats and revenue to Heartland Collective.

Leads Role Fees paid via Hearts

- Various amenities are paid via Heartland Hearts and subtracted from total before the last Heartland Hearts disbursement
    - Fair share of community food, water, WiFi Internet, Kitchen & Cleaning Supplies, Toilet Paper
- 500 Hearts/mo - Accommodations
- 200 Hearts/mo - Food, Utilities, Incidentals

All seasonal lead roles are also encouraged to offer education, personal services, and/or mini events to retreat guests. Discounted accommodation fees can be offered to clients & guests and no additional site fees for amenities are requested for the lead roles of clients & guests. Upon revenue generating service offerings, a 20% commission back to Heartland as a service platform is requested.

Business Referral Compensation:

- 20% for personal Rejuvenation Retreats identified & booked
- 10% for group business or event leads Lead Role refers to Heartland
- Referral commissions are paid out 30 days of client's deposit & payment schedule
- All based on net amounts and after payouts are made to third party channels (where applicable)

Private Contractor Opportunity

If a large retreat or educational contract is secured through Heartland Collective, the Lead Role is not automatically entitled to additional compensation. However, if the Lead is hired on as a private contract to support the event, they may choose to receive payment in USD through that contract instead of receiving an equal value in Heartland Hearts as originally outlined in this role agreement.

TERMS

Maintenance Lead Role must understand the Heartland Charter and agree to the Heartlander Resident Commitments.

Lead Role agrees to have a weekly check in with **Project Director** to receive support in planning & discussing current action lists. Lead Role understands that the **Project Director** has Heartland Collective's consent for final decisions. The Heartland Collective's highest hope is for these 2 lead roles to work collaboratively, and the Lead Role agrees to notify other Heartland Collective lead roles to support in the resolution of any conflict.

Maintenance Lead Role understands that Heartland has full intention to be seen and experienced as a professional venue. **If any action by Maintenance Lead Role (or their dependant) is deemed to be unsupportive of the Hartland Collective's mission and charter a meeting will be created to express the concern. If the issue is not resolved one warning will be provided.** Upon a 3rd breach of the same or similar

action Maintenance Lead Role understands Heartland Collective may require an end to this agreement due to the disharmony caused.

Property occupied by Maintenance Lead Role is to remain clean, tidy, and debri free. All property, parts, and materials owned by Maintenance Lead Role should be in a covered space and not openly visible to others passing by.

Maintenance Lead Role agrees to participate in the weekly **Fika Meeting** where the community does a general check-in and goes over news, visitors, events, and projects for the week.

No Landlord-Tenant Relationship. The parties agree that any on-site housing or accommodations provided by Heartland are offered solely as a temporary benefit of project-based involvement. This arrangement is **not intended to create a landlord-tenant relationship**, and occupancy is conditional upon active participation in Heartland programs. Upon termination of involvement for any reason, the individual agrees to vacate the premises within 72 hours, or as otherwise reasonably directed. The parties acknowledge that this license to occupy is revocable and does not confer any tenancy rights under California Civil Code §1940 et seq.

Maintenance Lead Role may invite guests to Heartland in accordance with the Visitor Agreement. The Maintenance Lead Role is based on **single occupancy**. All additional residents would require community approval and their own agreement with Heartland. As a courtesy to all Heartland Residents, please notify residents of guest via the community WhatsApp thread. Maintenance Lead Role takes full responsibility for their guest, and agrees to accompany guest in any common area for introductions.

Volunteer Only. Time contributed is voluntary and not in exchange for any wages in USD. This is not an employee-employer relationship, and no USD compensation are expected or owed.

Heartland Collective is consenting Maintenance Lead Role may bring **(_)** animals on to the land. All cats must be spayed and neutered to live at Heartland Collective. The Maintenance Lead Role understands that any animal brought to heartland is the sole responsibility of the Maintenance Lead Role. Maintenance Lead Role accepts any and all liability for the animals Maintenance Lead Role brings to Heartland Collective. **NO ADDITIONAL ANIMALS ARE PERMITTED WITHOUT WRITTEN CONSENT.** If any animal brought by Maintenance Lead Role causes problems or challenges beyond an acceptable level to any resident there will be two warnings provided, and if the same or similar issue arises a 3rd time the current residents may collectively request financial reparations if there are damages and/or request removal of animal(s) from the Heartland Property.

Guest animals are NOT allowed unless specific permission is granted.

If there is any breach of the support Maintenance Lead Role has committed to providing or other terms of this Agreement have been broken the Heartland Collective has full rights to terminate this Agreement and re-claim complete possession of the above mentioned Property.

By signing below, this Maintenance Lead Role Agreement shall be binding upon the benefit of the parties, their successors, assigns and personal representatives.

_____	_____	_____	_____
Signature of Lead Role	Date	Signature of Land Steward	Date