contract between marketumbrella.org and/or WBB vendor, and partner

Please read and initial in proper column. This agreement will be in effect from _____/____/____ until the end of the calendar year _____.

marketumbrella.org agrees to:	WBB vendor agrees to:	WBB partner agrees to:
		Only circled items are applicable to this partner
Connect shrimpers to new customers throughout the U.S.	Bring and sell only product caught by family or cooperatively owned fishing operation.	Help with marketing of event with mu.o.
Raise funds to create marketing and events to promote WBB.	Maintain competitive pricing with other sellers.	Provide logistical support to WBB, including event planning and materials.
Create and maintain a set of standards for all WBB members that support an ecologically sustainable, economically viable culture for fishing families.	Assist with marketing of WBB by agreeing to interviews, flyers on tables or use of logo and materials.	Assist with technical assistance for WBBers or mu.o.
Design and market promotional materials.	Help create a fun, vibrant atmosphere for selling at WBB events.	Contribute funds or in-kind contributions to WBB.
Select partners who will assist in technical assistance and marketing.	Agree to criteria for sustainable fishing methods as set by the WBB staff and management team. (see back)	Assist with building of criteria for fishing families to join WBB.
Create and manage a WBB website.	When possible, share ideas with mu.o for new sustainable fishing methods or marketing, so they can be replicated and shared with other fishing families.	Other support offered:
Maintain open and fair communication on WBB matters with all partners.	Suggest other fishing families for WBB that fit the criteria as set by WBB.	_____
Choose WBB members based on the criteria approved by the WBB management team.		_____
Create WBB template and market throughout the U.S.		_____
		_____
mu.o staff agrees to this contract with WBB vendor:	WBB vendor agrees to this contract with mu.o:	WBB partner agrees to this contract with mu.o/WBB:
_____	_____	_____