

# Memorandum of Understanding

Between

Tape A Tale  
and  
LITERATI

This Memorandum of Understanding (MOU) sets forth the terms and understanding between Tape A Tale and Literati, for the latter to be an ambassador for Steller 2022 in their college.

## Background

Tape A Tale is a storytelling platform with over 2 million subscribers on YouTube. We believe that everybody has a story to tell, so we bring to you a space where our amazing storytellers come and share their real-life, personal stories with the audience. January 2022, we bring to you the third edition of our nation-wide storytelling slam, 'Steller', which will be held virtually.

This MOU will outline the nature of the partnership and responsibilities for the ambassador:

## Tape A Tale

- The event will be co presented by the associate society for that particular college.
- Provide the ambassador with guidance throughout the process
- Give the ambassador a Certificate of Excellence
- Create creatives and posters for the event
- Promote the event on Tape a Tale pages
- Provide judges for the event
- Assistance with the PR plan
- Tape a Tale will provide full assistance in the submission process via SWELL app, in case of any difficulties.

## Literati

- Ensure a minimum of 25 entries from their college for the event. These entries will be valid ONLY if they are submitted via the SWELL app, our official audition portal
- Select 12 participants out of the submitted entries who will get to perform at the event in phase 1
- Attend the event happening for their college and make sure it goes smoothly
- Get the required and valid permissions from college authorities and officials
- Arrange volunteers for help on the day of the event (if required)
- Lend support in the curation process

## Incentives for Ambassadors

- Mention in the final Steller video that goes on Tape A Tale's YouTube channel
- 2 free tickets to the Phase 3 event of Steller 2022



- Certificate of Experience
- One free ticket to any Tape A Tale event in 2022
- Top 3 ambassadors will be rewarded with special shout-outs on social media + gifted tape a tale merchandise

### Financial Terms

This is a pro-bono activity and no financial transactions or exchanges will happen between both parties.

### Duration

This MOU is at will and may be modified by authorized officials of Tape A Tale. This MOU shall become effective upon signature by authorized officials and will remain in effect until modified or terminated by any one of the partners. In the absence of termination by the authorized officials, this MOU shall be terminated after Phase 3 of Steller in March.

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| For Tape A Tale<br> | For Literati<br> |
| Name: Kopal  | Name: Rev Fr Dr A Rex Angelo SJ   |
| Designation: Director and Co-founder, Tape A Tale  | Designation: Principal, St Xavier's College-Jaipur  |
| Date: 03 January 2022  | Date: 06 January 2022   |