



# cameo FOR BUSINESS

## AGREEMENT

MAY 2023

## Talent-Produced Cameo for Business Sponsored Content Agreement – **FAQs**

### **What is Cameo for Business?**

**Cameo for Business** (“C4B”) is a digital platform where advertisers can access and engage talent to create promotional content for their brand.

### **What is the SAG-AFTRA Talent-Produced Cameo for Business Agreement (C4B x SAG-AFTRA Agreement)?**

This new agreement is an easy path to SAG-AFTRA coverage for the brand deals SAG-AFTRA members make on Cameo for Business. The C4B x SAG-AFTRA Agreement allows your business entity (LLC or Corporation) to act as the employer and SAG-AFTRA signatory, as well as make contributions to the SAG-AFTRA Health Plan and SAG Pension Plan.

### **Why should I cover my Cameo for Business content under a SAG-AFTRA Agreement?**

As a SAG-AFTRA member, Global Rule One requires that you’re always covered under a SAG-AFTRA contract when you’re creating branded content in front of a camera (even a smartphone camera) or behind a microphone. Good news! The C4B x SAG-AFTRA Agreement now makes it easy to cover brand deals you make through the Cameo for Business platform. Your covered earnings will count towards your eligibility for health insurance and retirement benefits, you’ll be in good standing with your union, and you’ll have guidance and staff support every step of the way.

### **Who should use the C4B x SAG-AFTRA Agreement?**

If you’re a performer making brand deals through the Cameo for Business platform, this contract is for you!

### **Is Cameo OK with me using the C4B x SAG-AFTRA Agreement?**

Yes! SAG-AFTRA and Cameo worked together to make it possible for members to cover their Cameo for Business brand deals.

### **Do I need to have an LLC, corporation or similar business entity in order to submit my Cameo for Business project for SAG-AFTRA coverage?**

Yes. You will need to have a business entity to use this agreement.

### **How do I submit my Cameo for Business project for SAG-AFTRA coverage?**

After you have accepted your C4B deal request through Cameo's online platform, you'll need to email Cameo at [talentsuccess@cameo.com](mailto:talentsuccess@cameo.com) and request your C4B Brief that you'll then upload through the C4B x SAG-AFTRA Agreement submission portal. Staff will then review your project and, once vetted, send you confirmation that your deal is covered and provide you with instructions on how to remit Pension & Health contributions. That's it!

### **How do Pension & Health contributions work under the Talent-Produced Cameo for Business Agreement?**

Once your business entity is signed to the C4B x SAG-AFTRA Agreement for your brand deal, you'll remit contributions based on a percentage of the total compensation you were paid for your brand deal. This percentage represents the value of the SAG-AFTRA "covered services" you deliver as part of your deal (i.e. your work as a performer, as opposed to any work as producer, director, writer, editor, etc. of the content).

The Pension & Health contribution rate for this Agreement is 20.5%, and the minimum percentage of your overall compensation on which you will pay contributions is 30%. Only the earnings that you make contributions on will be counted towards your eligibility for Pension & Health benefits. Example: If you are paid \$10,000 for a Cameo for Business deal, you'll be required to make P&H contributions on 30% of that amount, or \$3,000, so your Pension and Health contribution will be \$615 and \$3,000 of earnings will be counted towards your eligibility for SAG-AFTRA Pension and Health benefits.

### **Can every brand deal I make on Cameo for Business be covered by this agreement?**

Most brand deals made through Cameo for Business can be covered by this agreement, but there are circumstances where the Commercials Contract may be a better fit. When you submit your deal, staff will determine if this agreement is appropriate. If you need to go in a different direction, you'll have assistance and support every step of the way.

### **What about my non-branded Cameo videos?**

The C4B x SAG-AFTRA Agreement is meant to cover only branded Cameos booked through Cameo for Business. It's not meant to cover the non-branded, personal video messages you make through Cameo.

### **If I have questions about the Cameo for Business Agreement, who should I contact?**

Reach out to us at [C4B@sagaftra.org](mailto:C4B@sagaftra.org) with any questions!

