

## AREA 51: MEDIA & SOCIAL COLLABORATION PROTOCOL

**Subject:** Mandatory Marketing & Documentation Requirements for Grant Recipients

As a recipient of the Area 51 Innovation Grant, the Applicant agrees to participate in the "Factory of the Future" documentation program. This program is designed to build the profile of the Founder and the industrial capabilities of the Gozo Micro-Factory.

### 1. THE "BUILD-LOG" REQUIREMENT

The Applicant agrees to allow the Area 51 Content Team (Videography/Photography) full access to the manufacturing process of their project.

- **Frequency:** Minimum of one (1) dedicated filming session per month during the R&D/Production phase.
- **Outputs:** High-quality "Process Porn" (timelapses of CNC/3D printing, laser engraving, and assembly).

### 2. MANDATORY SOCIAL MEDIA SHARING

The Applicant agrees to the following social media schedule on their primary business profiles (LinkedIn, Instagram, and X/Twitter):

- **The "Grant Announcement" Post:** Within 7 days of acceptance, announcing the partnership with Area 51 / Gozo Graphics.
- **The "Behind-the-Scenes" (Monthly):** Sharing at least two (2) posts or "Stories" per month documenting the manufacturing journey in Gozo.
- **The "Launch" Feature:** A dedicated post/video highlighting the finished product and the "Made in Gozo" industrial origin.

### 3. CROSS-PROMOTION & TAGGING

- **Collaborative Posts:** Startups must accept "Collab" tags on Instagram/LinkedIn from the official @GozoGraphics / @Area51 accounts.
- **The "Sovereign Manufacturing" Tag:** All production-related posts must include the hashtag #Area51Gozo and #MadeInMalta.

### 4. CONTENT OWNERSHIP & USAGE

- **Shared Rights:** Both Gozo Graphics and the Applicant hold non-exclusive rights to use the captured footage for marketing, portfolios, and PR.
- **The "Viral Clause":** Area 51 reserves the right to use project footage for the official "Area 51 Documentary Series."

## 5. FOUNDER PARTICIPATION

The Founder/CEO of the startup must be available for at least one (1) "Founder Spotlight" video interview (max 30 mins) discussing why they chose to manufacture in the EU/Gozo over Asia.

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### Strategic Advice on this Document:

1. **Professionalism:** Frame this as a **benefit** to them. Tell them: *"We are giving you a professional videographer and content team for free to help you market your own product. In return, you just need to post it."*
2. **The "Vibe":** Since your videographer will be documenting "Startup Stories," this creates a reality-show feel (think *Formula 1: Drive to Survive* but for hardware). This is what attracts international talent.
3. **Checklist:** Before you send the email to the Universities, make sure your own Instagram/LinkedIn is in "Dark Mode" aesthetic to match the "Area 51" vibe.