

STORIES OF THE WEST RETREAT AGREEMENT + RELEASE

This Retreat Agreement (“Agreement”) is between **KNZ Brand LLC, d/b/a BonaFide Cowboy Media & Productions** (“BonaFide Cowboy,” “Hosts,” “we/us”) and the undersigned attendee (“Participant,” “you”). **“Released Parties”** includes KNZ Brand LLC (d/b/a BonaFide Cowboy), its owners/hosts, employees, agents, contractors, assistants, instructors, second shooters, volunteers, venue partners, and affiliates.

1) Retreat Basics

- **Retreat:** Stories of the West Retreat (“Retreat”)
- **Dates:** **October 8–12, 2026**
- **Location:** **Prineville, Oregon** (venue details provided separately)
You agree to follow all retreat and venue rules and all safety instructions.

2) Deposit Holds Your Spot

- A **\$975 deposit** reserves your spot. Your spot is not confirmed until the deposit is received and accepted by Hosts.

3) Payment Plans; Paid-in-Full Requirement

- You will choose a payment plan at booking (**1–8 payments**).
- **1 payment:** must be paid in full by **June 1, 2026**, unless Hosts state otherwise in writing.
- **2–8 payments:** you must stay current on your plan.
- **To attend:** your account must be **paid in full by October 5, 2026**, unless your selected plan explicitly states otherwise in writing.
If payments fail or you fall behind, Hosts may cancel your reservation and enforce Section 4.

4) No Refunds

- **All payments are non-refundable** for any reason, including but not limited to illness, injury, dissatisfaction, travel issues, missed attendance, and events impacting the Retreat dates (October 8–12, 2026). No exceptions.

5) Transfer / Selling Your Spot (90-Day Notice + Approval)

- You may transfer/sell your spot only if you (a) give written notice ≥ 90 days before the Retreat starts, and (b) your replacement is approved in writing by Hosts (sole discretion), signs this Agreement, and pays any remaining balance. No transfer fee. Until approved, you remain responsible for the full Retreat fee.

6) Schedule Changes

- Retreat programming is subject to change for weather, safety, venue constraints, or instructor availability.
- Hosts may substitute activities, instructors, or locations without refund.

7) Code of Conduct (Respect + Removal)

- Treat Hosts and all involved parties (venue owners/staff, agents, contractors, instructors, participants) with respect. No rude, unsafe, disruptive, or disrespectful behavior.
- Hosts decide what is appropriate in their sole discretion.
- No harassment, discrimination, threats, illegal drugs, or unsafe conduct. Alcohol (if any) must be responsible.
- No smoking/vaping unless Hosts designate a spot in writing.
- Firearms must comply with Oregon law and any venue rules.
- Violation may result in immediate removal with no refund.

8) Assumption of Risk

- You understand the Retreat involves rural/ranch environments and inherent risks (uneven ground, weather exposure, livestock/horses, equipment, travel hazards, and physical activity). You voluntarily assume all risks of participation, including illness or injury, and all risks to your personal property and equipment (including cameras, lenses, drones, computers, phones, and related gear).

9) Educational Experience; No Guarantees

- The Retreat is an educational experience. Results vary by individual effort, experience, market conditions, and other factors. Hosts make no guarantees regarding outcomes, income, bookings, portfolio results, business growth, or any specific result.

10) Release of Liability

- To the fullest extent permitted by law, you release and forever discharge the Released Parties from any and all claims, demands, causes of action, damages, injuries, losses, or liability arising from or related to the Retreat, travel, lodging, activities, or your participation, including claims arising from ordinary negligence of the Released Parties (but not gross negligence or willful misconduct where prohibited by law).

11) Medical; Emergencies; Emergency Contact

- You are responsible for your own medical care, medications, and insurance. You authorize Hosts to call emergency services if needed and to contact your listed emergency contact. You assume all costs related to your emergency care, transport, treatment, and any related expenses.

12) Personal Property

- You are responsible for your own belongings and equipment. Hosts are not responsible for loss, theft, or damage to your personal property.

13) Damage to Property; Financial Responsibility

- You are financially responsible for any damage, excessive cleaning, missing items, or loss to the venue/home/property or retreat-provided items caused by your actions or negligence (including your guests, if any). Hosts will document the issue and invoice you for repair/replacement/cleaning costs.

14) Photo/Video + Likeness Release

- Hosts may photograph/film/record you during the Retreat. You grant Hosts a perpetual, worldwide, royalty-free right to use your name, likeness, voice, and images/video for Hosts' business purposes, including portfolio, website, social media, advertising, and promotions. No compensation is owed. Hosts may edit for clarity/length. **AI clarification:** Hosts will not use AI to alter your face/likeness or materially change what you said in a way that misrepresents you.

15) Intellectual Property; No Redistribution

- All retreat materials (curriculum, templates, guides, presentations, prompts, etc.) are Hosts' intellectual property. You may use them for your own implementation only. You may not copy, sell, publish, teach, share, or distribute them without written permission.

16) Indemnification

- You agree to defend, indemnify, and hold harmless the Released Parties from any claims, damages, liabilities, costs, and expenses (including reasonable attorney fees) arising from: (a) your participation, (b) your breach of this Agreement, (c) your negligence or misconduct, or (d) your damage to persons or property.

17) Arbitration Only; No Class Actions

- Any dispute related to the Retreat or this Agreement will be resolved only by binding arbitration, not court. Arbitration will be administered under AAA rules (or a comparable provider) with one arbitrator. You waive any right to bring or participate in a class action, collective, or representative claim.

18) Limit of Liability

- To the fullest extent permitted by law, the maximum total liability of the Released Parties for any claim will not exceed the total amount you paid for the Retreat. No consequential, incidental, punitive, special, or indirect damages.

19) Mutual Non-Disparagement

- You agree not to make or publish false, misleading, or disparaging statements about Hosts, the Retreat, venue partners, or other participants. Hosts likewise agree not to publicly disparage you. If either party has concerns, they agree to address them privately first in good faith.

20) Chargebacks; Payment Disputes

- You agree not to initiate chargebacks or payment reversals for any Retreat charges. If you have a dispute, you must contact Hosts in writing and allow a reasonable opportunity to resolve it. A chargeback constitutes a material breach of this Agreement, and you agree to reimburse Hosts for the disputed amount plus any bank/processor fees, collection costs, and reasonable attorney fees incurred to enforce this Agreement.

21) Force Majeure

- Hosts are not liable for changes, delays, relocation, or modifications caused by events outside Hosts' control, including acts of war, major weather, catastrophic events (including wildfire/smoke), government actions, travel shutdowns, venue issues, or disease outbreaks/epidemics/pandemics (including COVID). This includes impacts affecting the Retreat dates October 8–12, 2026. No refunds will be provided.

22) Legal Basics

- **Governing Law:** Wyoming, without conflict-of-law rules.
- **Severability:** If one part is unenforceable, the rest remains effective.
- **Entire Agreement:** This is the complete agreement; changes must be in writing by Hosts.