



Contract for Public Relations and Marketing work for City of Boerne Special Projects

This Agreement is entered into, by and between Permanent Ink Public Relations LLC ("PIPR") whose principal office address is 12906 Hunters Arrow, San Antonio, TX 78230, and the City of Boerne ("Client") whose principal address is 402 E. Blanco, Boerne, Texas, 78006 according to the following terms, conditions, and provisions. For purposes of this Agreement, PIPR and Client may collectively be referred to as "the Parties." Permanent Ink Public Relations is a consulting firm that furnishes communications and brand marketing expertise to companies.

Proposed length of contract is October 1, 2016 through September 30, 2017

SCOPE OF SERVICES:

Permanent Ink Public Relations LLC will provide ongoing public relations, marketing and social media management for the City of Boerne's special projects. Scope of services includes:

- Develop public relations strategies with targeted outreach for the City's special projects as assigned.
- Create targeted media list(s) for ongoing initiatives as well as special events.
- Work as liaison with any partners, etc., to create and maintain communications and enlist their cooperation in promoting campaigns and events.
- Draft, edit, seek approvals and distribute media materials such as press releases and advisories and pitches.
- Work with client to pursue any strategic promotional partnerships.
- Assist with copywriting and editing of all promotional materials such as fliers, brochures, advertisements, scripts, websites, social media sites, etc., to maintain brand consistency.
- Help seek out beneficial advertising arrangements that benefit the City's projects.
- Provide day-to-day management of the following social media channels, including monitoring, content creation, community engagement and advising on additional initiatives for effective communications.
- Outline details of assigned events and post to online and print calendar listings.
- Create and pitch fresh, new and unique story angles to local, regional and national media.
- Schedule and coordinate media interviews, broadcast appearances, phone or radio interviews as needed.
- Provide on-site staff at special events
- Draft scripts and/or speaking points for key spokespeople, and help with any interview preparation as needed.
- Act as clearinghouse for any marketing, advertising, and media related inquiries, as needed.
- Collect press hits/placements and maintain media report.
- Attend client meetings either in person and/or by phone as requested by client.

Consultant Initials ____/Date ____

MANAGEMENT FEES & EXPENSES

Fees outlined in the proposal are for the scope of services defined above. PIPR will charge for any approved out of pocket expenses incurred by PIPR on your behalf. Operational and budget line item expenses are not a part of the project fee and would include: copies, mileage, courier expenses, shipping, and miscellaneous event supplies. Additional charges and/or expenses totaling more than \$50 per month will be submitted for approval prior to being incurred.

The following is an estimate of hours needed to complete the scope of work, and is a maximum billable amount. Should a project require less than the estimated hours, Client will only be billed for actual hours worked. No hours over the proposed amount will be billed without express written approval of the Parties and addendum to this agreement will be created.

Estimated total fees for 12 months of work:

Total 2016-2017 - \$18,000 for 360 hours of work

BILLING TERMS

PIPR provides a detailed invoice outlining hours worked and services provided for that month, on the last weekday of the month. We respectfully request payment be submitted within 15 days of receiving invoice.

TERMINATION

This agreement may be cancelled in writing by either party with 60 days notice. Should Client opt to cancel this agreement through no fault of PIPR, Client agrees to compensate PIPR for the outstanding hours worked and any expenses to the point of termination.

NONDISCLOSURE OF CONFIDENTIAL & PROPRIETARY

PIPR may be provided confidential and proprietary, technical, financial or business information of Client. For example, any Client specifications, drawings, sketches, models, samples, reports, plans, forecasts, current or historical data, computer programs or documentation that is not generally available to the public, and which the Client desires to protect against unrestricted disclosure or competitive use would be considered confidential and proprietary. PIPR shall not disclose any such proprietary information or trade secrets of Client to anyone other than the client's employees, advisors, or representatives with a need to know as approved by Client. All written or photocopied proprietary information will remain the property of the Client and will be returned to the Client upon request. Upon completion of a project, or upon request by a client, whichever comes first, PIPR will return to the Client all tangible forms of proprietary information, including any and all copies, or will destroy them in a manner satisfactory to the Client. PIPR will not publicly announce or disclose participation in a project or disclose to third parties any proprietary information of the Client, without the prior written consent of the Client.

Client's signature below certifies: (i) the information entered on the Agreement is true; and (ii) Client agrees with the provisions of the Agreement, the Terms.

Ronald C. Bowman - City Manager, City of Boerne

Authorized Signature

Name and Title

Date

Kirk Thompson, Permanent Ink Public Relations LLC

Authorized Signature

Name and Title

Date

Consultant Initials ____/Date ____