

shiroma | southwest

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November 15, 2013

**LETTER OF AGREEMENT BETWEEN THE TOWN OF ADDISON
AND SOUTHWEST SPEAKERS BUREAU, INC., D.B.A. SHIROMA/SOUTHWEST, FOR
EVENT PUBLIC RELATIONS AND PUBLICITY**

This Letter confirms the agreement between the Town of Addison (the client) and Southwest Speakers Bureau, Inc., d.b.a., Shiroma/Southwest (the agency):

SERVICES:

Shiroma Southwest will develop and execute public relations and media publicity programs to promote the Town of Addison's events and selected projects:

EVENTS AND PROJECTS ARE AS FOLLOWS:

Out of the Loop
Taste Addison/Fork and Cork
Summer Series
Kaboom Town
Oktoberfest
Special Events Social Media

ANNUAL FEE: The annual fee is \$75,000 with fees allotted proportionately to each event, based on the amount of hours required. The fee will be billed monthly, as follows:

October, 2013-August, 2014: \$6,363.63
September, 2014: \$5,100.00

SPECIAL PROJECT FEE, VITRUVIAN LIGHTS: \$3,500.00

SPECIAL PROJECT FEE, BRANDING LAUNCH: \$3,750.00

SPECIAL PROJECT FEE, BIG D EVENT: \$125.00/hour

If the client elects to add a special project or pilot program beyond the programs mentioned above, an addendum will be drafted to cover the additional agency services required.

EXPENSE REIMBURSEMENT:

Expenses will be billed monthly. Agency will provide the client with a budget of anticipated charges. Client agrees to provide any necessary collateral pieces, if possible, to reduce the need for additional expenses. Agency will be reimbursed for all expenses pertaining to the programs, which may include copies, long distance phone, faxes, postage, printing, messenger services, overnight deliveries, press kit materials and assembly, photo reproduction, print and electronic clipping services, etc. All outside purchases are made only under the authorization of the client and inasmuch, the client agrees to accept full responsibility for all obligations and

holds the agency harmless from all liability and payment of such charges as ordered under the client's authorization.

All amounts are due in Dallas, Dallas County, Texas. Balances that are more than sixty (60) days past due are subject to a finance charge of 1.33% per month (16% annually) or the current amount allowable by law.

This agreement is effective immediately upon signing and shall remain in effect through October 31, 2014.

FOR TOWN OF ADDISON

**FOR SOUTHWEST SPEAKERS BUREAU, INC.
D.B.A. SHIROMA/SOUTHWEST**

BY: _____

BY: _____

ITS: _____

ITS: _____

DATE: _____

DATE: _____