

shiroma | southwest

17311 North Dallas Parkway, Suite 110 Dallas, TX 75248 972-732-6100 info@shirosouthwest.com

October 20, 2014

LETTER OF AGREEMENT BETWEEN ADDISON AND SOUTHWEST SPEAKERS BUREAU, INC., D.B.A. SHIROMA/SOUTHWEST, FOR INTERIM MARKETING MANAGEMENT

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

SERVICES:

Shiroma Southwest will develop and execute interim marketing program management for the City of Addison, Texas.

ESSENTIAL PROGRAM ELEMENTS ARE CURRENTLY DEFINED AS:

- Marketing policy implementation
- Support and implement city manager's office directives
- Interface with mayor/city council, city departments
- Manage, coordinate and implement key city communications including media messaging (all media), communications with residents and businesses, website, advertising,
- Support departments in their direct communications with stakeholders, public
- Support Special Events and Economic Development departments in their marketing/communications
- Monitor, direct and manage brand-sensitive communications
- Edit mayor's newsletter and support other communications as required, from the mayor
- Direct social media messaging
- Implement media buying
- Coordinate and rollout graphic design

Other duties as assigned by City Manager's office.

FEES:

Municipal social media, \$95/hour. Initial estimate, 25 hours/month: **\$2,375**

Marketing management, \$125/hour. Initial estimate, 40 hours/month: **\$5,000**

Total fees for this project not to exceed \$50,000.

Agency is prepared to provide additional service hours, as required and requested by the City Manager's office.

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 insomuch, 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 May 31, 2015.

FOR: CITY OF ADDISON

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

BY: _____

BY: _____

ITS: _____

ITS: _____

DATE: _____

DATE: _____