

To: **NAME OF CLIENT**  
Fr: **PR FIRM**  
Da: **DATE**  
Re: Contract for public relations work

This memo will serve as a contract between **NAME OF PR FIRM** and **NAME OF CLIENT** for work **PR Firm** will complete in order to **briefly describe project**.

This work will begin upon signing of this contract and be completed no later than **state project end date**. During this time period, **PR Firm** will complete the activities outlined in **Attachment A** (Scope of Work).

Upon completion of this work, **PR Firm** will have delivered to **Client** all items described in **Attachment B (Deliverables)**. If **Client** requests **PR Firm** complete additional activities not described in Attachment A or produce deliverables not described in Attachment B, **PR Firm** will propose an addendum to this contract and additional fees may apply.

As part of this contract, **Client** agrees to appoint a point person to this project who will work as **PR Firm's** main contact and coordinate all communications with **PR Firm**. A representative from the **PR Firm** will be a member of the College Goal Sunday Task Force and attend Task Force meetings including the evaluation meeting.

In exchange for services described in Attachment A, **Client** will compensate **PR Firm** a flat fee of **\$XX**. Of this amount, **\$XX** will be due upon signing of this agreement and commencement of work, **\$XX** will be due upon completion of second print piece and **\$XX** will be due upon completion scope of work described in Attachment A and delivery of all items noted in Attachment B. This fee assumes that **PR Firm** will not be required to travel outside of the **PLACE OF TASK FORCE MEETINGS** unless prearranged. If unable to travel to a meeting, the **PR Firm** representative will be expected to take part via conference call.

**PR Firm** will secure advanced approval from **Client** for any single expense not originally agreed upon. All design material, media events and any other public relations or marketing initiatives will require approval from **Client** before printing or scheduling. If printing errors occur after **Client** approves a proof that contained errors, it is the financial responsibility of **Client** for reprinting. If printing errors occur by **PR Firm** or a contractor of **PR Firm** that did not have **Client** approval, it will be the financial responsibility of the **PR Firm** for any corrections needed including reprinting and distributing.

Should **Client** opt to cancel this agreement through no fault of **PR Firm**, **Client** agrees to compensate **PR Firm** for hours worked prior to time of termination or 50 percent of total project fee, whichever amount is greater. If **PR Firm** does not follow the agreed upon contract, **PR Firm** would be at fault and subject to termination before the end of the contract period with no financial compensation responsibility. Should **PR Firm** opt to cancel this agreement before agreed upon services are delivered, any remaining funds will be returned to **Client**.

Additionally, **Client** agrees to work with **PR Firm** to complete this project within the specified timeframe by providing requested information and feedback within a timely manner to keep within the project timeline. If delays on the part of **Client** staff or representatives cause the project to exceed the timeframe described in this contract, additional fees may apply.

**PR Firm** shall treat as confidential all information relating to this project. **PR Firm** shall not, without prior consent of **Client**, use or disclose such information to persons not authorized by **Client** to receive same.

All information and property records pertaining to **Client** are and shall remain the property of **Client**.

**PR Firm** and its designees, and their respective directors, officers, partners, employees, attorneys and agents, shall be indemnified, reimbursed, held harmless and defended from and against any and all claims, demands, causes of action, liabilities, losses and expenses (including, without limitation, the disbursements, expenses and fees of their respective attorneys) that may be imposed upon, incurred by, or asserted against any of them, or any of their respective directors, officers, partners, employees, attorneys or agents, arising out of or related directly or indirectly to this Agreement. This paragraph, insofar as it applies to work undertaken while this agreement is in effect, shall survive the termination of this agreement.

If you accept the terms described herein, please signify your agreement by signing your name below and returning this contract to:

PR FIRM  
Address  
Representative Signature

A signed copy of this agreement will be returned to you for your files. If you have any questions about the terms outlined herein, please contact XXX.

---

I agree to the terms described herein.

\_\_\_\_\_

\_\_\_\_\_

Date

\_\_\_\_\_

\_\_\_\_\_

Date

## ATTACHMENT A: SCOPE OF WORK

Under the terms of the attached contract with **Client**, dated **CONTRACT DATE**, **PR Firm** to complete the following scope of work.

- Describe scope of work
- Describe scope of work
- Describe scope of work

## ATTACHMENT B: DELIVERABLES

Upon completion of the scope of work described in Attachment A, **PR Firm** will have delivered the following items to **Client**:

- List deliverables
- List deliverables
- List deliverables