



### 3i Advertising/PR Graphics Design & Creative Services Agreement

It is hereby agreed upon, by and between the City of North Richland Hills (NRH20), hereinafter referred to as CLIENT and 3i Advertising LLC, hereinafter referred to as AGENCY, the CLIENT will retain AGENCY to provide graphic design and creative services as agreed to by both parties on the 27 day of February, 2017.

1. DESCRIPTION OF SERVICES

- A. The AGENCY will provide graphic design and creative services for items and services related to Client's strategic marketing communications needs in the areas of brand planning as it pertains to communications, promotions, social media and creative development. The AGENCY will also provide monthly social media analytics and reports.

2. FEES AND TERMS

A. Fees

Upon execution of this agreement, the AGENCY will discuss with CLIENT the park's goals and seasonal offerings to develop creative and strategic campaigns. This initial fee will be \$750 or less (based on Agency time) to develop creative concept, taglines and campaigns. Any ads, banners, collateral or items created afterwards will be billed at the hourly rate of \$75.

Broadcast Production rates will include development of script, voiceover talent, sound mixing and a finished produced file.

AGENCY will provide Social Media Analysis and Reporting including development of a monthly content calendar; design of all graphics, copy writing of post comments for Facebook, Twitter and Instagram. The Off-Season (February – April 2017 and October 2017 – April 2018) fee is \$350 per month and the In-Season (May – September 2017) fee is \$700 per month.

The costs of 3rd party apps; royalty free photos; models; or additional talent not covered by base production fees will be billed separately and are not covered under agency fee. CLIENT approval is required in advance for any out of pocket expenses. Royalty free stock photos from the AGENCY library will be provided at no additional cost.

Scope of services will not exceed \$63,000.00.

C. Terms

AGENCY will bill CLIENT on a monthly basis.

3. DURATION

A. This agreement shall commence through September 30, 2017.

4. GENERAL CONDITIONS

A. Upon payment in full to AGENCY, CLIENT shall have rights to the ideas, creative and graphics created under this agreement.

B. This contract can be cancelled by either party CLIENT or AGENCY with 30 days written notice.

IN WITNESS THEREOF, the parties hereby have affixed their hands and seals the day and year first above written.

BY: \_\_\_\_\_

City Representative

NRH2O Family Water Park

9001 Boulevard 26

North Richland Hills, TX 76180

Tina Hatcher

Tina Hatcher, President

3i Advertising LLC

4400 PGA Boulevard, Suite 402

Palm Beach Gardens, Florida 33410

Witness \_\_\_\_\_

Date \_\_\_\_\_

Witness Victoria Guiner

Date 2/3/17