



**ADVERTISING  
PUBLIC RELATIONS**

### **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 full account services including but not limited to media research, negotiation, placement and trade; graphic design and creative services; social media; planning; and promotions as agreed to by both parties on the \_\_\_\_\_ day of \_\_\_\_\_, 2019.

1. DESCRIPTION OF SERVICES A. The AGENCY will provide full agency services from review, planning, promotions, media, graphic design; broadcast and creative production; and account services related to Client's strategic marketing communications needs.

A. Season Review; Budget Review; and 2019 Season Plan

B. Media

- Media meetings for full presentations  
Research, Negotiation and Placement for Traditional and Digital Media
- Added Value, Sponsorships and Trades
- Promotional and marketing ideas for special events and partnerships
- Disperse all necessary materials to media, vendors, printers, etc.
- Ongoing contributions to strategic point-of-views, marketing plans for new initiatives and/or products
- Media Traffic
- Review placement & invoices for overall reach of GRPs, make goods and approval of payment by the city
- Monitor Search, Key Words and Bidding Optimization
- Develop audience for social and digital campaigns & remarketing

C. Social Media

- Create content, graphics and contest/sweeps for social media pages
- Design and develop graphics and videos
- Monitor and respond
- Report on ROI metrics, impressions, engagement and relevancy

#### D. Creative Services & Broadcast Production

- Creative Campaign for Advertising
- Television
- Radio
- Video
- Billboard
- Print/Collateral
- Digital
- Search
- Paid Social Media
- Promotional Items
- Point of Purchase
- E-Blast Campaigns

#### E. Client & Development Services

- Develop and manage creative strategies
- Provide updates on Agency's efforts and resources
- Participate in weekly calls to review performance and project update
- Respond to Client' requests and work with internal teams to provide guidance and support per Client' requests and questions
- Develop and manage project timelines for creative production
- Provide all billing and invoicing issues to City Procurement

## 2. FEES, TERMS & DURATION

- A. Fees. Upon execution of this agreement, the AGENCY fee will not exceed \$250,000.00 for the year from November 2018 through October 2019. In formatting the AGENCY fee, we tried our best to include the costs of 3rd party apps; royalty free photos; models; or additional talent. However, it may be possible that outside talent or production shoots not planned for may not be covered under the agency fee. CLIENT approval will always be required in advance for any out of pocket expenses.
- B. AGENCY will bill CLIENT on a monthly basis.
- C. This agreement shall commence November 26, 2018 through October 31, 2019.

## 3. GENERAL CONDITIONS

- A. AGENCY will be paid on a monthly basis. CLIENT shall have rights to all ideas, graphics and creative from this contract prior to each completed monthly payment.
- B. This contract can be cancelled by either party CLIENT or AGENCY with 30 days written notice.

GENERAL CONDITIONS CONT.

- C. If either side cancels the contract before the end of its term, the CLIENT will have full rights to the ideas, graphics and creative completed and paid for in full prior to cancellation.

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

\_\_\_\_\_  
 Mark Hindman, City Manager  
 City of North Richland Hills  
 4301 City Point Drive  
 North Richland Hills, TX 76180

\_\_\_\_\_  
 Tina Hatcher, President  
 3i Advertising LLC  
 4400 PGA Boulevard, Ste. 402  
 Palm Beach Gardens, Florida 33410

Witness \_\_\_\_\_

Witness \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

NRH Council Action Y / N

Date Approved \_\_\_\_\_

Agenda No. \_\_\_\_\_

Ord / Res No. \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
 Alicia Richardson, City Secretary

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
 Maleshia B. McGinnis, City Attorney