



Proposal Agreement

Client: Town of Munster Indiana

11/15/24 - R1

Title: 12 - Month Public Relations & Community Communications Agreement Page 1 of 5

To: Ms. Patricia Abbott
Town of Munster - Controller / Interim Town Manager
1005 Ridge Road
Munster, Indiana 46321-1899

Ms. Abbott,

The following is a 12-month working agreement for related agency and support services for the Town of Munster. It includes public and media relation services and the Town's brand enhancement and image communications program.

Provide the Following Agency Services to Munster Indiana
12 - Month Public Relations & Community Communications Agreement

I. Community & Town Brand & Image Promotion and Enhancement -

1. Manage existing communication channels to enhance community brand and Image.
 - A. Instagram
 - B. Twitter
2. Create Support Materials Town Brand & Image Promotion and Enhancement -
 - A. Oversee adjustments to existing website -
 - B. Create visual campaign supported w/Photography and Video -
 - C. Create new community theme slogan for community brand uses -

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II. Earned Media Public Relations Campaign -

Prepare Initial 12-month media database distribution licensing and account set-up for transmission of Media Press Releases -

1. Prepare target media demographic database for national distribution to relevant media category criteria:
 - A. Print Media
 - B. Trade Publications
 - C. Radio
 - D. TV Media
 - E. Private Database List for Distribution
2. Write required content & prepare PR Client Template for Press Release database transmissions -

PUBLIC / MEDIA RELATION SERVICES

Agency and Media Public Relation Services

1. Client meetings, project coordination, any / all related interviews, meetings for the Public Relations projects Town of Munster -
2. Write and prepare press releases for client & attorney review and approval -
3. Provide editorial content for client to review, provide edits and approve -

Note: *This project-based proposal, includes copy draft edits. After three edits additional client corrections can be chargeable.*

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4. Interview with client for content creations - client must participate in content and editorial development.
5. Become the press media point-of-contact for media contacts and inquiries, requested additional information and coordinating contact and interviews.
6. Provide facilitator or intermediary role, if any related media inquiries or press conferences might be required or any related press relations.
7. Distribute draft releases for additional approvals per client instructions.
8. Provide facilitator or intermediary role for media and public at any Public Community Events Conferences that might be required.

Note: Any and all creation of related press information materials, press kits, photography, video production, or required print is in addition to this projects budget.

Note: Any additional services and / or fees for provided support of this project not included in this proposal if required will need to be approved by client in advance of invoice.

III. Community Support Photography & Video Services per Scope of Agreement

1. On-Location Photography Support -
 - A. For Social Media Related Services and Posting -
 - B. For Community and Media & Public Relations Events Support -
2. On-location Video Support -
 - A. For Social Media Related Services and Posting -
 - B. For Community and Media & Public Relations Events Support -

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3. Video, Photography and Editing Support -
 - A. For Social Media Related Services and Posting -
 - B. For Community and Media & Public Relations Events Support -
4. Existing Town of Munster website consulting and Suggestions

All of the Agency Creative Services and Public & Media Relations Services above are included in a monthly agency service fee unless of noted exceptions.

Note: Any and all project photography, video or editing required such as Community Video Production or Commercial Level Productions are not included and will be in addition to this budget and will need to be approved by client in advance of start of any such project and invoicing.

12-month Agreement Budget for the above services Total @ \$ 7500.00 per month

Annual Media Database & Distribution License Fee Total @ \$ 2500.00 Annually

IV. Additional PR - Media and Community Support Projects

1. Create 10 sec. Town of Munster brand opening representing agreed image of the Community -

Agency creative services - editing and voice over - Project Total @ \$ 750.00

2. Agency creative and production for (3) min. max - Munster Town Promotional Video for posting on the website and municipal uses -

Agency Creative and Production Services Project Total @ TBD

Note: Client to provide high resolution logo files for Town of Munster in the Following Formats: - JPEG - PDF - A.I. - EPS and PNG Transparent file formats.

See Additional Terms and Agreements on the following page > > >



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General Terms of Agreement

1. **Any retainer billing will be due by the 1st of each month. Project billings are in two (2) parts. Part (1)** - 50% of the total project is due at the acceptance of this project budget. **(Part 2)** – Final 50% - The remaining balance is due net 10 days from the invoice date at the completion of the project including any and all additional fees that might occur.
2. Misc. expenses such as out-of-town travel, mileage, made for client related business or shipping and mailing costs incurred for the client will be billed in addition to any budget.
3. After approvals any and all client corrections, alterations and changes from the original project are chargeable and will be billed in addition to the proposal.
4. Once this proposal is accepted the client is responsible for all creative and production expense incurred up to the point of cancellation and any and all outside charges incurred up to the point of cancellation.
5. Any and all filming, photography needs and photo sessions other than proposed in the original agreement and any changes that result from modeling fees, talent expenses, film expenses or props needed for any of these sessions will be billed in addition to the above budget. Including any additional hourly billings and/or any and all travel costs.
6. Outside purchases **other than proposed** that are not stated in the above proposal, including **TV or Radio media distribution services and print production** expenses are **not** included in this proposal and will be billed in addition to this agreement.
7. All payment and collection of fees or monies due will be based on Indiana Code 5-17-5 the Prompt Payment Law.

I accept this proposal for the above project(s) and I am authorized to enter into business agreements on behalf of my company or organization.

Date

Authorized Agent