

## Sample Marketing Agreement

Date

Name

Company

Address

City/State/Zip

Dear

This letter shall serve as an agreement between \_\_\_\_\_ (CLIENT) and \_\_\_\_\_ (CONSULTANT) governing the provision of professional marketing consulting services for CLIENT by CONSULTANT relative to the promotion of

CONSULTANT shall prepare copy and rough mechanicals (suitable for use by professional typesetting and graphics arts personnel or clerical personnel, as appropriate, to develop camera—ready copy) for the following~

1. A letter to \_\_\_\_\_ seeking their co sponsorship of the seminar;
2. A direct mail brochure for \_\_\_\_\_ designed to obtain registrations for the seminar;
3. Two (2) advertisements for use in \_\_\_\_\_ newspapers and/ or magazines to advertise the seminars for the purpose of obtaining registrations; and

CLIENT shall provide to CONSULTANT data, documents and information in verbal and written form, as required and appropriate, to enable CONSULTANT to successfully complete the above responsibilities.

CONSULTANT shall complete the assigned tasks on a schedule consistent with the responsibilities involved and in accord with CLIENT requirements, as mutually agreed.

CLIENT and CONSULTANT both understand that the promotion of a seminar is a speculative venture and that no assurances can be made as to the effectiveness of the promotional effort relative to number of co sponsors or participants obtained or attending or revenues obtained from such participants.

CONSULTANT shall provide the above-described services for a fee of (\$X,XXX) plus direct expenses for travel and communications, if any, incurred by CONSULTANT. The provision of additional services above and beyond those specified above, if any, that may be requested shall be invoiced at the rate of dollars (\$XXX) per hour.

CONSULTANT shall provide services on an advance retainer arrangement. Under such an

arrangement, CLIENT shall advance sums to CONSULTANT prior to the provision of services and CONSULTANT shall charge against such advance, providing a statement of account not less frequently than twice monthly. Upon conclusion of the consultation, funds advanced and not used shall be returned.

In the event that CLIENT elects to terminate this agreement, CONSULTANT shall provide at least thirty (30) days written notice to CONSULTANT and shall be responsible for any and all costs incurred to date and experienced in the winding down of the project, if any.

If the terms of this agreement meet with your acceptance, please indicate same by signing below in the space provided and return a signed copy of this agreement along with your initial advance retainer deposit.

Sincerely,

Accepted for \_\_\_\_\_

By \_\_\_\_\_

Date \_\_\_\_\_