

ADDENDUM C– ADDITIONAL SERVICES

Per the “Services” section of the contract between Sugerman Communications Group (SCG) and The Accelerated Schools, “...engagement for additional services shall be mutually agreed upon in writing prior to performing those services.”

As of June 11, 2021, The Accelerated Schools is requesting additional communications services from SCG. Those services include drafting messaging materials for parents, faculty, staff, and other priority audiences; developing content for Instagram, LinkedIn and other social media; updating the TAS website; creating marketing/advertising materials; developing presentation materials; identifying media relations opportunities; and providing strategic counsel and crisis support, as needed.

Budget Estimate

Based on our understanding of the scope of work, we are proposing to continue our monthly retainer for professional services in the amount of \$7,500 for July 2021 – June 2021, with an evaluation of needs after that point. Expenses, such as graphic design and video production, are billed separately. This is a highly discounted, non-profit rate.

THE ACCELERATED SCHOOLS

By: _____

Name:

Its:

SUGERMAN COMMUNICATIONS GROUP

By: _____

Name:

Its: