

Services Contract for CAPITAL CAMPAIGN PROJECT SUPPORT Between SPPG, LLC and Theodore Roosevelt High School (TRHS) FOUNDATION

This contract for Capital Campaign Project Support is between TRHS Foundation and SPPG, LLC. The parties agree as follows.

Section 1. Identity of the Parties

- 1.1 SPPG, LLC (State Public Policy Group) is a company organized under the laws of the state of Iowa and authorized to do business in the state of Iowa. SPPG's address is 2910 Westown Parkway, Ste. 302, West Des Moines, Iowa 50266. The contact person for this contract is Jackie Norris.
- 1.2 TRHS Foundation is a non-profit authorized to do business in Iowa. The Foundation address is PO Box 12087, Des Moines, Iowa 50312. The contact person for this contract Rose Green or Kate Mead.

Section 2. Purpose

The parties have entered into this contract for the purpose of SPPG's providing project coordination, social media support, stakeholder engagement and campaign cabinet support.

Section 3. Duration of Contract

The term of this contract shall commence on February 21, 2022 through July 8, 2022 unless terminated earlier in accordance with the Termination Section of this contract.

Section 4. Scope of Services

1. SPPG will provide the following services to TRHS Foundation
 - 1.1. See Exhibit A
2. TRHS Foundation will provide the following:
 - 2.1. Point of contact for TRHS Foundation staff, Foundation board representative and Alumni engagement committee volunteer.
 - 2.2. Branding guide to support Roosevelt for Generations logos and marketing collateral
 - 2.3. Passwords/Access to social media assets
 - 2.4. Regular feedback on questions and action items

Section 5. Compensation

- 5.1 Performance-based fees. TRHS Foundation will pay SPPG \$25,175 for the professional fees to complete the Scope of Services described in Exhibit A.
- 5.2 Expenses.
 - 5.2.1 SPPG will notify TRHS Foundation in advance of incurring the expense (VIDEO/ ADVERTISEMENTS) to obtain the commitment of TRHS Foundation to reimburse SPPG for those expenses.

- 5.3 Billings.
- 5.3.1 SPPG will invoice TRHS Foundation on a monthly basis for contracted performance-based fees.
- 5.3.2 The schedule of billings will be as follows:
- March 31, 2022 (\$6,293.75)
 - April 30, 2022 (\$6,293.75)
 - May 31, 2022 (\$6,293.75)
 - July 8, 2022 (\$6,293.75)
- 5.4 Payment. TRHS Foundation will remit payment to SPPG for professional fees and expenses within 30 days of date of invoice.

Section 6. Termination

This contract may be terminated by either party with 30 days written notice. Following termination upon notice, SPPG shall be entitled to compensation, upon submission of invoices and proper proof of claim, for services provided under this contract up to and including the date of termination.

Section 7. Contract Administration

7.1 Amendments.

7.1.1 This contract may be amended in writing from time to time by mutual consent of the parties.

7.1.2 All amendments to this contract must be in writing and fully executed by the parties.

7.2 Governing Law/ Attorney Fees and Expenses.

7.2.1 This contract shall be governed by and construed in accordance with the laws of the State of Iowa. This contract shall be deemed to have been negotiated and entered into in Polk County, Iowa.

7.2.2 In the event of any claims, disputes or litigation arising from this contract, the prevailing party shall be entitled to recover reasonable attorneys' fees, court costs and/or other expenses incurred in connection with such claims, disputes, or litigation.

7.3 Waiver of Jury Trial/ Venue.

7.3.1 Each of the parties to this contract hereby waives the right to trial by a jury of any matters arising out of this contract.

7.3.2 Each of the parties to this contract agrees that in the event any party to this contract commences an action to enforce the terms of this contract or for breach of this contract, such action shall be venued in the Iowa District Court in and for Polk County, Des Moines, Iowa.

Section 8. Confidentiality of Data

8.1 Access to Confidential Data.

The parties' employees, agents, and subcontractors may have access to confidential data maintained by the either party to the extent necessary to carry out its responsibilities under the contract. The parties shall presume that all information received pursuant to this contract is confidential unless otherwise designated by the party providing the information.

8.2 No Dissemination of Confidential Data.

No confidential data collected, maintained, or used in the course of performance of the contract shall be disseminated by either party except as authorized by law and with the written consent of the other party, either during the period of the contract or thereafter.

Any data supplied to or created by either party shall be considered the property of that party supplying or creating the data. The parties must return any and all data collected, maintained, created or used in the course of the performance of the contract in whatever form it is maintained promptly at the request of the other party.

8.4 Survives Termination.

The parties' obligation under this contract shall not survive termination of this contract.

Section 9. Execution

In consideration of the above conditions and terms, the parties agree to enter into and execute this contract.

SPPG, LLC

TRHS Foundation

(signature)

(signature)

(print name & title)

(print name & title)

(date)

(date)

EXHIBIT A: SERVICES

1. General project coordination
 - a. Weekly communication via email, call or meeting with TRHS Foundation POC(s) and Tri Chairs
 - b. Action item tracking
 - c. Additional projects as identified by TRHS Foundation POC(s)
2. Social Media Campaign
 - a. Facilitate/Finalize strategy conversation with key volunteers
 - b. Create social media content calendar (March 1 – June 30)
 - c. Create social media tool kit Cabinet/Foundation/Volunteers
 - d. Social Media Post Creation (content, graphic)
 - e. Social Media Post Scheduling
 - f. Social media analytics reporting
 - g. Social Media Monitoring (responding to comments, questions)
 - h. Facebook Ad Buying
 - i. Video Integration
 - j. Video Project Management
3. Alumni/Class/Feeder School Challenge
 - a. Facilitate/Finalize challenge campaign plan
 - b. Identify volunteers to execute challenge in partnership with TRHS POC(s) and Tri Chairs
 - c. Create/Distribute Handout
 - d. Regular communication/coordination with TRHS POC(s) and Tri Chairs
 - e. Other duties as assigned
4. Cabinet Coordination
 - a. Project manage/support donor calls and meetings
 - b. Monthly Email
 - c. Monthly cabinet call recording and action item tracking
 - d. Other duties as assigned

Public Campaign Costs

Social Media Campaign/Assets	Est. 180 Hours
Alumni/Class/Feeder School Challenge	Est. 30 Hours (Startup 10 Hours, Weekly 1 hour a week)
Project Management Fee	Est. 55 Hours (Weekly 2 hours a week, 3 meetings x 5 hours)

Total: Est. 265 Hours @ \$95 per hour (\$25,175)

Hard Costs (Estimates - In Addition. With Approval)

Video	\$2,000 – 3,000
Facebook Ads	\$1,000 – 2,000