

CONTRACT FOR SERVICES

THIS CONTRACT FOR SERVICES is made and entered into on this 4th day of August 2020, by and between Global Outreach Charter Academy (“Organization”) and Armstrong and Associates, Limited (“Public Relations Services”). Within the terms of this agreement, Global Outreach Charter Academy, will be referred to as (“Organization”) and Armstrong and Associates Limited will be referred to as (“Public Relations Services”).

CONTRACT TERM

The duration of this contract shall be for a period of 12 months, commencing on 8/4/2020 and terminating on 6/30/2021.

STATEMENT OF WORK

Public Relations Services are responsible for conducting the following services:

Public Relations Services

- Researching for ongoing partnership opportunities to raise awareness for the school and its activities
- Partnership development and contract negotiations with school’s potential partners
- Communicating with potential and existing partners via e-mails, phone calls, and personal meetings to enhance collaboration and donor opportunities
- Developing marketing strategy, defining objectives, targets, time frames, managing workflow of activities
- Collaborate with internal teams (Operations, Development, etc) and maintain open communication with senior management
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Seek opportunities for partnerships, sponsorships and advertising
- Track media coverage and follow industry trends
- Plan and direct public relations programs designed to create and maintain a favorable public image for Global Outreach Charter Academy
- Recommend website design to increase traffic and attract partners
- Serve as a consultant to Global Foundation opening plans
- Analyze media trends to promote Global Outreach Charter Academy and Global Outreach Foundation

- Implement successful media platform and maintain contact with prospective partners
- Conduct research and analyze public opinion
- Perform other duties on as needed basis by Global Outreach Charter Academy's management

OWNERSHIP OF DOCUMENTS AND RECORDS

All original and final plans, proposals, and any other documents prepared or developed by the Public Relations Consultant shall, upon the Organization tendering of all amounts payable hereunder, become the exclusive property of the Organization.

REMUNERATION


The Organization hereby agrees to pay Public Relations Services annual fee of \$40,000 (equally divided by twelve months and paid out on the 15th day of each month).

TERMINATION

This Agreement is entered into by both parties voluntarily and may be terminated at any time upon 30 days' written notice without cause or penalty by either party.

ORGANIZATION

BY: Global Outreach Charter Academy

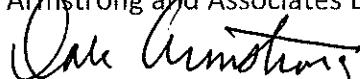
DocuSigned by:

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TITLE: GOCA's chairperson of the Board

DATE: 8/4/2020

Public Relations Services

BY: Armstrong and Associates Limited



DATE: 8-13-2020