



Sponsorship Development Agreement

April 19, 2011

City of Pflugerville
Terri Waggoner

Client contact name: Terri Waggoner

Business name: City of Pflugerville

Address: 100 E Main Street

City/State/Country/Postal Code: Pflugerville, TX 78691 USA

Phone/Email/Fax: 512-990-6115 / terriw@cityofpflugerville.com

PROJECT DESCRIPTION: *Sponsorship Development Package for the City of Pflugerville festivals:
July: Firecracker Pfest, November ChiliPhest, Holiday Stroll & Car Show (combined)*

Sponsorship Program Components and Activities:

- Develop integrated Program Package
- Conceive Options/Benefits/Levels and Pricing
- Sales and Recruitment - Canvass and qualify potential sponsors
- Negotiate contracts
- Acquire sponsor partners
- Manage long-term partner relationships
- Manage Fulfillment

Fee Structure:

The proposed fees include any and all sponsorship development activities.

Fee structure presented assumes that this proposal in its entirety is accepted. Stand-alone fees can be calculated. STRIKER will bill sponsors for entire fee and remit to the City of Pflugerville as outlined below.

Length of Contract: 3 years Start Date: tbd

Fee Structure: Year 1 - 3 STRIKER will retain 50% of sponsorship revenue developed,
returning 50% to the City of Pflugerville

Any materials and or database/contact information that is obtained relative to the business development of the City of Pflugerville will be given to a City of Pflugerville representative at the completion of this contract.

- continued next page -



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ACCEPTANCE OF AGREEMENT:

The above prices, specifications and conditions are hereby accepted. STRIKER COMMUNICATIONS is authorized to execute the project as outlined in this agreement. Payment will be made as proposed above.

For The City Of Pflugerville:

Terri Waggoner

Date:

For STRIKER Communications:



Victoria Osborne
Owner / Partner

4/19/2011

Date: