

MARKETING SERVICES AGREEMENT

*** DRAFT - UNSIGNED ***

This Agreement is entered into between:

- Contoso Corporation ('Client')
- Wayne Marketing Services LLC ('Agency')

Effective Date: TBD - PENDING EXECUTION

Term: Proposed: 1 year

1. SERVICES

Agency shall provide marketing consulting, brand strategy, and market research services as outlined in Exhibit A (to be attached).

2. PROPOSED FEE STRUCTURE

2.1 Consulting Services:

- Senior Strategist: \$250.00/hour
- Market Analyst: \$175.00/hour
- Creative Director: \$225.00/hour

2.2 Project-Based Work:

- Market Research Report: \$3,500 (standard)
- Brand Strategy Package: \$15,000-\$25,000
- Campaign Development: Custom quote

*** RATES SUBJECT TO NEGOTIATION ***

3. PAYMENT TERMS (PROPOSED)

3.1 Retainer option: \$5,000/month for priority access

3.2 Project work: 50% upfront, 50% on delivery

3.3 Hourly work: Net 30 from invoice

4. STATUS

*** THIS AGREEMENT HAS NOT BEEN EXECUTED ***

Negotiation Status:

- Initial discussions: November 2025
- Legal review: Pending (as of Dec 5, 2025)
- Client contact: Sarah Chen, Marketing Director
- Outstanding items:
 - * Rate negotiation (Client requested 10% reduction)
 - * IP ownership clause needs revision
 - * Insurance requirements to be confirmed

IMPORTANT NOTICE

This document is a DRAFT for discussion purposes only.
No services should be rendered until this agreement is fully executed.
Any work performed without a signed agreement is at Agency's risk.

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