

February 4, 2024

**Encore Funding**

30100 Chagrin Blvd #350  
Pepper Pike, OH 44124

**Subject: Letter Agreement Between GovconEDU and Encore Funding**

Dear Joel Adelman,

This Letter Agreement (the "Agreement") is made and entered into as of **February 11** by and between **GovconEDU**, represented by its President **Eric Coffie** ("GovconEDU"), and **Encore Funding** ("Encore"). The parties agree as follows:

**1. Investment**

Encore agrees to invest **\$48,000** in exchange for the following strategic partnership rights and benefits provided across GovconEDU's platforms (YouTube, Federal Help Center, Podcast, Email list, social media, etc.). GovconEDU will be responsible for all production necessary to support this agreement.

**2. GovconEDU to provide the following rights and benefits to Encore Funding:**

**Strategic Planning** - Eric Coffie will attend a strategic planning session at Encore's headquarters to plan the quarterly fulfillment programs.

**Exclusivity** – Encore funding will be the exclusive alternative lending, (defined as: accounts receivable, asset-based lending, factoring company) affiliated with and working in a strategic partnership with GovconEDU.

**Production** - GovconEDU will be responsible for all production necessary to support the strategic partnership rights and benefits program.

**Content for Gov.Encore-funding.com** – GovconEDU will be responsible for providing video and articles of interest to Encore Funding for Gov.Encore-Funding.com on a timely basis, mutually agreed upon by both Encore and GovConEDU.

**Summary Recap – Proof of performance** – GovconEDU to provide a summary recap of the strategic partnership impact (impressions, views, shares) after the first six months.

**Secured Contact Information** – All contact lists derived from any social media event such as webinars, virtual events etc. will be provided to Encore Funding for cultivating prospects.

### **3. Social Media and Content Fulfillment**

#### **YouTube Channel**

- 2 fully sponsored videos per month (24 per year)
- Logo placement in all video intros
- Sponsor mentioned in all video descriptions.

#### **YouTube Webinar Series**

- 4 custom videos per annum
- Titles and themes related to popular topics.

#### **GovCon Giants Podcast**

- 1 fully sponsored episode per month (12 per year)
- 30-second ad spot in all other episodes

#### **Federal Help Center**

- Exclusive "Presented by" branding on community platform.
- 2 sponsored webinars or workshops per month
- Permanent banner ad on community homepage

#### **Email Marketing**

- 1 dedicated email blast per month
- Logo placement in weekly newsletter

#### **Eric Coffie Personal LinkedIn**

- 2 sponsored posts per month
- Mention in 1 LinkedIn article per month

#### **Cross-Platform Benefits**

- Social media promotion across all channels (4 posts per month)
- Monthly co-created content piece

#### **Virtual Event Benefits**

- Title sponsorship for 2 virtual events per year
- Brand recognition among GovCon colleagues

## **GCG Summit Sponsorship**

- 4 tickets to all events
- Major sponsor recognition
- Exhibitor booth
- Workshop speaker opportunity
- Signage at the main conference
- Email blast to attendees.
- Full-page ad in the conference program
- Encore rack card table display.
- Interview with Eric Coffie

## **Co-Created Events:**

Encore will have the right to co- create a target market special event to be hosted by GovconEDU and Encore Funding. This event will be funded separately by both parties under a separate letter of agreement. This event may be hosted at a conference or as a standalone event for a mutually beneficial target market.

## **4. Encore Funding to provide the following rights and benefits:**

- GovConEDU logo listed on website as a preferred partner with descriptive paragraph and link to Gov.Encore-funding.com website.
- Encore Funding guest speakers for content relative to alternate lending.

## **5. Broker Agreement**

Encore agrees to pay GovconEDU for any direct referral from a team member associated with GovconEDU, GovCon Giants, AlchemyGov, or other affiliated companies a **10% commission** on all referrals that result in successful funding agreements with Encore. This applies only to direct referrals and excludes referrals originating from marketing campaigns.

## **6. Term and Termination**

This Agreement will commence on **February 11** and remain in effect for one (1) year unless terminated earlier by mutual agreement. Either party may cancel after **six (6) months** for non-performance.

## **7. Payment Terms**

Encore agrees to pay the investment amount in equal monthly installments of \$4,000 over the term of the Agreement. Payments shall be made on the first business day of each month.

## **8. Confidentiality**

Both parties agree to maintain the confidentiality of any proprietary or sensitive information shared during the term of this Agreement.

## **9. Governing Law**

This Agreement shall be governed by and construed in accordance with the laws of **Florida**, without regard to its conflict of law principles.

If the terms outlined above are acceptable, please sign and return a copy of this Agreement by 2/14/2024.

Sincerely,

**Eric Coffie,**

President, GovconEDU  
**eric@govcongiants.com**  
**786-208-2071**

**Acknowledged and Agreed:**

**Encore Funding**

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_