

March 4, 2024

Encore Funding II, LLC
30100 Chagrin Blvd #350
Pepper Pike, OH 44124

Subject: Letter Agreement Between GovconEDU and Encore Funding

Dear [Recipient's Name],

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

1. Investment

Encore agrees to invest **\$48,000** in exchange for the following sponsorship and promotional benefits across GovconEDU's platforms (YouTube, Federal Help Center, Podcast, Email list, Social media, etc.).

2. Sponsorship Benefits

YouTube Channel

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

YouTube Webinar Series

- 5 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 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

3. 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.

4. Payment Terms

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

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. Confidentiality

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

7. 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, LLC
eric@govcongiants.com
786-208-2071

Acknowledged and Agreed:

Encore Funding II, LLC
By: _____
Title: _____
Date: _____