



June 1, 2025

Sean Kennedy
UEZ Director
Mount Holly Township
23 Washington Street
Mount Holly, NJ 08060

Letter of Agreement: *Public Relations Consultant 2025-2026*

Dear Sean:

On behalf of Thomas/Boyd Communications (TBC), I am pleased to present the following Letter of Agreement to provide public relations services to the Township of Mount Holly, as outlined in detail in the 2025 Notice of Request for Qualifications/Request for Proposals for Public Relations Consultant and our RFQ response document, dated June 1, 2025.

Scope of Work:

TBC will handle all public relations services required by Mount Holly Township, including, but not limited to working with administration to moderate website and social media posts, produce press releases, attend special events, produce the Township newsletter and more, as outlined in the RFQ.

Additionally, Mount Holly Township may call upon TBC for any of the following core services as part of our contract:

- **Strategic Communications** – developing strategic messages, identifying target audiences and executing an array of tactics to produce desired results for both internal and external communications.
- **Public Relations** – establishing clients as leaders in their industry by: identifying and packaging story angles, developing engaging press releases and materials, creating media opportunities using special events and strategic partnerships, pitching traditional media and online sources, raising awareness and educating stakeholders to communicate our clients' messages.

- **Media Relations** – working closely with print and electronic media throughout the region to secure placements for our clients on an ongoing basis, analyzing a story idea and its potential for publicity, as well as identifying and assessing issues to consider when dealing with the current media outlets in the region and across the nation.
- **Content Development** – From magazine and newsletter articles to brochures, direct marketing pieces, blogs and website copywriting, TBC composes effective, audience-specific copy that evokes emotion and inspires action across multiple platforms.
- **Special Events** – planning, coordinating and executing innovative special events of all sizes and scopes that not only reflect the character and goals of our clients, but also garner media attention and attract community participation, such as grand openings, ribbon cuttings and dedications.
- **Digital & Social Media** – utilizing social media, websites and digital advertising to finely target, communicate and engage with audiences directly. We work with our clients to develop messaging, organize content, and ensure their digital footprint is appealing.
- **Crisis Communications** – developing swift, yet comprehensive plans of action and disseminating key information in a timely and strategic manner in order to take control of situations that have the potential to escalate quickly for clients.
- **Marketing & Advertising** – developing comprehensive branding and re-branding campaigns by assisting in the development of the initial concept and producing strategic print, outdoor and digital initiatives (newspaper ads, billboards, direct mail, radio spots, online banners, websites and more) and maximizing ad dollars by matching the right message with the best advertising outlet.

Duration:

Contract terms will be for one (1) year from the contract date – June 1, 2025 to June 1, 2026. TBC agrees to commence work within five (5) days of the full execution of this agreement.

Staffing:

Lauren Schiavo will serve as primary lead on this account, in the role of manager and offering strategic communications counsel on a day-to-day basis. Liz Thomas will be consulted on an “as needed” basis for crisis communications. Additional TBC staff member(s) will be pulled in to support senior staff members and manage daily assignments, manage/execute projects and staff events, as needed.

Budget & Billing:

The Township agrees to pay TBC a monthly retainer in the amount of \$4,000 per month, at a reduced, blended hourly rate of \$160 per hour. TBC shall work approximately 25 hours per month to achieve the services outlined in this agreement – these hours include staffing meetings, events, phone consultations and assignment work.

Electronic invoices will be generated and sent on the first of the month. Payment terms are 30 days from the date of the invoice.

The monthly retainer does not include outside expenses related to the production and printing of materials or the design of paid advertising campaigns (if needed). If those services are required, TBC will engage the services of a third-party vendor and provide the Township with a written estimate. No work will be started without written Township approval. Every effort will be made to secure the services of a local vendor who is recognized for producing materials at competitive, cost-effective rates.

Should the Township require additional time from Thomas/Boyd outside of the 25 hours of work included in the monthly retainer, we will charge the blended hourly rate of \$160 per hour for each additional hour of work. We will give ample notification to the Township in advance of hitting the 25 hour per month cap, and will receive Township approval before continuing any work beyond the cap.

If any additional project work, special events or assignments are received from the Township that are anticipated to exceed the 25 hours per month retainer cap, TBC will submit an estimate of the time it will take to complete the new proposed work and estimated fee for services rendered and only proceed with Township approval.

Terms:

Either party may cancel this contract with 30-days written notice. TBC agrees to keep all Mount Holly Township matters confidential unless approved otherwise by the client. TBC further agrees to return any documents or other materials provided by the client to the firm during the term of representation.

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Thank you for the opportunity to work with the Township of Mount Holly and for choosing TBC for your communications needs.

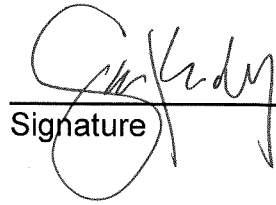
Please review this Letter of Agreement and contact me at 856-296-7347 if you have any questions. Should the terms be acceptable to you, please affix your signature, add a date and e-mail the signed agreement to me at lauren@thomasboyd.com.

I look forward to hearing back from you soon.

Regards,



Lauren Schiavo
Vice President/Partner
Thomas/Boyd Communications
June 1, 2025



Signature

Date