

15 February 2016

**HON. BRYAN “BK” KUA**

Through the Office of

**HON. BELEN F. FERNANDEZ**

Mayor

City of Dagupan, Philippines

Dear Mayor FERNANDEZ and Brgy. Captain KUA:

Thank you for the opportunity to once again offer our campaign management, election planning, voter engagement, and integrated logistics services to your good office. Based on our preliminary meetings (and having had the pleasure of working with your team), we are pleased to submit our proposal for the **Vice Mayoralty bid of Hon. Bryan “BK” Kua** in the upcoming midterm elections.

## **I. OUR SERVICES**

1. Provide regular counselling and direction-setting services in order to establish the overall strategy of the campaign. This includes Formulating and implementing a sustained program to generate awareness, appreciation, and ultimately, voting intent among your constituents. Corollary to this is creating favorable climates for the candidate, her entire image, reputation, and platform of governance.
2. Assign a dedicated, top-of-the-line TEST (Tactical Election Strike Team) composed of seasoned veterans and proven performers, under the direct supervision of the undersigned. The four-man TEST shall be composed of:
  - One (1) GC (Ground Commander)
  - Five (3) Community Organizers/ Logistics
  - TOTAL = 4 TEST members

The TEST shall be stationed in Dagupan in order to ensure comprehensive operations. In order to guarantee that weekly objectives are attained, the GC and/ or TEST shall conduct twice a week assessments and perform hands-on management of the entire campaign machinery.

3. Offer creative consultancy services for any above-the-line advertising and/or promotional efforts relevant to the campaign (including tri-media, digital media, social media, and mobile media).
4. Initiate covert operations as needed.



**AGENTS INT'L INC.**

The Public Relations Company

5. Assist in writing and/or editing news stories, column feeds, feature write-ups, photo caption releases, and/or broadcast items and have these published and/or aired in the appropriate media.

## **II. SERVICE FEES**

Agency fees for the services outlined above are equivalent to the sum of (NET AMOUNT) One Hundred Fifty Thousand Pesos (PhP 150,000.00) per month, on a monthly retainer basis.

***This amount does not cover housing, meals, logistics, transportation, and communication allowances of the TEST, which shall be provided for by the candidate and her team.***

A mobilization fund of two (2) months retainer (PhP 300,000) shall be required as an advance payment, upon signing the contract.

Once the candidate has been confirmed as the winning Vice Mayor of Dagupan City, the Agency shall likewise charge a "success bonus" of (NET AMOUNT) PhP 150,000.00, payable on or before May 31, 2016.

## **III. DURATION OF THE CONTRACT**

This contract will cover the period of August 1, 2015 to May 31, 2016.

Should you approve the terms and conditions in this letter-contract, kindly sign on the Conforme space.

Very truly yours,

  
**ANGELO S. GERMAN**

Conforme:

**BELEN F. FERNANDEZ**