

LETTER OF AGREEMENT

DATE: February 6, 2023
FROM: Christine Reimert
CLIENT: Reach Cyber Charter School
DESCRIPTION: Public Relations Professional Services for February – April 2023

Overview

Devine + Partners will continue to support Reach Cyber Charter School with media relations outreach through its transition period from Connections Academy. This Letter of Agreement is for the months February – April 2023. If Pearson should determine that it will not fund public relations support for graduation work in May and June, this agreement can be amended to cover those months as well. (Note: As of June 2023, Devine + Partners and Reach Cyber will put into place a new annual contract based on Reach’s needs in the areas of media relations, social media, and advertising.)

Account Team

Reach Cyber Charter School will be supported by the following D+P team: Christine Reimert, Executive Vice President; Alyssa Zinar, Account Supervisor; and Mylin Batipps Jr., Senior Account Executive.

Investment

Based on our experience and the precedent of working with Reach since 2016, D+P estimates a retainer fee of \$6,000/month for February 2023 through April 2023, to prepare, manage and execute media relations for Reach Cyber. This fee covers our professional time. Out-of-pockets expenses are additional and billed directly to the client.

Approved by:

Devine + Partners

2/6/23

Christine Reimert
Executive Vice President

Date

Reach Cyber Charter School

Jane Swan
Reach Cyber Charter School CEO

Date