

## The Northway Group Client Agreement

**The Northway Group** is committed to understanding our clients' unique needs. The agency focus is based upon The Northway Group's desire to "deliver more than expected sooner than expected."

### Compensation and Terms of Commitment

#### I. Compensation:

Because we are a non-profit, student run, advertising agency called "The Northway Group" we do not charge for our services. However, we do ask that you consider the following requests:

- A. To provide a copy of each item published for our individual portfolios.
- B. A recommendation letter with company logo, signed by the client for each agency member. The letter describes your experience with The Northway Group. Did we satisfy your needs? Did our designs represent the message your company/organization was trying to portray? Was our design what you wanted? Would you recommend us to your fellow colleagues?
- C. If you are happy with our services, consider giving a donation to The Northway Group to help cover the cost of supplies. A typical donation ranges from \$50-\$150, dependent on the amount of work.

#### II. Term of Commitment:

The "term of commitment" Shall be until the agreed upon work is completed or within the time frame specified during client/agency meetings. Clients wishing to "update" their print or web designs will need to reapply at the beginning of the new semester as a new client. Printing, hosting and updating are the responsibility of the client.

#### III. Public use of name and work

A benefit of The Northway Group, is it allows students the opportunity to showcase work for real-life clients. It also gives The Northway Group the chance to share this work with the public to help gain interest of future clients. By signing this agreement, you also agree that:

- A. Students may use the designs in their personal portfolio (print and online), regardless if it was the design chosen by the client.
- B. The Northway Group may share client's design, but will only do so once client has officially started using the designs for their own use.

Contact Name \_\_\_\_\_ E-mail \_\_\_\_\_

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

AE Signature \_\_\_\_\_ Date \_\_\_\_\_