

LEXINGTON POLICE DEPARTMENT SERVICE AGREEMENT

This Services Agreement ("Agreement") is entered into this the 28th day of May, 2015, by and between Bullhorn LLC, a Kentucky Limited Liability Company, with a business address of 804 N. Limestone, Lexington, KY 40505 ("Bullhorn") and the Lexington Fayette Urban County Government ("LFUCG") on behalf of the Lexington Police Department, with an address of 150 East Main St. Lexington, KY 40507 ("LPD").

WHEREAS, Bullhorn is a company in the business of developing creative design and content for branding, websites, video, and other similar marketing materials; and

WHEREAS, LPD is a Police Department, serving the community of Lexington KY; and

WHEREAS, the Parties desire to enter into a business relationship where Bullhorn crafts recruitment collateral for LPD, with subsequent initiatives to follow;

THEREFORE, in consideration of the foregoing and of the mutual covenants contained herein, Bullhorn and LPD hereby agree as follows:

SCOPE OF WORK

Bullhorn will provide the following services to design strategic messaging and marketing materials, including social media and promotional materials, for the LPD recruitment initiative. These new materials, or "brand collateral," will be ready for use in all existing brand applications, including, but not limited to, social media, websites, advertisements, marketing collateral, press releases, recruiting fairs, and presentations. Bullhorn will undergo a thorough identity design process, as described below, to create specific, poignant, and targeted materials that will service LPD's immediate recruitment needs.

IDENTITY DESIGN

Our identity design process is simple and collaborative. Simplicity ensures efficiency and keeps our energy focused on strategy, creativity, and powerful design. Collaboration ensures that our work reflects your core values and instills confidence. We begin with research and work with our clients to understand what works for them and what doesn't.

Bullhorn

1111 UNIVERSITY BLVD
LEXINGTON, KY 40505

1000 EASTLAND WAY
LEXINGTON, KY 40502

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Then, in close consultation with our clients, we begin designing the identity. Finally, we'll design basic collateral showcasing LPD's recruitment initiative. This will provide a foundation for the future, as described in the Recommended Next Steps below. We'll create the recruitment materials by undergoing the following:

Research and Strategy Development

Understanding the LPD world is critical to developing a successful design strategy. Once that understanding is established, Bullhorn will begin to craft designs and messages that subvert the expected, avoid clichés, and – above all – energize core values. During this phase, we will:

- + Conduct exploratory meetings or participate in “ride-alongs” with the LPD to understand the department's strategy, perspective, brand nuances, competitive landscape, value proposition, and audience profiles.
- + Conduct external research to deepen the understanding of the law enforcement landscape and further define LPD's unique position and audience profiles.
- + Research all promotional and distributional options available to LPD (i.e. existing brochures, marketing materials, recruitment events, social media profiles, billboards, department website, etc.).
- + Present our findings and recommended strategy for the design elements that will shape the LPD recruitment initiative.

Messaging and Design

This is where things come to life. In this phase, our creative team begins to build a foundation of color, imagery, typography, and verbal messaging that leverage research and strategy. During the design phase, we will:

- + Transform abstract creative strategy into concrete design concepts.
- + Determine voice, language, and appropriate messaging (taglines, marketing collateral, etc.).
- + Solidify list of necessary collateral and identity tone, based on feedback from key decision-makers at LPD.
- + Review findings from Research.
- + Design recruiting collateral (i.e. brochures, recruiting event layout, presentation template, social media fodder, etc.) based on the agreed-to recruitment strategy and upon approval by the Chief of Police or his designee.
- + Consult on brand launch strategies (i.e. digital strategy, recruiting events, community events, marketing material production, etc.)

USAGE

Use of materials outside of agreement is prohibited unless agreed upon by both parties.



COMPENSATION

LPD shall pay to Bullhorn a total fee nineteen thousand and five hundred (\$19,500) for the work noted in this service agreement. Unless either Party terminates this Agreement, payment of the fixed project fee shall be as follows:


TIMING - 3 MONTHS

Payments are due monthly. The first payment of \$6,500 is due with the signed contract with two (2) subsequent monthly payments of \$6,500 to follow.

STANDARD TERMS AND CONDITIONS

The attached Terms and Conditions shall apply to and are incorporated in this Agreement. If the Parties enter into subsequent Services Agreements, the attached Terms and Conditions are intended to serve as a master set of terms and conditions, which shall govern the general relationship between the parties.

AGREED BY:

Bullhorn LLC
By: 
WILL JONES

LFUCG
By: _____
MAYOR JIM GRAY