

# PARTNERING WITH THE **NARRATIVE** PROJECT

We don't have clients at The Narrative Project. We have partners.

Traditional consulting relationships are far too transactional. They don't require the agency to understand the client's audiences or stakeholders at a basic level; and they don't necessitate developing a true relationship of any kind.

We seek to change that.

When we sign on with a new partner, it's after careful consideration into whether their goals and missions align with ours. Since we're committed to forging a just world for every story and experience, we only sign on with organizations whose missions, if realized, will support the creation of that world.

By developing a partnership model, we're holding ourselves accountable to developing true relationships with staff, external stakeholders, and the broader community supported by our partners' work. We believe that developing messages that resonate with diverse communities requires understanding them at their core. And as Connecticut's only anti-racist and social justice communications agency, we're committed to understanding, collaborating, and developing authentic relationships with the communities our partners serve.

After all, the partnership isn't about the transaction between the agency and the partner. It's about furthering our partners' missions in service of a greater good.

Here's what you can expect from our partnership:

**CONSISTENT  
COMMUNICATION**



**HONESTY &  
INTEGRITY**



**ANTI-RACIST &  
SOCIAL JUSTICE LENS**



**HIGH QUALITY DESIGNS  
WITH 14 DAY NOTICE**



**24-48HR  
REVISIONS**



**REGULAR  
STRATEGY SESSIONS**



**COMMUNICATED  
LIMITATIONS**



**EXPERIENCE &  
EXPERTISE**



As a mission-driven communications agency, we're dedicated to rewriting the standard for consulting. For us, that starts with setting clear expectations and meeting them. Each of our partnerships is going to be slightly different from the next, and that's okay. To ensure the highest standards in two-way dialogic communication, we will have to adjust to meet the unique needs of each of our partners.

## TIMELINES AND EXPECTATIONS

Category	Timeline
Partner Meetings	Weekly/Monthly*
Monthly Strategy Meetings	Once Per Month (On or around the 15th)
Graphic Design and Major Projects	14-Day Turnaround Minimum
Single Asset Design	48-72 Hour Turnaround
Design Revisions	24-48 Hour Turnaround
Video Production	Varies*
Response Time	24-Hour Maximum

\*Date May Vary

## GUARANTEES AND EXPECTATIONS



### FACE TIME

Each of our partners can expect to have access to their account manager with reasonable frequency, and access to TNP's principal by request and/or during strategy meetings as outlined in partner contracts. Providing regular availability to our partners is very important to us. Account managers do, however, have the discretion to schedule their time between accounts as it is needed to meet all of the goals and needs of all our partners. As such, we may postpone, reschedule, or refuse an unscheduled call to prioritize deadlines and deliverables. In the event this occurs, we will follow up via email and make every effort to reconnect.



### ATTENTIVENESS

We don't believe in "out of sight, out of mind." Even when we're not in regular communication, we're consistently working to further your mission and support your goals. We scan media outlets and social media conversations to see how your organization is being discussed. We consistently pursue opportunities for your organization to be established as a leader in your field.



### ALIGNMENT

Nothing about you, without you.

That's how we work to support your mission. At The Narrative Project, we're committed to getting it right – the first time. That's why we use our partner meetings to achieve alignment on strategy and tactics prior to our staff operating on your behalf. Pivotal to the success of our partnership is ensuring alignment in mission, in approach, and in the selected communications strategy. Whether it's working to fully capture your voice, or to ensure we're taking the appropriate steps to authentically engage your public, we're committed to keeping you in the loop, every step of the way.



### RESULTS

While we can't really guarantee results, we can kind of guarantee results. Once we align on the ideal strategy, our team will move forward with everything we can to ensure success for your organization. We are an agency with a proven track record for success and we're committed to doing everything we can to help our partners thrive and realize their missions.

## HOLIDAYS AND OFFICE CLOSURES

The Narrative Project observes the following holidays:

New Year's Day | Martin Luther King Day | President's Day | Memorial Day | Independence Day | Labor Day | Indigenous Peoples' Day | Veteran's Day | Thanksgiving Recess (Thanksgiving Day - the Day After Thanksgiving) | Christmas Recess (Christmas Eve - New Years Eve)

# IMPORTANT DATES AND DEADLINES

Category (if applicable)	Date
Launch Monthly Strategy	First Week of the Month**
Partner Hour Update Delivered	15th of the Month*
Partner Check-ins	First, Second, and Third Weeks of the Month*
TNP Production Week (No Partner Meetings)	Last Week of the Month
Month Ahead Strategy Meeting	Week of the 15th of the Month**
Invoices Delivered	20th of the Month*
Month Ahead Strategy Delivered	Last Week of The Month**
Month Ahead Strategy Approved	End of the Month**
Partner Hour Overages Delivered	1st of the Month*
Invoices Due	1st of the Month
Invoice Grace Period	10th of the Month

\*Or first weekday after  
\*\*Date may vary

## ABOUT OVERTIME...

Planning is everything. That's why retainers are so important. We offer retainers at equitable and affordable rates because no organization or mission is too small to succeed. Our retainer rates are discounted and allow The Narrative Project staff to plan ahead to offer high-quality communications management to our entire portfolio of partners. Additionally, to ensure our partners are able to plan ahead, we send out an hour report on the 15th of the month (or the next business day) that details the partner's usage to date. If the partner requires additional hours or expects to exceed the retainer at that time, an incremental retainer must be secured before the end of the month. Without an incremental retainer to secure a discounted rate, overages or additional hours worked will be assessed at \$120 per hour. In the event the partner exceeds their retainer for three consecutive months, The Narrative Project will automatically increase the retainer to the appropriate amount.

## TERMS & CONDITIONS

### APPROVALS AND INTELLECTUAL PROPERTY.

Without PROJECT PARTNER's prior written consent, The Narrative Project will not: (a) disclose Confidential Information to any third party; (b) make or permit to be made copies or other reproductions of Confidential Information; or (c) use any mention of PROJECT PARTNER insignia or branding in The Narrative Project materials. With acceptance, each party agrees that all intellectual property produced by The Narrative Project to fulfill the obligations herein will be the ownership of the PROJECT PARTNER to utilize for their purposes.

### AT WILL TERMINATION.

This agreement may be terminated at any time during the term listed herein for any reason by either signing party with 30-days' notice. In the event of any termination of this agreement, PROJECT PARTNER shall be responsible for any portion of the compensation owed to The Narrative Project for services performed but will be released from further obligations. The Narrative Project reserves the right to terminate any partnership if it 1) is no longer mutually beneficial; 2) both parties are no longer aligned in our approach for positive societal change; 3) PROJECT PARTNER has abused the terms of their retainer; 4) PROJECT PARTNER does not practice the values they publicly espouse with their internal staff or more broadly; 5) PROJECT PARTNER abuses, berates, accosts, or in any other way demeans TNP staff while they are working to achieve partner goals; or 6) The Narrative Project is no longer able to meet PROJECT PARTNER's needs.

### MUTUAL INDEMNIFICATION.

Each Party shall defend indemnify and hold harmless the other Party, including Affiliates and each of their respective officers, directors, shareholders, employees, representatives, agents, successors and assigns from and against all Claims of Third Parties, and all associated Losses, to the extent arising out of (a) a Party's gross negligence or willful misconduct in performing any of its obligations under this Agreement, or (b) a material breach by a Party of any of its representations, warranties, covenants or agreements under this Agreement.

### FORCE MAJEURE.

In no event shall the either Party be responsible or liable for any failure or delay in the performance of its obligations hereunder arising out of or caused by, directly or indirectly, forces beyond its control, including, without limitation, strikes, work stoppages, accidents, acts of war or terrorism, civil or military disturbances, nuclear or natural catastrophes or acts of God, and interruptions, loss or malfunctions of utilities, communications or computer (software and hardware) services; it being understood that the Party shall use reasonable efforts which are consistent with accepted practices in the communications industry to resume performance as soon as practicable under the circumstances.

### STATE AND FEDERAL TAXES.

Connecticut imposes a 6.35% sales and use tax, on a wide range of services, communications/public relations consulting is included. TNP shall collect and pay all taxes incurred while performing services under this Agreement. Upon demand, TNP shall provide Client with proof that such payments have been made. Retainers are subject to an automatic 5% increase, not exceeding standard inflation rates, at the time of renewal.