

Dear Campus Representative,

Thank you for partnering with Phired Up Productions to bring a Dynamic Recruitment experience to students on your campus.

Starting on Page 2 of this document you will find our Official Service Agreement to help you build the perfect recruitment solution for your campus. There are seven sections followed by a blank invoice for your use. This packet is meant to provide you with all the necessary paperwork in order to prepare for a successful recruitment education experience. Please fill out each section of the document and return pages 2-10 to Phired Up as instructed. Instructions for each section are below.

**Section 1: Buyer Information (pg. 2)** – Accurate information for both the signing authority and the on-campus contact will help us expedite paperwork and work directly with the right campus contact for program preparation.

**Section 2: Pre-Program Options (pg. 3)** – Phired Up Productions recommends the distribution of its written recruitment education resources prior to the delivery of on-site programming. This is optional.

**Section 3: Program Day Options (pg. 4)** – Phired Up offers unique programs for *both* fraternities *and* sororities. Choose to contract both of our programs or just one of them, and then choose the right curriculum option for your campus needs.

**Section 4: Program Follow-Up (pg. 6)** – Choose any additional follow-up training or choose to purchase DVD's for post-program education in this section.

**Section 5: Investment Summary (pg. 7)** – The two pages in this section offer space to total up your investment in Phired Up's services. Be sure to include any discounts or surcharges.

**Section 6: Space & A/V Requirements (pg. 9)** – This page details the logistic requirements provided by the buyer to make the program run smoothly.

**Section 7: Signatures (pg. 10)** – Please sign, date, and return pages 2-10 to Phired Up as instructed on Page 10.

**INVOICE** – If your campus requires a separate invoice for billing purposes, fill in this document using the information you provided in Section 5 of the Service Agreement. This is for your use.

**Certificate of Liability Insurance & Phired Up W-9 Form** – Many campuses require these documents. To access current copies of Phired Up's forms, visit: <http://www.phiredup.com/index.php?action=home.project&projectid=20>, and scroll to the bottom of the page. If your campus requires listing as additional insured on Phired Up's Liability Insurance policy, please note the surcharge within Section 5 of this service agreement.

We look forward to working with you.

Sincerely,



Matthew G. Mattson, President



SECTION 1 of 7: BUYER INFORMATION

This SERVICE AGREEMENT (the "Agreement") is made and effective [DATE: \_\_\_\_\_],

BETWEEN: Phired Up Productions, LLC, (the "Seller"), a Limited Liability Corporation organized and existing under the laws of the State of Indiana, with its head office located at: c/o Josh Orendi, CEO; 235 3rd Ave. NE / Carmel, IN 46032.

AND: [BUYER NAME: \_\_\_\_\_] (the "Buyer"), an organization organized and existing under the laws of the state of [\_\_\_\_\_] , with its head office and representatives located at (complete both sections below):

Form with two columns: Signing Authority and Program Contact. Includes fields for Name, Title, Billing Address, Shipping Address, Phone, Fax, E-Mail, and Program Location Address.

[Buyer: Please initial each page of Agreement, indicating your full understanding thereof.] 2

**SECTION 2 of 7: PRE-PROGRAM OPTIONS**

**FOR** (select each desired product or service by marking the box with an "X"):

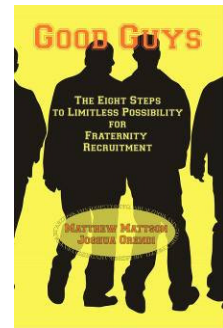
**Pre-Training Education Recommendations**

*Phired Up Productions recommends the distribution of its written recruitment education resources prior to the delivery of on-site programming. This serves to prepare students for an intensive on-site learning experience and increases "buzz" around the program. Please consider a pre- or post-program book-signing table so students can have their publications autographed.*

**Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment.** This groundbreaking book is the #1 book on fraternity recruitment. Utilizing "The Eight Steps to Limitless Possibility," this guide to improving the tired old system of fraternity "rush" provides undergraduates, administrators, advisors and alumni a cutting-edge method to grow the quality and quantity of fraternity brothers.

**Bulk Rate:** 1-14=\$19.95; 15-25=\$17.00; 26-99=\$16.00; 100+=\$15.00

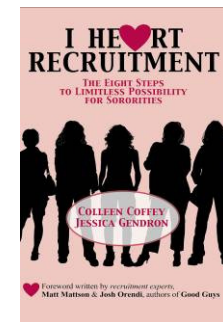
**Number of Copies:** \_\_\_\_\_ (Phired Up recommends at least 3 per fraternity chapter)




**I Heart Recruitment: The Eight Steps to Limitless Possibility for Sororities.** The authors of I HEART RECRUITMENT, the #1 book on sorority recruitment, use an honest approach to educating sorority members about values-based, dynamic recruitment. This book is a must read for sorority leaders, student life professionals, advisors, new members, International staffs, and anyone who understands the importance of sorority life.

**Bulk Rate:** 1-14=\$19.95; 15-25=\$17.00; 26-99=\$16.00; 100+=\$15.00

**Number of Copies:** \_\_\_\_\_ (Phired Up recommends at least 3 per sorority chapter)



\_\_\_\_\_[Buyer: Please initial each page of Agreement, indicating your full understanding thereof.]

**SECTION 3 of 7: PROGRAM DAY OPTIONS**

**AND** (select each desired product or service by marking the box with an "X"):

**Dynamic Recruitment Training Options**

*Phired Up Productions offers several choices in Dynamic Recruitment programming, featuring unique, separate education options for fraternities and sororities. Complete steps A and B in this section.*

**A. First, choose your overall level of service** (Mark your choice with an "X"):

**Dynamic Recruitment Training for both fraternities and sororities (\$5,500).** This price includes one fraternity recruitment expert and one sorority recruitment expert, travel, lodging, and up to 50 *Dynamic Recruitment: Men's Workbooks* plus up to 50 *Dynamic Recruitment: Women's Workbooks*. Programs need not be delivered on the same day.

or

**Dynamic Recruitment Training for fraternities only (\$3,250).** This price includes travel, lodging, one fraternity recruitment expert, and up to 50 *Dynamic Recruitment: Men's Workbooks*.

or

**Dynamic Recruitment Training for sororities only (\$3,250).** This price includes travel, lodging, one sorority recruitment expert, and up to 50 *Dynamic Recruitment: Women's Workbooks*.

**B. Next, build your program's curriculum by choosing your training option(s) below. All options are included in the base price listed in Step 1 above.** (Mark your choice(s) with an "X"):

**Curriculum Options for Fraternities:**

**STANDARD Dynamic Recruitment Workshop for Fraternities (4.5 Hours):** This is the most common choice for a campus-based fraternity-only Dynamic Recruitment Workshop. This choice alone provides learners with the #1 recruitment education program in the country. The standard fraternity program includes these components:

- **FRATERNITY KEYNOTE** (Stop S.P.A.M.ing Campus) – 90 Minutes, unlimited capacity
- **FRATERNITY ADVANCED PART 1:** (Static to Dynamic) – 90 Minutes, up to 50 leaders
- **FRATERNITY ADVANCED PART 2:** (Action Planning) – 90 Minutes, up to 50 leaders

\*If this STANDARD program is chosen, continue to Step 3 and mark any *additional* programming options with an "X".

or

**CUSTOM Dynamic Recruitment Workshop for Fraternities:** Buyer can build a custom program by choosing up to 8 hours per day of programming from the custom options below. Mark this if you choose to build a custom program, and work with your Phired Up contact on the details. Customization options explained on this website:

<http://www.phiredup.com/index.php?action=home.content&contentid=28>

\_\_\_\_\_[Buyer: Please initial each page of Agreement, indicating your full understanding thereof.]

**Curriculum Options for Sororities:**

- Dynamic Recruitment for Sororities: RED EDITION:** The Red Edition is for communities in which a) chapter sizes vary widely, b) some or all chapters recruit beyond the formal process, and c) *individual chapter growth* is a priority. The Red Edition for sororities includes these components:
- o **SORORITY KEYNOTE** (Stop S.P.A.M.ing Campus) – 90 Minutes, unlimited capacity
  - o **SORORITY ADVANCED PART 1** (Static to Dynamic) – 90-120 Minutes, up to 50 leaders
  - o **SORORITY ADVANCED PART 2** (Action Planning) – 90 Minutes, up to 50 leaders

or

- Dynamic Recruitment for Sororities: PINK EDITION:** The Pink Edition is for communities in which a) most chapters are at or over total and fill quota consistently, b) formal recruitment accounts for most of the recruitment results, and c) there is unseen or untapped community growth potential and overall quality is a priority. The Pink Edition for sororities includes these components:
- o **SORORITY KEYNOTE** (Stop S.P.A.M.ing Campus) – 90 Minutes, unlimited capacity
  - o **SORORITY ADVANCED PART 1** (Growth & Quality) – 90 Minutes, up to 50 leaders
  - o **SORORITY ADVANCED PART 2** (Action Planning) – 90 Minutes, up to 50 leaders

or

- CUSTOM Dynamic Recruitment for Sororities:** Buyer can build a custom program by choosing up to 8 hours per day of programming from the custom options below. Mark this if you choose to build a custom program, and work with your Phired Up contact on the details. Customization options explained on this website:  
<http://www.phiredup.com/index.php?action=home.content&contentid=28>

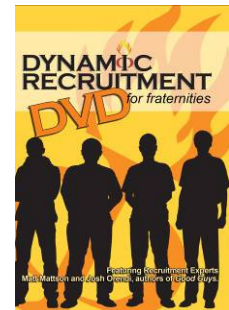
**SECTION 4 of 7: PROGRAM FOLLOW-UP**

**AND** (select each desired product or service by marking the box with an "X"):

**Post-Training Education Recommendations**

*Phired Up Productions understands that educational programming is most effective when it is followed up with a consistent repeated message and by accountability-focused coaching. In order to continue your recruitment improvement initiative, Phired Up recommends these post-training educational options. A one-time, \$250 discount applies to your total if you choose any option below marked with a "P".*

- Dynamic Recruitment DVD for Fraternities.** Phired Up Productions is the leader in recruitment education for college fraternities. Now *THE FRATERNITY RECRUITMENT EXPERTS* are available on DVD to help you drive a higher quantity of higher quality members into your organization. Be sure to utilize the free official discussion guide (available at [www.PhiredUp.com](http://www.PhiredUp.com)) to make the most of this DVD experience. This DVD contains 16 short video clips, each with an important recruitment lesson. Great for alumni training, continual recruitment education, new member programs, and coaching chapters to their recruitment potential. \*4.7GB DVD-R format - may not play on all DVD players.



\$99.00 each.

**Number of Copies:** \_\_\_\_\_ (Phired Up recommends 1 per fraternity chapter)

**Follow-Up Training Within 12 months.** Within 12 months of the initial educational program delivered by Phired Up Productions, a return visit is available for a discounted price. This follow-up visit will consist of 1 day of recruitment education consisting of a custom curriculum built by a Phired Up recruitment expert and growing from the experience of the initial visit.

- Fraternity Follow-Up Training Within 12 Months: \$2,750**

Preferred Date (provide 3 options): \_\_\_\_\_

- Sorority Follow-Up Training Within 12 Months: \$2,750**

Preferred Date (provide 3 options): \_\_\_\_\_

\_\_\_\_\_[Buyer: Please initial each page of Agreement, indicating your full understanding thereof.]

**SECTION 5 of 7: INVESTMENT SUMMARY**

**PRE-PROGRAM OPTIONS**

\$ \_\_\_\_\_ [\_\_\_\_\_] Copies of **Good Guys** at Bulk Rate [\_\_\_\_\_] each (see page 2)

\$ \_\_\_\_\_ [\_\_\_\_\_] Copies of **I Heart Recruitment** at Bulk Rate [\_\_\_\_\_] each (see page 2)

**PROGRAM DAY OPTIONS**

\$ \_\_\_\_\_ Fraternity *and* Sorority Training Booked Together (\$5500)

\$ \_\_\_\_\_ Fraternity Only Training (\$3250)

\$ \_\_\_\_\_ Sorority Only Training (\$3250)

\$ \_\_\_\_\_ Second Day (Consecutively) of Fraternity Programming (\$2,750)

\$ \_\_\_\_\_ Second Day (Consecutively) of Sorority Programming (\$2,750)

\$ \_\_\_\_\_ Additional Men's Workbooks (\$10 each) --- Quantity [\_\_\_\_\_] (50 included)

\$ \_\_\_\_\_ Additional Women's Workbooks (\$10 each) --- Quantity [\_\_\_\_\_] (50 included)

**PROGRAM FOLLOW-UP**

\$ \_\_\_\_\_ Fraternity Follow-Up Training within 12 Months (\$2,750)

\$ \_\_\_\_\_ Sorority Follow-Up Training within 12 Months (\$2,750)

\$ \_\_\_\_\_ Dynamic Recruitment DVDs for Fraternities at \$99/each – Quantity [\_\_\_\_\_]

\$ \_\_\_\_\_ SUBTOTAL

**DISCOUNTS**

-\$250 **M – Th Discount** (apply if program is booked on a Mon., Tues., Wed. or Thurs.)

-\$250 **Backyard Discount** (apply if you help us book a separate program within a 3 hour drive from your campus on a day adjacent to your primary program date on the calendar.)

\_\_\_\_\_

\_\_\_\_\_*[Buyer: Please initial each page of Agreement, indicating your full understanding thereof.]* 7



SURCHARGES

- \$ \_\_\_\_\_ Please add a 10% surcharge to the total (after discounts) for all programs taking place in California due to state mandated taxes and fees.
  
- \$75 Please add this mandatory \$75 surcharge if your campus requires listing as additional insured on Phired Up Productions' General Liability Insurance Policy

= \$ \_\_\_\_\_ **TOTAL** (Payment due by day of service) Payment methods accepted: *Check or Money Order. Please make check/money order payable to "Phired Up Productions, LLC".*

**Date(s) of Service:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Special Requests:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ [Buyer: Please initial each page of Agreement, indicating your full understanding thereof.] 8

## **SECTION 6 of 7: SPACE, AND A/V REQUIREMENTS**

### **Audio/Visual and Meeting Space Requirements (provided by BUYER):**

*\*Note on programs for Fraternities AND sororities:* If you are bringing a Recruitment Training for fraternities AND sororities, we recommend two completely separate, but mirroring tracks (one for sororities, one for fraternities). It is possible, however, to combine the men and women for the "KEYNOTE" opening session, and then split the groups for the rest of the day.

#### *KEYNOTE / MAIN STAGE PROGRAMMING A/V and Meeting Space Requirements:*

- ✓ Appropriate Meeting Room (Meeting/Presentation Room preferred, Lecture Halls and Classrooms can work if necessary)
- ✓ Indoor venue only
- ✓ Appropriate seating capacity (# of chairs = # of attendees)
- ✓ Theatre style seating
- ✓ Stage or riser at the front of the room.
- ✓ One Lapel Microphone (clips on shirt/tie) per speaker
- ✓ One Handheld Microphone for person introducing speaker(s)
- ✓ LCD Projector & Screen Package connected to Sound System (must provide VGA cable for laptop connection)
  - Phired Up prefers a ceiling mounted LCD projector and screen arranged in a front-corner of the room for optimal presenting and viewing
- ✓ One 6' or 8' skirted table in front of room for presenter supplies
- ✓ One 25"x30.5" (or larger) Flipchart & Easel with markers (or dry erase board)

#### *ADVANCED TRAINING / BREAKOUT PROGRAMMING A/V and Meeting Space Requirements*

- ✓ Separate rooms for fraternity and sorority advanced sessions
- ✓ Meeting room or classroom with flexible seating for 50 participants (or appropriate attendance if more than 50 is agreed upon).
- ✓ Set classroom style (with tables and chairs that can be moved around if necessary)
- ✓ Two 25"x30.5" (or larger) Flipcharts & Easels with markers (or dry erase board) in each room
- ✓ Pens for participants
- ✓ Tape or adhesive to put 45+ pieces of paper on the walls around the room. (Phired Up provides the papers to be hung)

#### *FURTHER RECOMMENDATIONS*

- ✓ Refreshments / Water / Coffee for participants
- ✓ For programs lasting longer than 4 hours and/or during meal times, Phired Up recommends that the Buyer provides snacks or a full meal.

**SECTION 7 of 7: SIGNATURES**

**\*\*\*Late Payments: Payments that are not made in full prior to midnight of the programming day are considered late. No penalty is assessed for late payment during the first 30 days. On the 31<sup>st</sup> day and every 30 days thereafter a fee equal to 5% of the outstanding balance will be added to the principle amount due.**

The Buyer acknowledges examining the services as described by Phired Up Productions, LLC, personnel and buying them completely at the Buyer's risk and promises not to make any claims against the Seller based upon alleged express or implied representations, warranties or collateral agreements as to the merchantability of the services or as to their fitness for any particular purpose or as to their safe use.

It is provided, however, that Seller disclaims any implied warranty of condition, merchantability or fitness for a particular purpose. Said services being as described in this agreement by Phired Up Productions, LLC personnel.

IN WITNESS WHEREOF, this SERVICE AGREEMENT is executed in duplicate on

[DATE: \_\_\_\_\_]

Signed and delivered to the Buyer in the presence of:

BUYER

SELLER

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print Name and Title

\_\_\_\_\_  
Phired Up Representative Name

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Date Signed

Please return completed and signed original copy to:

**Phired Up Productions, LLC**  
**Attn: Joshua A. Orendi, CEO**  
**235 NE 3rd Avenue**  
**Carmel, IN 46032**  
**Ph. (317) 908-3643**  
**E: Josh@PhiredUp.com**

\_\_\_\_\_[Buyer: Please initial each page of Agreement, indicating your full understanding thereof.]

