

## RM6003 - MEDIA BUYING - LETTER OF APPOINTMENT

Charity Commission for England and Wales  
Redgrave Court, Merton Road,  
Merseyside L20 7HS

Dear OMD GROUP LIMITED

### **Letter of Appointment:** Media for Trustee Guides Campaign

This letter of Appointment is issued, in accordance with the provisions of the Framework Agreement (RM6003) between CCS and the Agency, dated 8<sup>th</sup> February 2021.

Capitalised terms and expressions used in this letter have the same meanings as in the Call-Off Terms unless the context otherwise requires.

Order Number:	1084
From:	Charity Commission for England and Wales ("Client")
To:	OMD GROUP LIMITED ("Agency")

Effective Date:	8 <sup>th</sup> February 2021
Expiry Date:	End date of Initial Period 31 <sup>st</sup> March 2021 End date of Maximum Extension Period: 30 <sup>th</sup> June 2021 Minimum written notice to Agency in respect of extension: 3 working days

Services required:	Set out in Section 2 (Services offered) and refined by: <ul style="list-style-type: none"><li>the Client's Brief attached at Annex A and the Agency's Proposal attached at Annex B; and</li><li>Agency proposal</li></ul>
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Key Individuals:	Authority <ul style="list-style-type: none"><li>Head of Commercial: Anthony Roberts</li><li>Business Owner: [REDACTED]</li><li>Business Lead: [REDACTED]</li></ul>
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	Supplier <ul style="list-style-type: none"> <li>Client Lead: [REDACTED]</li> </ul>
[Guarantor(s)]	Not applicable

Call-Off Charges (including any applicable discount(s), but excluding VAT):	<p>The Call-Off Charges shall not exceed £60,000.</p> <p>The Call-Off Charges shall align with the rates included within the Framework Agreement.</p> <p>The Call-Off Charges shall include all commission fees applied by the Agency and any other costs incurred which include but not limited to levies applied by the Advertising Standards Agency</p>
Insurance Requirements	Insurance Requirements are detailed within Clause 12 of the Call-Off Contract terms.
Client billing address for invoicing:	<p>Invoices to be sent via e-mail to: <a href="mailto:invoices@charitycommission.gov.uk">invoices@charitycommission.gov.uk</a></p> <p>Invoices information should include:</p> <ul style="list-style-type: none"> <li>Purchase order reference</li> <li>Description of the services delivered.</li> <li>Any other information the Authority reasonably requests</li> </ul>
Alternative and/or additional provisions:	Not required.

#### FORMATION OF CALL-OFF CONTRACT

**BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT** (which may be done by electronic means) the Agency agrees to enter a Call-Off Contract with the Client to provide the Services in accordance with the terms of this letter and the Call-Off Terms.

**The Parties hereby acknowledge and agree that they have read this letter and the Call-Off Terms.**

**The Parties hereby acknowledge and agree that this Call-Off Contract shall be formed when the Client acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Agency within two (2) Working Days from such receipt.**

**For and on behalf of the Agency:**

**For and on behalf of the Client:**

Name and Title:

Name and Title:

[Redacted] al

Signature:

Signature:

[Redacted]

Date:

[Redacted]

Date:

[Redacted]

## **ANNEX A**

### **Client Brief**

The format of the Brief is as set out in the Call-Off Contract template.



OmniGov Media  
Buying Brief - Charity

## **ANNEX B**

### **Part 1: Agency Proposal**



Charity Commission  
Trustee Guides - Med

The attached Agency Proposal is a draft which changes will be made as agreed between the Parties.

### **Part 2: Call-Off Terms**



RM6003-Call-off  
T&Cs.docx