

## MARKETING SERVICES CONTRACT

This contract for services is made by and between Integral Educational Programs LTD, located 99 Evlogi and Hristo Georgievi Blvd, Sofia, Bulgaria, Registration Number/VAT BG106505697 hereinafter referred to as SUPPLIER, represented by Kristina Bozhilova & Trenčianska univerzita Alexandra Dubčeka v Trenčíne, Študentská 2, 911 50 Trenčín, Slovenská republika, VAT number: 2021376368. Hereinafter referred to as BENEFICIARY. Agreed upon:

**CONTRACT from 07.03.2024 – I.S. PARTNERSHIP AGREEMENT WITH THE PURPOSE OF NON-EXCLUSIVE PROMOTION OF EDUCATIONAL SERVICES OFFERED BY THE BENEFICIARY**

### **Article 1 Purpose of the contract**

The purpose of this contract is a partnership that aims to provide services of promotional activities by organizing and implementing promotional activities and campaigns in order to inform specific target groups about the study opportunities and educational programs offered by the BENEFICIARY.

### **Article 2 General Terms and Conditions**

The SUPPLIER agrees to execute all activities that are subject of this Contract according to the instructions of the BENEFICIARY. Subject to the terms of this Contract, the BENEFICIARY does hereby appoint the SUPPLIER as its agent for the following purposes:

(a) Organization of promotional activities, workshops, presentations, events and visits and the adjacent selection and placement of advertising and marketing materials for the BENEFICIARY's educational products and services for relevant target groups; and

(b) Lead generation, containing persons interested in BENEFICIARY's educational products and services.

### **Article 3**

**Duration of the Contract** This contract is valid from the **8th of March 2024 until the 12th of March 2024.**

### **Article 4 Rights and Obligations of the SUPPLIER and BENEFICIARY**

For the duration of the contract, the SUPPLIER agrees to execute the following activities:

a) Use his best efforts to organize and hold any kind or form of non-exclusive promotional activities (including television ads, radio ads, magazine ads, newspaper ads, product endorsements, promotional literature, videos, books as well as attending or organizing events such as public lectures, workshops, presentations, fairs, press conferences, round tables and others, social media and online campaigns and events) for the educational programs and services offered by the BENEFICIARY to interested target groups, with the goal of lead generation of persons motivated to apply for mentioned educational programs and services. Target group for lead generation are families with pupils in the last years of secondary education and students of undergraduate and graduate studies. While organizing these promotional activities the SUPPLIER agrees to:

- File a report containing the main observations regarding the leads collected and notes concerning their status during the contractual period

For the duration of the contract, the BENEFICIARY agrees to:

- a) Make available to the SUPPLIER free of charge an adequate supply of promotional material relating to the courses
- b) To advise the SUPPLIER when courses are filled or when capacity is limited.
- c) To advise the SUPPLIER promptly of any new or additional courses or of any important variation in the syllabus of the existing course.
- d) To record and notify the SUPPLIER of receipt of all leads which will then be forwarded to the Admissions Office for processing.
- e) To deal promptly with enquiries from the SUPPLIER.

#### **Article 5**

**Contractual Fees** For all activities mentioned in Article 4 of this Contract the BENEFICIARY agrees to pay a once time fee for services of **3930 EUR**.

Payment will be made in euro based on an invoice issued by the Supplier/Agent:

Name of the bank: ALLIANZ BANK BULGARIA

Bank address: 45 Graf Ignatiev str, Sofia 1142, Bulgaria

Name of bank account holder: INTEGRAL EDUCATIONAL PROGRAMS LTD

IBAN: BG45BUIN72201442378211

SWIFT: BUINBGSF

The BENEFICIARY agrees to pay the full amount no later than 15 calendar days after the Supplier/AGENT issues the invoice.

#### **Article 6 Application of Other Regulations**

On all rights and obligations of both parties that are not regulated with this contract will be applied regulations of the competent institutions in Bulgaria.

#### **Article 7 Termination of the contract**

Termination period for both parties is 15 days from the delivery of the termination to other party.

Termination needs to be delivered in written form and sent out by post service.

#### **Article 8**

##### **Limited liability**

This contract comprises the entire agreement between the parties relating to its subject matter. The supplier can be held responsible only for the accuracy of the information offered in the process of lead generation, containing persons interested in BENEFICIARY's educational products and services and ceases once the list with leads has been sent, reviewed and confirmed by the BENEFICIARY. The Supplier shall not under any circumstances whatever be liable for any claims related to the consequent student enrolment process and or the products/courses offered by the BENEFICIARY.

**Article 9**

**Validity of the Contract**

All modifications and amendments to this contract need to be made in written form. This contract is composed of two (2) identical copies, of which one (1) is delivered to the SUPPLIER and one (1) to BENEFICIARY.

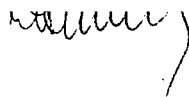
This contract enters into force only after it was signed by both parties.

**Article 10**

**Other Special Provisions**

All correspondence related to this Contract needs to be done in written form with added number of the Contract and needs to be sent out to followings email addresses: [pavla@integral.bg](mailto:pavla@integral.bg)

For the SUPPLIER



For the BENEFICIARY

