



KD Public Relations Client Application, 2025

KD Public Relations Client Application & Agreement

Thank you for your interest in working with KD Public Relations (KD-PR, LLC, 2016). Please complete this application and review the agreement carefully. All information provided will be kept confidential and used to determine how we can best serve you.

Section 1: Contact Information

1. Full Name: _____
2. Company/Organization Name: _____
3. Position/Title: _____
4. Email Address: _____
5. Phone Number: _____
6. Website: _____
7. Social Media Handles (e.g., Facebook, Instagram, LinkedIn): _____

Section 2: Business Details

1. Business Address
2. Years in Operation
3. Industry
4. Number of Employees
5. Annual Revenue (optional)

Section 3: Objectives & Scope of Work

1. Which services are you interested in?
 - ☐ ◦ Public Relations
 - ☐ ◦ Marketing Strategy
 - ☐ ◦ Brand Development
 - ☐ ◦ Social Media Management
 - ☐ ◦ Content Creation (Photography/Videography)
 - ☐ ◦ Media Relations
 - ☐ ◦ Event Management
 - ☐ ◦ Crisis Management
 - ☐ ◦ Other (please specify):





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- Briefly describe your current PR/marketing efforts (e.g., what has been working, what needs improvement): _____
- Primary goals for partnering with KD Public Relations (e.g., brand awareness, media coverage, social media growth, crisis management, etc.): _____
- Do you have a specific project or campaign in mind?: _____
 - If yes, please describe: _____

Section 4: Budget & Timeline

- Estimated Annual PR/Marketing Budget:
 - ☐ ◦ Less than \$5,000
 - ☐ ◦ \$5,000 - \$10,000
 - ☐ ◦ \$10,000 - \$20,000
 - ☐ ◦ \$20,000 - \$50,000
 - ☐ ◦ More than \$50,000
 - ☐ ◦ Unsure, seeking guidance
- Preferred Project Timeline:
 - Project Start Date (approx.): _____
 - Project End Date (approx.): _____

Section 5: Additional Information

- Have you worked with a PR/marketing agency before?
 - ☐ ◦ Yes
 - ☐ ◦ No
 - ☐ ◦ If yes, please describe your experience: _____
- Key challenges or pain points your business is currently facing (e.g., low visibility, negative press, unclear branding): _____
- **How did you hear about KD Public Relations?**
 - ☐ ◦ Referral
 - ☐ ◦ Social Media
 - ☐ ◦ Online Search
 - ☐ ◦ Event/Conference
 - ☐ ◦ Other (please specify): _____
- What additional information should we know before setting up our initial consultation?





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Client/Agency Agreement:

By submitting this application, the Client ("you") and KD Public Relations ("KDPR") agree to the following terms and conditions:

1. Scope of Services:

KDPR will provide public relations, marketing, and/or related services as mutually agreed upon in future proposals or statements of work. The precise scope of services will be defined in a separate project proposal, referencing the needs identified in this application.

2. Mutual Respect & Communication

- Honesty and Transparency: Both parties will communicate openly, share relevant information, and provide timely feedback.
- No Tolerance for Toxic Behaviors: KDPR upholds a professional environment free from manipulative or abusive behavior, including, but not limited to, gaslighting, hostile communication, or deliberate misrepresentation of facts.
- Problem Resolution: Should issues arise, both parties commit to addressing them promptly and respectfully, seeking a fair resolution.

3. Payment Terms

- Rates: KDPR's standard hourly rate is \$125, unless otherwise negotiated. Project-based pricing may also be offered.
- Invoices & Due Dates: Invoices are payable within 30 days of receipt. Late payments may incur additional fees.
- Deposits: An initial deposit/retainer may be required prior to commencing services, as mutually agreed.

4. Confidentiality:

Both KDPR and the Client will keep sensitive information confidential, including business strategies, financial data, and other private details shared during the course of the engagement.

5. Termination & Dispute Resolution

- Termination by Either Party: Either party may terminate this agreement with [30] days' written/submitted notice.
- Dispute Resolution: Should any dispute arise, both parties agree to attempt mediation before resorting to further legal action.

6. Conduct & Behavioral Clause

- Zero Tolerance for Gaslighting: If gaslighting or other manipulative tactics are detected, KDPR reserves the right to pause or end the relationship until the issue is resolved.
- Professional Courtesy: Mutual respect is essential. Repeated unprofessional conduct may lead to immediate termination of services without refund.





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7. Force Majeure

KDPR is not liable for delays or failures due to events beyond its reasonable control (natural disasters, government actions, etc.).

8. Entire Agreement

This document (together with any future project proposal or addendum) contains the entire agreement and supersedes any prior agreements or understandings. Amendments must be made in writing and signed by both parties.

Electronic Signature Agreement

By signing below (electronically or otherwise), you confirm that you have read, understood, and agree to the terms outlined in this application and client agreement. Your electronic signature carries the same legal effect as a handwritten signature.

I, [_____], agree to the terms and conditions in this Client Application & Agreement.

- Client Name (Typed/Written): _____
- Client Signature (Electronic or Typed Full Name): _____
- Date: _____
- KD Public Relations Representative (Typed/Written Name): _____
- KDPR Signature (Electronic or Typed Full Name): _____
- Date: _____

Submission Instructions

1. Complete all sections of the application.
2. Sign electronically and check the box below to affirm your acceptance of the terms.
3. Submit the completed document via [email/website form/In-Person].

I confirm that all provided information is accurate and that I agree to the KD Public Relations Client Agreement. Signature: _____

Thank you for choosing KD Public Relations. We look forward to reviewing your application and potentially embarking on a successful partnership!

