



● ●

MISSION

PARTNER

Partner Agency Offer

MISSION Agency Partner Program
More partners, more places, more solutions

Partnership Offer. 2024. V12

Our offer to you.

You can become a MISSION Partner in 2024 for just £1,950 GBP / €2,250 Euro / \$2,480 US. This provides your agency with the opportunity to be part of a growing international community of agencies and creative businesses around the world - supported by one of the UK's most ambitious and entrepreneurial agency groups, www.themission.co.uk with its 'Advantage' services offer.

(See <https://missionhubs.co.uk/welcome/mission-advantage/> for details)

Why join us?

Becoming a MISSION Partner provides *your* agency with access to a wealth of services via MISSION 'Advantage', and a world of like-minded partners agencies and specialists, all of whom are looking to grow their businesses through connections and collaboration. *Will you join us?*

What are the benefits to your agency?

- Potential new business opportunities referred from other Partners or the MISSION Group.
- Use MISSION 'Advantage' to generate new revenue opportunities by accessing skills and specialisms you don't have in-house but, could now offer to your clients.
- Deliver client projects in any market via pre-qualified Partners.
- Pitch for international client assignments with global Partners to support you.
- Meet, share, and learn from other creative entrepreneurs like you.
- Access to professional 3rd party training and development courses for your team.
- Opportunity for your team to participate in an inter-group staff exchange.
- MISSION Partners is non-exclusive, so you can participate in another network or organisation at the same.
- Access to webinars / video content focussing on business issues and trends.
- Specialist advice on reducing your environmental impact and, potentially become a B-corp.
- Be part of something bigger and, grow your agency for the future.

Winning new business

New business is critical for any agency looking to grow. So naturally, you need to maximise your chances of receiving it. This is where we can help.

Whilst new business opportunities cannot be guaranteed for every agency, a significant benefit of being a MISSION Partner is the chance to receive referred new business opportunities from either MISSION Group agencies, Partners or Affiliates agencies.

How it works

It's simple. Agencies requiring assistance, contact us with a brief. Based on the requirements, location, skill set, and experience needed, we'll then recommend a suitable Partner and make the necessary introductions.

No Partner agency is obligated to accept a referred business opportunity however, if they do, it is on the understanding that their services will...

- to cost requested agency services in a transparent and competitive fashion to MISSION Group agencies.
- to respect the MISSION Hubs inter-agency rules of engagement*

**See full terms of membership for more details and inter-agency rules of engagement on website.*

Partnership term

Partnership is provided on a 12-month calendar year basis from January to December. All new Partners are required to pay the first year's fee in full, with the second year's fee offered at a monthly pro-rata basis.

The annual partnership fee is payable in full and in advance of commencement of partnership.

PLEASE NOTE: Partnership renews automatically on 1st January each year unless, cancelled in writing and confirmed by us before, 31st December of the preceding year.

Partner agencies may terminate their agreement in writing at any time with one month's notice period. No refund will be offered for the partnership period preceding the written termination notice and the commencement of the next calendar year.

Want to know more?

If you would like to know more about how we can help your agency grow, please contact Paul Squirrell.

Paul Squirrell
Director of MISSION Affiliate Network

psquirrell@themision.co.uk

+44 7711 367 609 tel

<https://missionhubs.co.uk/partner-program/>



Paul joined The MISSION Group with 17 years' experience building and managing international agency networks. During his tenure at thenetworkone, he developed an encyclopaedic knowledge of the international creative sector and, helped create the world's largest independent agency network. He has managed thousands of new business requests from agencies and, assisted countless clients in finding the right agency partner.

Before thenetworkone, Paul was a founder of creativebrief.com, the UK's first online creative sector intermediary and, he worked for several London based agencies both network and independent, heading up international clients in the financial service and tech sectors.



• •

MISSION

PARTNER

Terms of Partnership

The MISSION Partner program aims to facilitate and support agency growth by connecting entrepreneurially spirited and independent thinking, agencies, and creative businesses of all disciplines, to collaborate on business opportunities around the world and, across multiple industry sectors. This includes but, is not limited to:

- Potential new business opportunities referred from other Partners or the MISSION Group.
- Use MISSION 'Advantage' to generate new revenue opportunities by accessing skills and specialisms you don't have in-house but, could now offer to your clients.
- Deliver client projects in any market via pre-qualified Partners.
- Pitch for international client assignments with global Partners to support you.
- Meet, share, and learn from other creative entrepreneurs like you.
- Access to professional 3rd party training and development courses for your team.
- Opportunity for your team to participate in an inter-group staff exchange.
- MISSION Partners is non-exclusive, so you can participate in another network or organisation at the same.
- Access to webinars / video content focussing on business issues and trends.
- Specialist advice on reducing your environmental impact and, potentially become a B-corp.
- Be part of something bigger and, grow your agency for the future.

Partnership

Any agency/creative business (independent or publicly owned) may request to become a member of MISSION Partner. On receiving acceptance, the agency agrees to the terms of partnership herein.

- To collaborate with The MISSION Group and other Partners in a fair, open and transparent fashion. See Inter-agency Rules of Engagement documentation on website.
- To inform The MISSION Group of any change in agency ownership or management status that might affect future collaboration.
- To cost requested agency services in a transparent and competitive fashion to MISSION Group agencies. In return, the MISSION Group will provide its services to the Partner in a reciprocal fashion.
- To respect the ownership of all trademarks, logos, and associated materials.
- To respect the source of all new business introductions and, to acknowledge the ownership of the original (client) relationship.
- To not solicit additional business directly following an introduction without the relationship owner's approval – ideally in writing.
- To respect to The MISSION Group's [Modern Slavery](#) policy.

Partnership is provided on a 12-month calendar year basis from January to December. All new Partners are required to pay the first year's fee in full, with the second year's fee offered at a monthly pro-rata basis.

For illustration, should an agency join in June, the pro rata payment in the second year would be equal to 6 months fee. Should they join in October, the pro-rata fee would be equal to just 3 months fee.

The annual Partnership fee is payable in full and in advance of commencement of Partnership.

PLEASE NOTE: Partnership renews automatically on 1st January each year unless, cancelled in writing and confirmed by us before, 31st December of the preceding year.

Partnership may be terminated in writing at any time with one month's notice period. No refund will be offered for the Partnership period preceding the written termination notice and the commencement of the next calendar year.

Non-payment of agreed Partnership fees may result in the termination of Partnership services and debt recovery action.

Requests for assistance

All Partners agree to pass requests for assistance through The MISSION Group centrally and not to go directly to other members. Requests will be prioritised according to urgency, with recommendations and introductions made in good faith and based on our professional judgement.

New Business referrals

In the event of a new business referral from The MISSION Group the receiving agency agrees to:

- Inform The MISSION Group if they are unable / unwilling to work on the business as soon as is realistically possible. Partners are under no obligation to accept referrals.

Should the receiving agency decide to accept the referral, they agree to:

- Treat all information provided in confidence. A Template NDA can be provided if required.
- Inform The MISSION Group as they start working on the assignment.
- Inform the MISSION Group when they stop working on the assignment.
- If the assignment originates from a MISSION Group agency, to cost requested agency services in a transparent fashion to MISSION Group agencies. See inter-agency rules of engagement documentation.
- Report on request, any income generated as a result of an introduction for the period of 12 months from the date the commencement of work.
- Adhere to local laws and contractual agreements made with partner agency and/or end client.

Mutual Nondisclosure

Both parties agree that when exploring business opportunity of mutual interest, each party may disclose to the other certain confidential technical and/or business information which the disclosing party desires the receiving party to treat as confidential. The parties agree that they shall take reasonable measures to protect the secrecy of and avoid disclosure and/or unauthorized use of the confidential information of the other party.

Amendments

Any future amendments to these terms will be posted for review on <https://missionhubs.co.uk>

For further information, please contact: **Paul Squirrell**, Director of MISSION Affiliate Network, psquirrell@themission.co.uk, +44 7711 367 609 tel



Inter-agency Rules of Engagement.

MISSION Hubs. Inter-agency Rules of Engagement. (06/24) v2

MISSION Hubs 'raison d'etre' is to connect individuals and MISSION Group agencies, Partner and Affiliate agencies to deliver professional support and commercial opportunities.

In such instances, it is requested that all parties adhere to the following Rules of Engagement that are designed to remove any ambiguity regarding deliverables and commercial expectations.

Terminology

For the sake of this document 'Agencies' means MISSION Group agencies, Partner agencies and Affiliate agencies.

'Internal services' means, services delivered by the agency using it in house / existing resources.

'Third-party service' means, services delivered to the agency by an external supplier not owned or, affiliated to the agency procuring the services.

'Live project' means a project already commissioned by a client from an agency.

Collaboration

- 'Agencies' agree to collaborate in an open and transparent fashion sharing commercial information as required to deliver a project or, a request. This might be under a specific NDA if applicable.
- 'Agencies' are free to accept or decline in good faith, projects offered to them or, requests made of them, by other 'Agencies'.
- 'Agencies' are requested to provide their internal services (for scoping, discussions, or information purposes), to MISSION Group Agencies, Partner or Affiliate agencies on a pro-bono basis for up to 2 hours at their discretion.
- If third-party costs are likely to be incurred, these should be agreed in writing between the parties before commencing work.
- Such third-party service costs are passed through at net (no-mark-up).
- Where a request will take longer than two hours to deliver or is identified as a 'live project' for a client, the Agency delivering the service should agree (in advance), a 'fair and reasonable' level of remuneration with the Agency making the request. This agreement is exclusively between the two parties as it relates to the specific request in question.
- Whilst it is recognised that each request will be different in nature and, therefore costed uniquely. For guidance, an inter-MISSION Hubs network mark-up rate of no more than 10% on internal costs is suggested.

Pitch Situations

It is recognised that pitch situations differ from supporting exist commercial opportunities in so far as, costs will be incurred, and income is not guaranteed.

Therefore, Agencies are required to:

- Be open and transparent with each other about.
 - the client/prospect and their relationship with the client/prospect (and/or intermediary).
 - the size, scope, and budget of the project being pitched for.
 - the anticipated involvement required by the other agency in the pitch process.
 - the anticipated involvement required by the other agency post pitch.
 - roles, responsibilities and chain of report, pre and post pitch.
- These factors should be discussed, and actions agreed in writing (email), before the commencement of work.

Contractual Agreements

All MISSION Partner and Affiliate agencies are bound by the general Terms of Partnership as described in the MISSION Partner Terms of Partnership agreement.

(An up-to-date version is available to download from <https://missionhubs.co.uk/partners-area/>)

When 'Agencies' enter a relationship focussed on the delivery of a specific project or opportunity, it is recommended that the parties put in place the necessary bespoke agreements to protect the commercial interests of their businesses and those of their client and/or prospect. These agreements should include but are not limited to:

- A non-disclosure agreement.
- A memorandum of understanding.
- A scope of work including deliverables.
- A remuneration agreement.

Disagreements

Whilst an open and transparent approach is encouraged, disagreements between parties can arise. In such instances, and without prejudice, MISSION Hubs can act in arbitration or, suggest a neutral third-party.

Amendments

Any future amendments to these terms will be posted for review on <https://missionhubs.co.uk>

For further information, please contact:

Paul Squirrell

Director of MISSION Affiliate Network, psquirrell@themision.co.uk, +44 7711 367 609
tel/whatsapp



• •

MISSION

PARTNER

**Partner Request Form
& Credit Application.**

MISSION Partner Agency Request Form 2024

We, the undersigned would like to become a MISSION Partner and hereby agree to the terms and conditions in this document. We understand that **Partnership is non-exclusive and renews automatically on 1st January each year unless, cancelled in writing and confirmed by us before, 31st December of the preceding year.**

We understand that to become a MISSION Partner there is an annual fee of £1,950 GBP / €2,250 Euro / \$2,480 US and by signing this document, we agree to be invoiced accordingly.

Agency name:

Registered trading address:

Website:

Telephone (including international code):

Agency contact name:

Signed:

Position:

Date:

Please complete this form and return it to psquirrell@themission.co.uk

All contractual agreements are governed by the laws of England unless otherwise agreed.

The MISSION Group plc., is registered at, The Old Sawmills, Filleigh, Devon EX32 0RN. Company number 05733632

<https://missionhubs.co.uk>

New Credit Account Application

(to be signed by Finance Department)

Client Name:

Registered Address:

Switchboard Telephone

**Company Registration /
Charity No:**

**DUNS No
(if known)**

VAT Number:

Invoicing Address:

Accounts Contact Name:

Accounts Telephone No:

Invoices & Statements to be sent by:

Email

Hard Copy

Accounts email address:

Is a Purchase Order No required on the invoice?

Yes

No

Signed on behalf of the client:

Print name:

Position in Company:

Date:

For Office Use Only:

Account Reference:

Terms:

Credit Limited:

Next Review Date:

Notes/Approved:

Date: