



## MEMORANDUM

**To:** Kim Baker, Assistant Director Financial Services  
**From:** Kim Womack, Communication Director *kw*  
**Date:** January 10, 2018  
**Subject:** Sole Source Justification - Sprout Social

*OK  
KB - (needs  
Council approval  
to authorize)*

Please accept this memo as authorization to use a sole source letter for Sprout Social. This vendor was selected to help brand communication on social channels and provides a single hub for social media publishing, analytics, and engagement across all social profiles. This platform also meets records retention for social media. Sprout offers services in one consolidated product rather than purchasing 3 software packages for records retention, analytics/reporting and multi-channel social media management. On February 27, 2018, the agreement will expire.

If you have any questions please feel free to contact me.

Thank you,

Kim Womack  
Communication Director



**sproutsocial**

December 27, 2017

To whom it may concern:

This letter is to confirm that as of the date of this letter, the Sprout Social™ application accessible at [www.SproutSocial.com](http://www.SproutSocial.com) (the “Sprout Social Product”) is developed, sold and distributed exclusively by Sprout Social, Inc. Sprout Social, Inc. partners with Meltwater News US1 Inc. (“Meltwater”) to provide a version of the Sprout Social Product, however, the Meltwater product has different configurations and outsourced customer support and therefore is a different product than the Sprout Social Product.

We are looking forward to working with your organization.

Mirza Mujkanovic

Director, Customer Success



City of Corpus Christi

2/27/19

AGREEMENT FOR

AGREEMENT VALID THRU

Business Name City of Corpus Christi

Social Profiles 50

Account Owner Kim Womack

Groups 20

Owner Email kimw@cctexas.com

Brand Keywords 20

Subscription Term 12 months

Subscription Start Date 2/27/18

Payment Terms Due upon receipt

| PRODUCT   | QUANTITY | MONTHLY RATE |               | TOTAL       |
|---|----------|--------------|---------------|-------------|
| Enterprise plan (10 users included)   | 1        | \$ 1,500.00  | 15            | \$ 1,275.00 |
| 5 Additional Profiles   | 0        | \$ 25.00     |               | \$ 0.00     |
| 5 Additional Brand Keywords   | 0        | \$ 25.00     |               | \$ 0.00     |
| 5 Additional Groups   | 0        | \$ 25.00     |               | \$ 0.00     |
|   |          |              |               | \$ 0.00     |
| 15% discount included<br>Additional users can be added at \$125/month which will be pro-rated<br>for remainder of billing cycle |          |              |               | \$ 1,275.00 |
|   |          |              | MONTHLY TOTAL |             |
|   |          |              | Annual total  | \$15,300    |

*Kim Womack*

ACCEPTED BY

*1/10/18*

DATE