



# Public Relations (PR) Consultant Agreement

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This **Public Relations (PR) Consultant Agreement** ("**Agreement**") is entered into as of \_\_\_\_\_ ("**Effective Date**") by and between the parties below;

**Company**

**Consultant**

## 1. Purpose and Engagement

The Company engages the Consultant to provide public relations, media relations, communications, and related advisory services, and the Consultant accepts such engagement, subject to the terms and conditions of this Agreement.

This Agreement is intended to create a binding commercial relationship governing the provision of professional services and does not create an employment, partnership, or agency relationship.

## 2. Scope of Services

The Consultant shall provide the public relations services described below or otherwise agreed in writing by the Parties (the "**Services**"):

- Development and execution of public relations strategies
- Media outreach, press materials, and messaging support
- Brand positioning and communications advisory
- Crisis or issue communications support, if requested
- Reporting on activities and outcomes, as reasonably requested by the Company

The Consultant shall perform the Services in a professional manner consistent with generally accepted industry standards.

3. Term

This Agreement begins on the Effective Date and continues for \_\_\_\_\_, unless earlier terminated in accordance with the Termination clause.

If the Parties agree to extend the engagement, such extension shall be confirmed in writing.

4. Fees and Payment

The Company shall compensate the Consultant as follows:

Description	Amount	Payment Schedule
Consulting Fee		
Additional Services (If Any)		As Invoiced

Unless otherwise stated, invoices shall be issued by the Consultant and payable within \_\_\_\_\_ days of receipt. All fees are exclusive of applicable taxes, which shall be borne by the Company where required by law.

5. Expenses

The Company shall reimburse the Consultant for reasonable, pre-approved out-of-pocket expenses incurred in connection with the Services, provided that appropriate documentation is submitted with the invoice.

6. Independent Contractor Status

The Consultant is engaged as an independent contractor. Nothing in this Agreement shall be interpreted as creating an employment relationship, joint venture, or partnership. The Consultant is solely responsible for taxes, insurance, and statutory obligations arising from payments under this Agreement.

## 7. Confidential Information

During the course of this Agreement, the Consultant may have access to non-public business, financial, or strategic information relating to the Company ("**Confidential Information**").

The Consultant shall:

- Use Confidential Information solely for the purpose of performing the Services
- Not disclose Confidential Information to any third party without prior written consent
- Protect Confidential Information using reasonable care

These obligations continue after termination of this Agreement.

## 8. Intellectual Property

Unless otherwise agreed in writing, all materials, content, strategies, reports, and deliverables created by the Consultant specifically for the Company in connection with the Services ("**Work Product**") shall be considered works made for the Company.

To the extent ownership does not automatically vest in the Company, the Consultant assigns to the Company all rights, title, and interest in the Work Product upon full payment of applicable fees.

The Consultant retains ownership of pre-existing materials, tools, and general know-how not created specifically for the Company.

## 9. Public Statements and Use of Name

The Consultant shall not make public statements on behalf of the Company or use the Company's name, trademarks, or branding in marketing materials without prior written approval, except where expressly required to perform the Services.

## 10. Representations and Warranties

Each Party represents that:

- It has the authority to enter into this Agreement
- Its performance under this Agreement does not violate any other agreement or legal obligation

The Consultant further represents that the Services will be original and will not knowingly infringe the rights of any third party.

## **11. Limitation of Liability**

To the extent permitted by law, neither Party shall be liable for indirect, incidental, or consequential damages arising out of this Agreement. The Consultant's total liability under this Agreement shall not exceed the total fees paid to the Consultant under this Agreement.

## **12. Termination**

Either Party may terminate this Agreement without cause by providing \_\_\_\_\_ days' written notice.

Either Party may terminate this Agreement immediately for material breach if such breach is not cured within a reasonable period after written notice.

Upon termination:

- The Consultant shall cease providing the Services
- The Company shall pay all undisputed fees for Services performed up to the termination date
- Clauses relating to Confidential Information, Intellectual Property, Limitation of Liability, and Governing Law shall survive termination

## **13. Governing Law and Dispute Resolution**

This Agreement shall be governed by and interpreted in accordance with the laws of \_\_\_\_\_, without regard to conflict of law principles.

Any disputes arising under this Agreement shall be resolved through good faith negotiation, and if unresolved, through a competent court located in the governing jurisdiction.

## **14. Assignment**

The Consultant may not assign or transfer this Agreement without the prior written consent of the Company. The Company may assign this Agreement as part of a merger, sale of assets, or corporate reorganization.

**15. Entire Agreement and Amendments**

This Agreement constitutes the entire understanding between the Parties regarding its subject matter and supersedes all prior discussions or agreements. Any amendment must be in writing and signed by both Parties.

**16. Severability**

If any provision of this Agreement is found unenforceable, the remaining provisions shall remain in full force and effect.

By signing below, the Parties acknowledge that they have read, understood, and agreed to the terms of this Public Relations (PR) Consultant Agreement.

**Company**  
**Name**  
**Date**  
**Signature**

**Consultant**  
**Name**  
**Date**  
**Signature**

\_\_\_\_\_

\_\_\_\_\_

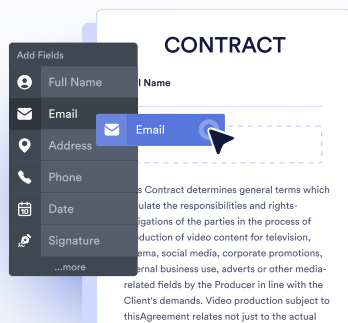


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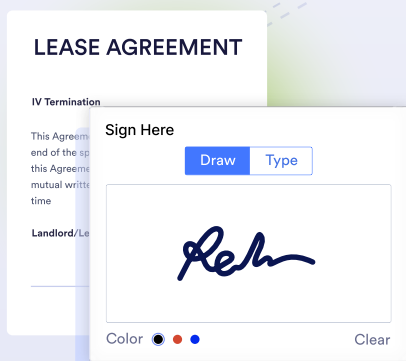
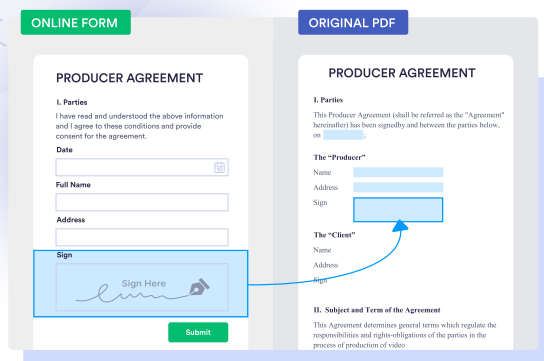
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