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JUL - 7 2026



**VANESSA JAMES, County Clerk
JACK COUNTY, TEXAS**

BY _____ DEPUTY

Consulting Services Agreement

This CONSULTING SERVICES AGREEMENT ("Agreement") is entered into and made effective as June 15, 2026 between **Touchdown Strategies** ("Consultant") located at 822 Polo Place, Great Falls, VA 22066, and **Honorable Brian Keith Umphress, County Judge** ("Client") located at 100 North Main Street, Jacksboro, TX 76458.

In consideration of their mutual promises and the covenants contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is hereby agreed by and between Consultant and Client as follows:

Section 1: Consultant Services.

Consultant will assist and advise Client with respect to agreed-upon services as set forth and described in Exhibit A. Consultant agrees to commit its best efforts to the fulfillment of the terms of this Agreement.

Section 2: Compliance with Applicable Laws and Regulations.

All services rendered by Consultant in the term of this engagement will be rendered in accordance with all applicable state laws and regulations.

Section 3: Term of Agreement.

This consulting agreement will become effective as of June 15, 2026 and will end on August 10, 2026. The parties may mutually agree, in writing, to extend this Agreement for additional periods of service.

Section 4: Compensation & Expenses.

Consultant shall receive compensation of \$35,000, plus reimbursement for business-related expenses such as travel or other reasonable expenses. Consultant meals while traveling will be billed at a per diem rate of \$100 per person/per day. Reimbursement of all expenses will include a 10% administration fee.

Upon execution, Consultant will invoice client for the full project fee. Client shall pay each invoice within 30 days or a monthly late penalty of 5% may be added.

Section 5: Confidentiality.

From time to time, Client may share with Consultant non-public or proprietary information related to Client business in order to assist Consultant in performing the services outlined in this agreement. All such information, whether provided orally or in writing, shall be considered confidential.

Likewise, Client may become aware of information about Consultant, its business operations, and its methods of performance that may be highly confidential and proprietary to Consultant, and which is generally not known to the general public or in the business which Consultant and its other clients are engaged. Client will treat all such information as confidential unless such information is in the public domain.

Section 6: Entire Agreement.

This Consulting Agreement constitutes the entire Agreement between the parties with respect to the subject matter hereof, and supersedes all prior negotiations, communications, writings and understandings. This Agreement may be modified or amended only by a written amendment signed by the parties.

Section 7: Governing Law and Dispute Resolution.

This Agreement shall be deemed to have been made in Great Falls, VA, and shall be construed and enforced in accordance with the law of Great Falls, VA, without reference to principles of conflict of laws thereof.

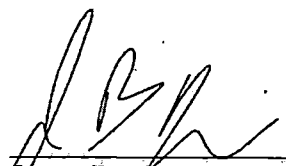
Any claim, dispute, controversy or other matter in question with regard to this Agreement shall exclusively be subject to final binding arbitration in accordance with the Commercial Arbitration rules and regulations of the American Arbitration Association (AAA). The parties shall not submit claims for punitive damages, and do hereby waive any right to the same, and the arbitrators shall not be authorized to award punitive damages. The parties or the arbitrators, as appropriate, shall undertake the duties of the AAA under the AAA rules. All arbitrations shall be conducted in the Commonwealth of Virginia.

Section 8: Indemnification.

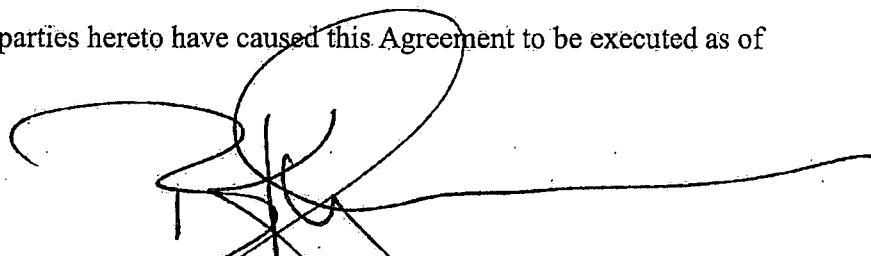
Consultant and Client, respectively, agree to and shall defend, indemnify and hold harmless the other, that indemnified party's parent company and all related or affiliated companies, and all affiliates, officers, directors, shareholders, members, associates, employees, servants and agents of each, from and against all claims, damages, expenses, including reasonable attorneys' fees and costs, losses, causes of action or suits which arise out of or relate to this Agreement; due to the negligent act or omission, willful misconduct, other fault or any nature of the indemnifying party, its employees, agents, servants or subcontractors.

[Signatures Follow]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the date first written above.



James Davis
President
Touchdown Strategies



Honorable Brian Keith Umphress
County Judge
Jack County

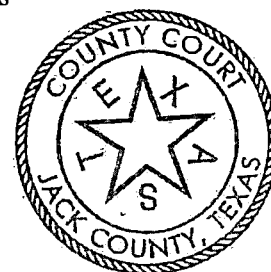


Exhibit A

Scope of Work

Vendor will provide the following Services:

Media Training Overview: Participants will begin the training session by delivering a brief presentation and answering questions so the instructor can understand the team's knowledge and skills baseline, and what strengths and weaknesses might be present. The instructor will then explain the program's overall goal through an "SAT-prep course" type training. That will be followed by defining the overarching hallmarks of persuasive communications and building and presenting winning messages.

This portion of the training provides video examples that will be discussed by the group and dissected by the instructor, drills to identify good and bad words, and practice on building messages with compelling headlines and interesting proof points. There will be a shorter section devoted to other communication tips and techniques, such as body language best practices, how to find the most compelling proof points, memory triggers, and how to manage difficult questions. The day will conclude with continued drills and practice.

Additional Services: Vendor will provide the following Services:

Public Relations Support: Touchdown Strategies will provide public relations support in the form of managing press inquiries, drafting and distributing statements and press releases, working alongside legal counsel to provide guidance on compliance, open records requests and quorum regulations, preparing commissioner position statements, constructing narratives, advising on social media presence, and providing a suggested plan to communicate to Jack County residents.