12 June 2020

David Rankin

Peregrine Avionics, LLC

7385 South Peoria Street, Unit C4
Englewood, CO 80112

Dear David:

AviaGlobal Group, LLC, (AGG) is pleased to be part of the marketing activity as Peregrine expands its business activity with the Organization Designation Authorization (ODA), the Aircraft Clean Air supplemental type certificate (STC) activity and the Garmin G700 EMB-120 STC. With the Constant Contact outreach program and website updates, AGG is blah blah blah

We are looking forward to continuing and expanding our involvement with Peregrine to further enhance the visibility of the unique strengths of Peregrine to the aviation community with strategic marketing and press campaigns to highlight the engineering services available from the company.

Our near-term suggestions include:

1. Updating the current Peregrine website with announcements and timely messaging
2. Customer relationship management (CRM) refinement with Zoho and Constant Contact databases with correct and relevant information
3. Creating an impactful press campaign for the ODA announcement to ensure reaching key aviation decision makers

Looking forward, we are working on

1. Development and maintenance of a more flexible website improving ease of updating for Peregrine and attractiveness to the website visitor
2. Capturing website data and improving visibility through analytics and search engine optimization (SEO)
3. Continued CRM refinement of Zoho and Constant Contact databases
4. Developing and executing a press campaign strategy to keep Peregrine activity reaching key customer decision makers

Our suggested approach includes employment of a aviation-savvy public relations firm to assist in press activity, the seamless migration of the Peregrine website to another host and the continued active involvement of the AGG team.

We propose the transition of our relationship in a stepwise manner from the current model to a longer-term retainer basis. To that end we have attached the following proposal and timeline that we are confident can match the financial status and outlook of Peregrine and AGG.

Thanks for letting us be a part of Peregrine Avionics, LLC’s business.

Very best regards

/s/

Lee Carlson

*Co-Founder & Managing Partner*

*AviaGlobal Group, LLC*

***Proposal***

**Phase 1: $3,800**

* COVID-19 and ODA Announcement Activity
	+ Website update, CRM and Constant Contact activity
	+ ODA Press Release and press campaign
	+ Coordination of PR activity

**Phase 2: $10,000**

* New Website and Migration
	+ Current website activity N/C
	+ Establish SEO and analytic functions
* Continued CRM and Constant Contact activity and support

**Retainer Phase: $7,500 / Month**

* Marketing strategy planning
* Ongoing, on-call support
* Website maintenance
* SEO and analytic activity
* Press release campaign and monthly press release and coordination of PR activity
	+ Additional press campaigns during month priced separately

Terms, conditions, travel, rate sheet …