soKate Studio

BESPOKE DIGITAL PROPOSAL & CLIENT BOOKING AGREEMENT

A clearer path to more pageant entries.

Miss Teen Great Britain • Pageant Girl • Pageant HQ

Prepared for Holly and the Pageant Girl team | 16 November 2026

My recommendation is to start with the entrant experience, while assessing Pageant HQ properly before fixing a price for the administration work.

PHASE ONE	PAGEANT HQ SETUP	ONGOING MANAGEMENT
£600	**Review first**	**from £295**
MTGB homepage, social entry landing page and navigation refresh	Workflow mapping then separate fixed quote	per month, with optional growth packages

Keep the existing WordPress sites. Connect the journey behind them.

This is not a proposal to replace all five websites at once.

Why this approach

The immediate priority is a better mobile-first path from social campaigns to application, with cleaner navigation and a more compelling homepage. The central platform can then be configured around the real spreadsheets, payments and emails that your team uses—not assumptions about the process.

What happens next

1. Confirm the £600 MTGB redesign scope and agree the £300 booking deposit. **2.** Walk through current Pageant HQ admin, forms, templates, payment handling and data with Holly and Grace. **3.** Agree a separate implementation price and launch schedule. **4.** Select ongoing management only if it suits the business.

> **Scope and pricing are independent choices.** A Pageant HQ review does not mean Holly has committed to an unpriced build or a monthly subscription. Only selected, confirmed services become payable.

Monthly management options

Package	Monthly	Main purpose
HQ Managed	£295	Core platform, hosting oversight, updates, integration monitoring and support

Combined Managed	£495	HQ plus agreed WordPress site maintenance and small fixes
Optimise	£795	Combined plus SEO, entry-source reporting and conversion improvements
Growth Partner	£1,200	Optimise plus coordinated growth planning and agreed monthly development priorities

One monthly package only, not stacked. Exact covered sites and monthly deliverables to be confirmed in the service schedule. Prices exclude separately approved third-party costs.

SCHEDULE A | ORDER PARTICULARS

Your project, in writing.

Item	Current proposal
Client / company legal name	TO BE CONFIRMED
Client authorised representative	Holly — full name and role to be confirmed
Site / brand	Miss Teen Great Britain / Pageant Girl
Proposal issued	16 November 2026
Indicative validity	30 days, expiring 16 December 2026 unless extended in writing
Website redesign	£600 fixed scope (50% booking / 50% prior to live launch)
Pageant HQ discovery	Workflow review; no implementation price or delivery commitment yet
Pageant HQ implementation	Separate written statement of work after review
Monthly packages (choose one)	HQ £295 / Combined £495 / Optimise £795 / Growth Partner £1,200 per month
Additional pageant websites	Excluded until individually scoped and accepted
Payment method	Bank transfer; card where enabled; staged invoicing by written agreement; Klarna subject to eligibility
Timetable	To be agreed after materials and access reviewed
Signatory	TO BE COMPLETED

> **Important:** The quote is not yet signed. Business identity, exact scope, start date, implementation charge and any data processing arrangements must be confirmed. Payment methods on the website may show a preference rather than a live payment facility.

PART 1 | CLIENT SERVICES AGREEMENT

Terms & conditions

Version PG-2026-11-16. Business-to-business draft for approval.

1. Parties and status

This proposal is made by Any Gig App Ltd trading as soKate Studio (company number 16958330), whose registered office is listed on sokate.co.uk as 3rd Floor, 86–90 Paul Street, London EC2A 4NE (the "Studio"), to Holly on behalf of the Pageant Girl / Miss Teen Great Britain business (the "Client"). The Client's full legal name, company number (if applicable), address and authorised signatory must be confirmed before execution. This document is an offer for business services, not a consumer purchase. It is a draft pending commercial approval, and does not become binding merely because it is received.

2. Documents, quotation and order of precedence

An agreed booking comprises (a) the accepted itemised order and its exact services and fees, (b) the relevant scope schedule and any signed change orders, (c) these terms, and (d) where the Studio processes contestant or guardian data for the Client, the data processing schedule. Specific signed project terms take precedence over general terms for that project. Website terms at sokate.co.uk/terms apply to general site use but do not override a signed bespoke statement of work. Each quoted element is optional unless expressly stated as a technical dependency.

3. Website project — Miss Teen Great Britain

Fixed fee: £600, provided this focused scope remains unchanged. Included: (i) one redesigned homepage using existing WordPress and Divi infrastructure, including mobile-first calls to action and improved signposting; (ii) one dedicated social-media-to-entry landing page, designed around eligibility, reassurance, benefits, key dates, FAQs and a clear entry action; (iii) navigation/menu and key-page tidy-up to simplify the visitor journey; (iv) sensible on-page SEO preservation for affected URLs, headings and content; and (v) up to two consolidated design feedback rounds on the agreed pages. Work is based on content, permissions and imagery supplied or licensed by the Client. It does not include a full site-wide theme rebuild, photography, paid ads, custom integrations, extensive rewriting, migration of unrelated content, third-party subscription charges, or a new application engine. Changes to the existing entry form are limited to agreed links/signposting unless separately scoped. Existing site ownership and WordPress editing access stay with the Client.

4. Pageant HQ — discovery before implementation

The Studio has developed a demonstration of the Pageant HQ concept. Live implementation is NOT included in the £600 website fee and its setup price is expressly to be confirmed after a workflow review. Discovery will examine current application forms, contestant spreadsheets, stage transitions, payment reconciliation, templates/letters, guardian communications, judging, access permissions, five-site integration points, historic data quality and the involvement of Grace and other staff. No transfer of live personal data, production deployment or integration commitment is authorised by accepting a discovery discussion. Following review, the Studio will issue a separate written, fixed-price implementation schedule defining data import limits, integrations, workflow rules, testing, training, dependencies, acceptance and delivery windows. An additional acceptance is required before charged implementation work begins.

5. Other pageant websites

Any changes to Galaxy Pageants UK, UK’s National Miss, International Pageants UK, Pageant Girl and/or other domains are outside the £600 Miss Teen Great Britain package. A later rollout may reuse the approved page layouts where technically suitable, with each site's branding, content and platform differences confirmed first. Every additional site will require an itemised written quote and separate selection. No assumption is made that every site uses identical Divi installations or workflows.

6. Recurring services — select ONE package

Pageant HQ Managed — £295 per month: use of the Studio-managed Pageant HQ system after launch, hosting oversight, backups and routine platform maintenance, monitoring key integrations, security-related maintenance, fault investigation and reasonable standard support for named users. Websites outside HQ are not covered.

Combined Managed — £495 per month: Pageant HQ Managed plus routine technical oversight and maintenance for the specifically named, connected WordPress websites, troubleshooting, updates and limited small change requests. No redesign rollout or substantial build work is included.

Optimise — £795 per month: Combined Managed plus agreed monthly SEO/technical improvements, entry-source and funnel reporting, and prioritised conversion enhancements within the monthly plan.

Growth Partner — £1,200 per month: Optimise plus a jointly prioritised monthly entry-growth roadmap, selected campaign landing page or feature improvements within an agreed capacity, and priority planning around entry and finals seasons.

These are alternative packages, NOT cumulative charges. Exact supported domains, support contacts, service limits and deliverables are listed in the signed monthly service schedule before activation. The Studio does not promise unlimited development, permanent availability, 24/7 support, a particular Google ranking, or a minimum number of applications. £295 is payable only after Pageant HQ has actually launched into service and the subscription start date has been agreed.

7. Fees, VAT and third-party costs

All fees in this proposal are in GBP. The Studio's existing website states that it is not currently VAT registered and does not charge VAT. VAT treatment must be reconfirmed on the invoice date; any applicable taxes will be disclosed before payment. Third-party costs (domain renewal, paid themes/plugins, WordPress hosting, email delivery, licensed imagery, transactional fees and payment-processing charges) are not silently absorbed: each will be identified and approved in writing before the Client incurs the charge. If the Studio collects pass-through costs, receipts or supplier descriptions will be available upon reasonable request. Stripe and potential Klarna fees/eligibility are set by their providers and may vary.

8. Deposits, milestones and payment

For the £600 Miss Teen redesign: £300 (50%) is due to book the project, and £300 (50%) is due following staging sign-off and before live publication/handover. The Client may request payment in full instead. Any agreed instalment schedule must be written into the accepted order; choosing an interest-free staged invoice schedule does not mean a regulated credit agreement is being offered. For other one-off projects, the quote specifies the deposit and milestones. Monthly services are invoiced in advance from their agreed start date and are due on receipt unless stated otherwise in the signed schedule. No automatic recurring card charge is authorised merely by submitting an enquiry. Bank transfer is available; card payments may be offered through a secure provider once enabled. Klarna is not promised: availability and eligibility depend on the payment provider, transaction and merchant settings. No card details are collected by the quote page.

9. Late payment and pause rights

Unpaid invoices should be queried promptly and in good faith. The Studio may issue reminders and, after a clear written warning and reasonable time to cure (normally seven calendar days), may pause non-critical work or restrict optional access where lawful and safe. Access to export the Client's data will not be unreasonably withheld. For qualifying business-to-business debts, statutory interest and recovery costs may be available under the Late Payment of Commercial Debts legislation; no double recovery will be sought. Pausing for overdue fees does not extinguish fees already earned. Restart timings depend on availability and resolution of the balance.

10. Booking, scheduling and deadlines

Work is booked when the parties accept a precise scope in writing and the required deposit clears. The Studio will provide indicative delivery windows and update them when dependencies change. The Client has mentioned a February 2027 grand-finalist communication milestone, but the Studio cannot guarantee this for Pageant HQ until discovery, access, scope, data quality and approval dates are confirmed. Delays outside the Studio's reasonable control, including late assets or third-party systems, move the corresponding milestones by a fair amount. Urgent changes require a separate written agreement.

11. Client responsibilities and access

The Client will appoint a primary decision-maker, obtain permission to use and share all supplied material, supply accurate copy and compliant permissions, and provide timely consolidated feedback, test data and appropriate least-privilege accounts. The Studio will not require shared personal passwords where safer invitations or delegated access are available. The Client will maintain its own domain, WordPress and payment-service contractual accounts unless otherwise agreed; it remains responsible for legal notices, privacy policies, entrant rules, safeguarding policies, competition rules, age categories, terms for parents/guardians, and the accuracy of published eligibility/prize statements.

12. Scope changes and approvals

Any request outside the chosen deliverables will be described in a change order with impact on fees, schedule and dependencies. The Studio is not obliged to perform out-of-scope work before the change order is approved. Client feedback should be provided as one consolidated response per round. Additional revision rounds, major changes after approval and reworking content already approved may be separately quoted. Decisions by email or the secure booking portal count as written instructions when reasonably attributable to authorised representatives.

13. Testing, acceptance and handover

The Studio will provide a staging or preview route where practical. The Client will test the relevant application flow, content, links, payments and responsive layouts. The Client should report material defects within five working days of being invited to review; silence is not acceptance of untested payment or security controls. Accepted fixed-scope work may be published after final payment. The Studio will address reproducible defects that cause delivered features not to meet the agreed scope for 14 calendar days after launch, without additional charge; enhancements, third-party faults, altered plugins and content edits are excluded. There is no blanket guarantee of browser/device perfection.

14. Support and service boundaries

Routine support hours are Monday to Friday, 9:00 to 17:00 UK time excluding public holidays, unless a signed support schedule states otherwise. The Studio aims to acknowledge routine requests within two working days and to prioritise service-impacting incidents; these are targets, not guaranteed resolution times. Support is provided via the agreed ticket/email channel. Monthly packages cover fair and reasonable administration within an agreed service schedule, not continuous on-call staffing, a fixed pool of unused days, content production without limits or emergency same-day attendance. Major development, unusual data clean-ups and supplier incidents are separately assessed.

15. Platform licence, ownership and intellectual property

The Client retains ownership of its contestant data, trademarks, copy, event information and pre-existing assets. Subject to full payment, the Client receives the agreed rights to bespoke final website design deliverables, excluding third-party and Studio background tools. The Pageant HQ core platform, pre-existing code, libraries, methods, templates, automation framework and generic improvements remain the Studio's or licensors' intellectual property. During a paid subscription the Client receives a non-exclusive, non-transferable licence to use the hosted platform for its agreed pageant operations. This is access to a managed service, not a sale of the Pageant HQ source code or exclusive platform rights. Any exclusivity or source-code transfer must be expressly negotiated and priced in writing. The Client may not resell, reverse-engineer or sublicense the platform except as allowed by law or a written permission.

16. Data protection roles and children's information

For Pageant HQ contestant/guardian records the Client is expected to act as controller and the Studio as processor, except where a separate purpose makes the Studio an independent controller (for example, its own billing and client contact records). The Client must establish a lawful basis and give legally appropriate privacy notices to entrants and guardians, apply appropriate safeguards for under-18 users, minimise data and set appropriate retention periods. The Studio will process on documented instructions only and will not intentionally store raw payment-card data. The attached Schedule B sets out Article 28 processing terms and must be completed with named suppliers, hosting locations, categories and retention before real entrant data is ingested. Photos, ID documents, health or other special-category information must not be uploaded until a separate risk assessment and agreed safeguards are in place.

17. Confidentiality and publicity

Each party will protect the other's confidential operational information using reasonable care, disclose it only to authorised staff and contractors who need it and keep it secure. Public information, information already lawfully known, independently created work and compelled legal disclosures are excluded. The Studio may not identify the Client or show private entrant data in marketing without written permission. A case study, portfolio usage, testimonial or referral introduction is OPTIONAL and should be agreed separately; no hidden requirement is created by a preferential rate.

18. Security, backups and incidents

The Studio will apply proportionate technical and organisational security appropriate to the agreed processing: role-based access, reasonable password and multi-factor practices where supported, encrypted transport, restricted privileged access, software updates, monitoring, backups and an incident response process. Neither party should put identifiable live contestant data into demonstrations or shared staging without approval. No online service can be warranted completely secure or interruption-free. The Studio will inform the Client without undue delay after becoming aware of a personal data breach affecting Client data, providing available information and reasonable assistance; the Client remains responsible for regulatory/individual notification decisions as controller. Specific backup frequencies, retention and recovery objectives must be included in the final operational schedule, not assumed.

19. Term, renewals and cancellation

Each one-off statement of work ends once its deliverables are completed, paid and any agreed defect period has ended. Monthly management begins only on the written activation date and rolls month to month. Either party may terminate a monthly subscription on 30 days' written notice; fees already invoiced or earned during that notice period remain due. No unapproved minimum-term commitment is imposed. The Studio may terminate for material breach after reasonable written notice and opportunity to cure, or immediately where required to prevent unlawful activity or serious security harm, applying reasonable safeguards for Client data. On ending a platform subscription the Client will be offered a structured data export and a transition plan, with fair separately quoted migration work where needed. Cancellation of managed access does not give the Client a licence to self-host Studio-owned software.

20. Cancellations, refunds and postponement

The Client may cancel before work starts by written notice. Any unearned portion of advance payment will be returned after deducting disclosed, reasonable non-recoverable approved costs; an agreed booking/reservation charge applies only if explicitly listed in the accepted order. After work begins, the Studio may invoice for work performed and committed approved costs up to cancellation, and will credit any unearned remainder. No term overrides mandatory law. Where the Studio cancels for convenience, it will refund fees paid for services not supplied and cooperate with reasonable handover. Installment providers' customer refund policies are separate and should be disclosed if offered.

21. Warranties and performance claims

The Studio will perform with reasonable care and skill and aim for a professional outcome matching the agreed written scope. Website search performance, conversion rates, pageant entry volumes, acceptance by app stores and third-party platform behaviour depend on factors outside the Studio's control. No promise is made to restore pre-COVID application numbers or achieve 700/2,000 applicants. Any growth goal is a target for measurement and improvement, not a guaranteed outcome. The Client remains responsible for approving final business claims and competition communications.

22. Liability and insurance

Each party remains liable where liability cannot legally be excluded, including fraud/fraudulent misrepresentation or death or personal injury caused by negligence. Subject to those exceptions and any non-excludable statutory duties, the Studio's total contractual liability connected with a claim is proposed to be capped at the fees paid or payable for the affected services in the preceding twelve months. Neither party is liable for indirect losses that are not reasonably foreseeable, except where law requires otherwise. This proposed allocation must be reviewed for reasonableness, available insurance and data protection risk before signature. Liability for confidentiality and data protection breaches is subject to mandatory law and any separately negotiated data protection allocation. Nothing in this clause removes the requirement to act with reasonable care and skill.

23. Disputes, law and miscellaneous

The parties will first attempt good-faith resolution through named contacts and written escalation. If unresolved after 20 working days, either may seek suitable mediation before litigation, without restricting urgent relief. English and Welsh law governs and courts of England and Wales have jurisdiction, subject to mandatory law. Force majeure excuses delay only to the extent genuinely outside reasonable control, with notice and mitigation. Neither party may transfer this contract without the other's reasonable consent, save to a successor undertaking able to honour the obligations. Invalid terms may be severed without invalidating the rest. Variations must be recorded in writing. Notices may be emailed to the business contacts stated in the final booking record; important termination notices should receive acknowledgement.

24. Acceptance and authority

A booking selection is a request to proceed on the selected services and prices. A contract is formed only when the Studio confirms the accepted order and required payment terms in writing; unpriced discovery items never become automatically chargeable. The Client representative confirms authority to bind the named business, accepts the applicable signed order and terms, and will provide a valid billing contact. An electronic signature/record may be used for a simple business contract; the portal should retain selected line items, prices, version, checkboxes, name, email, date/time and acceptance identifier. The quote page MUST NOT create a paid subscription merely by ticking an option. The Studio should countersign or confirm acceptance before work commences.

SCHEDULE B | DATA PROCESSING AGREEMENT

Personal data and safeguarding-related processing.

The following particulars and commitments supplement clause 16. Because many contestants are minors, the final operational details must be completed before the platform contains live data. This schedule does not by itself authorise processing.

Topic	Agreed approach / pending particulars
Subject matter	Hosting and administration of Pageant HQ entrant and application records, communications, stage/status transitions and non-card payment status data.
Duration	From written service activation until termination and completion of agreed export/deletion period.
Purpose and nature	Secure storage, authorised viewing, recording, import/export, application administration, messaging and reporting under Client instructions.
Data subjects	Contestants including children aged approximately 10–19, parents/guardians, pageant staff, judges and business contacts; exact age and categories to be verified.
Data categories	Names, age/date of birth, contact details, guardian information, application answers, correspondence, competition status, payment references/status, judging results and submitted documents as permitted by final schedule. No raw payment card details.
Special categories	Not approved by default. Any health, accessibility or sensitive data requires explicit separate agreement, legal basis assessment, security controls and DPIA consideration.
Controller instructions	Documented operational instructions and amendments approved in writing; Studio to flag apparently unlawful instructions where required.
Confidential personnel	Authorised personnel bound by confidentiality and least-privilege access.
Security measures	TLS in transit; role-based access; credential hygiene; practical MFA; logs; updates; proportionate backups, segregation and incident management, with exact backup policy completed before go-live.
Sub-processors	Actual hosting, app platform, email delivery, payment provider and support systems to be listed and authorised before live data is transferred. Studio must bind sub-processors to equivalent processing obligations and give notice of changes.
International transfers	Locations and applicable UK international transfer safeguards must be agreed and documented before any restricted transfer.
Assistance	Reasonable assistance on data subject requests, security incidents, DPIAs and regulator inquiries, with fair cost allocation for unusual requests.
Breach notification	Studio to alert Client without undue delay after becoming aware of an applicable breach and provide facts progressively; Client decides statutory reporting and communications.

Audit and evidence	Make appropriate compliance information available and accommodate reasonable, proportionate audits subject to confidentiality/security.
Deletion and return	Upon written instruction/end of service, export Client data in a commonly readable format; delete or return copies within agreed timeframe subject to legal retention and routine backup cycles.
Retention and backup windows	TO BE COMPLETED following discovery; agree live retention, archive/deletion timing, backup cycles and restoration scope.

Processing commitments

The Studio will process personal data only on the Client's documented instructions (including any transfer), ensure confidentiality and proportionate security, maintain equivalent contracts with approved sub-processors, assist with data subject rights and regulatory obligations, make relevant compliance information available, provide audit cooperation, and return or delete data at termination as instructed, subject to applicable law. The Client retains responsibility for legal bases, privacy notices and the rights of entrants and guardians. Both parties will cooperate to document secure operational practices before launch.

SCHEDULE C | BOOKING CONFIRMATION

Choose only what you need.

Use the secure custom quote page on sokate.co.uk to select services. This paper schedule is a parallel signature record if needed. Unpriced work is never added to the payable total until it has a separately accepted quote.

☐ £600 — Miss Teen Great Britain homepage, social entry page and menu tidy-up

☐ Pageant HQ discovery review (implementation not yet priced)

☐ £295/month — HQ Managed (post-launch only)

☐ £495/month — Combined Managed (instead of £295)

☐ £795/month — Optimise (instead of other monthly options)

☐ £1,200/month — Growth Partner (instead of other monthly options)

Payment preference

☐ Bank transfer ☐ Card payment link (if enabled) ☐ Agreed staged invoice plan ☐ Ask about Klarna eligibility

Client confirmations

☐ I have reviewed the itemised services and the charges, including which items are not yet priced.

☐ I have read and accept the Client Services Agreement and relevant data processing schedule (subject to completion before live personal data is processed).

☐ I confirm I have authority to act for the named business and request the Studio to confirm the selected booking.

Business legal name:
_____

Authorised name and role:
_____

Signature:
_____

Studio confirmation:
_____

Confirmed services:
_____

Effective date:
_____

A request or electronic selection alone does not create a charge for unpriced services or a recurring card mandate. The Studio confirms accepted selections and the deposit invoice before work starts.