

## STATEMENT OF WORK # 2

This Statement of Work (“SOW”) is entered into as of March 18, 2019 between Orlando/Orange County Convention & Visitors’ Bureau, Inc. (“Visit Orlando”) and Nomadic (“Service Provider”) and is pursuant to, and made a part of and governed by, the Master Services Agreement between Visit Orlando and Service Provider dated December 3, 2018 (“Agreement”). In addition to the Services to be performed by Service Provider pursuant to the Agreement and any other SOWs now or hereafter existing under the Agreement, Service Provider shall perform and deliver the Services and Deliverables as specified below.

**A. Services.** Service Provider shall provide the following Services and Deliverables to Visit Orlando:

### **Quarterly**

Evaluation: Analysis & Learnings

- Quarterly performance report and strategic recommendations

Strategy: Channel, Content & Boosting Recommendations

- Recommend channel and content priorities to direct content ideation
- Develop strategic recommendations (based on performance report)

Creative: Ideation

- Ideate new ideas and content series based on strategy findings, trending topics and new formats

Implementation: Scheduling & Publication

- Plan messaging cadence, posts and content needs across each channel
- Identify high-level boosting segments per post, based on channel and audience strategies

### **Monthly**

Strategy: Ongoing Support

- Ongoing strategic recommendations

Creative: Production

- Monthly social content production and copywriting (UGC and approved quarterly series)...up to 250 pieces per month

Implementation

- Monthly scheduling & publishing of content produced by Nomadic
- Monthly boosting & optimization

### **Deliverables Summary**

Creative Ideation: A presentation of content options led by top performing content and VO needs for the upcoming quarter.

Publishing Calendar and Boost Plan: Outlines posting cadence across platforms, ad managers and influencers including recommended boosting strategy by post.

Performance Report: Summarizes social's performance based on relevant KPIs including: total reach, total engagements, and average engagement rate, meant to inform content strategy.

Limitations:

If the Client provides any creative assets or other materials to Nomadic, Client understands and agrees that it is the Client's responsibility to ensure that such materials or creative assets do not infringe on any patents, copyrights trademarks, trade secrets, or any other intellectual property rights that may exist now or in the future. Nomadic does not take any responsibility for or make any representations or warranties regarding any creative assets or other materials delivered by Client.

**B. Timelines.** Service Provider shall commence the Services on March 18, 2019 and continue until December 31, 2019 unless terminated earlier pursuant to the terms of the Agreement.

**C. Fees.** Visit Orlando shall pay Service Provider at a rate of \$15,000 per month for an aggregate total not to exceed \$150,000. Invoices will be submitted the first business day of each month. Visit Orlando shall remit payment in accordance with the terms of the Agreement.

**D. Primary Contacts.** Each Party designates the following representative ("Primary Contact") as its primary initial contact for all issues arising between the Parties under this Agreement. Each Primary Contact will respond to the other Party within a reasonable amount of time. Each Party may change or substitute its Primary Contact on a temporary or permanent basis by notice to the other.

For Visit Orlando

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

For Service Provider

Name: Nomadic Agency


Phone: 480-270-3000

Email: dbates@nomadicagency.com

Accepted and Agreed:

**ORLANDO/ORANGE COUNTY  
CONVENTION & VISITORS BUREAU, INC.**

**NOMADIC**

By: 

By: \_\_\_\_\_

Name: Larry Hennick

Name: \_\_\_\_\_

Title: COO/CEO

Title: \_\_\_\_\_

Accepted and Agreed:

**ORLANDO/ORANGE COUNTY  
CONVENTION & VISITORS BUREAU, INC.**

**NOMADIC**

*Dawn Bates*

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: **Dawn Bates** \_\_\_\_\_

Title: \_\_\_\_\_

Title: **VP of Strategy** \_\_\_\_\_

# Signature Certificate

Document Ref.: EGQWK-ABYBY-EI3UT-JVNJI

Document signed by:

|   |  |  |
|---|--|--|
|  | <p><b>Dawn Bates</b><br/>Verified E-mail:<br/>dbates@nomadicagency.com</p> | <br> |
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Document completed by all parties on:

**12 Mar 2019 19:05:50 UTC**

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