

CONTRACT: C19-2752-TDD
Boone Oakley
Marketing, Advertising, & PR for TDD
EXPIRES:09/30/2025

Task Order – 2024 Influencer Marketing Campaign
Revision 1

Agency Job #OKTDD-xxxxx

Task order covers costs associated with the 2024 Influencer Marketing Campaign to activate up to 5 influencers. Individual influencer compensation will be determined on a case-by-case basis based on a variety of factors (including, but not limited to, the creator's audience sizes, audience engagement rates, standard collaboration rates, and agreed upon deliverables) as negotiated by the agency, and is intended to cover creator fees and costs including transportation, accommodations, adventure packs and meals.

Revision 1 adds an additional 11 influencers, for a total of 16.

Payment Schedule:

Payment will be pursuant to Influencer Agreement terms, which is anticipated to be 50% upon agreement execution and 50% upon receipt of deliverables — unless otherwise agreed to by the agency to accommodate higher upfront collaboration costs.

Overall cost will not exceed ~~\$25,000~~ \$80,000 unless mutually agreed upon in writing by both parties.

Offered by:

Katy Spiecha
Katy Spiecha, Boone Oakley

Accepted by:

Jennifer Adams
Digitally signed by Jennifer Adams
Date: 2024.04.01 11:30:50 -05'00'

Jennifer Adams, TDD Director

Charlotte Dunworth
Digitally signed by Charlotte Dunworth
Date: 2024-04-11 22:01:00-0500

DeRita Mason
Digitally signed by DeRita Mason
Date: 2024.04.02 08:43:47 -05'00'

DeRita Mason, Purchasing Manager

Faye Douglas
Digitally signed by Faye Douglas
Date: 2024.04.03 09:32:31 -05'00'

Faye Douglas, OMB Director

p.p. Craig Coffey
Digitally signed by Craig Coffey
Date: 2024.04.03 14:30:13 -05'00'

John Hofstad, County Administrator