

TD2352
1410-548040

Contract:# C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING & PR FOR TDD
Expires: 09/30/2025

Task Order – 2023 Influencer Marketing Campaign

Agency Job #OKTDD-23015

Task order covers costs associated with the 2023 Influencer Marketing Campaign to activate up to 15 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.

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 \$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: 2023.02.06 12:30:26 -06'00'

Jennifer Adams, TDD Director

Charlotte
Dunworth
Digitally signed by
Charlotte Dunworth
Date: 2023.02.06
12:31:02 -06'00'

DeRita Mason
Digitally signed by DeRita Mason
Date: 2023.02.06 13:05:23 -06'00'

DeRita Mason, Purchasing Manager

Faye Douglas
Digitally signed by Faye Douglas
Date: 2023.02.07 10:18:56 -06'00'

Faye Douglas, OMB Director

John Hofstad
Digitally signed by John Hofstad
Date: 2023.02.08 10:28:48 -06'00'

John Hofstad, County Administrator