

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

Task Order – 2024 Influencer Marketing Campaign

Agency Job #OKTDD-24014

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.

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 unless mutually agreed upon in writing by both parties.

Offered by:



Katy Spiecha, Boone Oakley

Accepted by:

Jennifer
Adams


Jennifer Adams, TDD Director

Digitally signed by
Jennifer Adams
Date: 2024.02.21
13:53:57 -06'00'

Charlotte
Dunworth

Digitally signed by
Charlotte Dunworth
Date: 2024.02.21
13:53:42 -06'00'

DeRita
Mason

Digitally signed by DeRita
Mason
Date: 2024.02.21
14:55:05 -06'00'

DeRita Mason, Purchasing Manager