

Task Order – 2024 Scout Creative Assets/Content Production

Agency Job # OKTDD-24011

Task order covers agency time (100 hours x \$165/hour) for production and post-production to develop Scout creative assets/content for 2024 media buy, organic social, boosted social and on the website. In addition, task order covers travel for three members of the BooneOakley team to travel to the destination for the production on 2/5/24 – 2/8/24.

Services will include photography production, retouching of images and creation of assets for respective medias.

Anticipated deliverables (assets can be used cross-platform):

- 3 – 5 finished assets for paid social, boosted social, organic social and website
- 10 – 15 retouched images for social, website
- All untouched photos

Agency services to oversee production shoots are included in base services, but not to actually conduct them, which is the case here. The agency will actually be performing the production shoot and post-production editing itself.

Payment Schedule:

Agency Time	\$16,500	To be invoiced upon completion based on actual hours worked
Travel	<u>\$3,500</u>	To be invoiced 50% upon task order approval and remaining balance invoiced based on reconciliation of actuals upon completion in accordance with County travel policy
	\$20,000	

The agency will reconcile actual costs and balance bill based on actuals for travel. Any savings or project underruns will accrue to the County and be reflected in invoicing.

The date of the production is subject to change, but the overall cost will not exceed \$20,000 unless mutually agreed upon in writing by both parties.

Offered by:

Katy Spiecha

Katy Spiecha, BooneOakley

Accepted by:

Jennifer Adams
 Adams

Jennifer Adams, TDD Director

Digitally signed by Jennifer Adams
 Date: 2024.01.05 11:54:12 -06'00'

Digitally signed by Charlotte Dunworth
 Date: 2024.01.05 11:57:26 -06'00'

DeRita Mason
 Mason

DeRita Mason, Purchasing Manager

Digitally signed by DeRita Mason
 Date: 2024.01.05 12:42:20 -06'00'

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