

Statement of Work

Illinois Cares for Kids Enrollment Campaign

1o8 agrees to perform certain marketing services on behalf of INCCRRA in accordance with the terms of this SOW.

Agency Partnership Objective

Drive awareness of Illinois Cares for Kids programs

Deliverables & Activities

Strategic Planning

- Activities: align creative, media, and brand activations to agency objectives
- Deliverables: comms plan, media plan, QBR including insights and optimizations to deliver agency objectives

Media Management & Optimization

- Activities: setup and launch campaigns on all media channels dictated by approved media plan. Daily monitoring, iterative optimization of in-market campaigns
- Deliverables: tactical media plan, quarterly audit & growth recommendations

Creative Development

- Activities: creative direction, copywriting and design; English and Spanish
- Deliverables: market-ready ads for campaigns as dictated by media and comms plans. Content calendar (as part of the SEO Workbook), monthly blog posts, outreach for link building. Limit (3) rounds on feedback per creative asset, all extra updates will be billed hourly at \$200 USD/hr.

Email Marketing + SMS

- Activities: campaign development
- Deliverables: quarterly newsletter template and updates

Ongoing Account Management and Strategic Partnership

Weekly status meetings, ongoing client communication and project management, strategic guidance, insights and growth recommendations

Services Not Included

This agreement does not include UI/UX consultation/implementation, video production or broadcast media placement. Incremental work completed by 1o8 will be billed hourly at \$200/hr, upon client approval.



Terms, Scope, & Cost

- Agreement term: July 1, 2023 - June 30, 2024
- Fee: \$1,000,000
 - Agency fee: \$300,000
 - Out of pocket expenses: \$700,000
- 1o8 will incur OOP expenses only upon receipt of approved invoiced fee
- Annual agreement, billed quarterly

BILLING SCHEDULE		
DATE OF INVOICE	AGENCY FEE	OUT OF POCKET FEE
July 1, 2023	\$75,000	\$175,000 or alternate amount approved by client prior to invoicing
October 1, 2023	\$75,000	\$175,000 or alternate amount approved by client prior to invoicing
January 1, 2024	\$75,000	\$175,000 or alternate amount approved by client prior to invoicing
March 1, 2024	\$75,000	\$175,000 or alternate amount approved by client prior to invoicing





The services described herein remain governed fully by the Terms and Conditions Agreement entered between the parties as part of the parties' original agreement dated on or about October 28, 2021. Except as explicitly set forth herein, all other agreements currently in effect between the parties remain in full force and effect, and 1o8's rights thereunder shall not be diminished in any way.

IN WITNESS WHEREOF, the undersigned Parties have executed this Agreement the day and year first above written.

COMPANY:		<u>08 / 03 / 2023</u>
	Signature	Date
	<u>Aalp Shah</u>	<u>CEO</u>
	Name	Title
CLIENT:		<u>08 / 02 / 2023</u>
	Signature	Date
	<u>Dan Harris</u>	<u>Executive Director</u>
	Name	Title

Signature Certificate

Reference number: 5EV7J-N3LL2-RD6JP-XAEEU

Signer	Timestamp	Signature
Email: rlivengood@inccra.org Shared via link		
Sent:	06 Jul 2023 19:43:29 UTC	
Viewed:	06 Jul 2023 19:44:30 UTC	
Signed:	02 Aug 2023 18:51:17 UTC	IP address:  Location: Chesaning, United States
Aalap Shah Email: admin@1o8.agency		
Sent:	06 Jul 2023 19:43:29 UTC	
Viewed:	03 Aug 2023 00:51:00 UTC	
Signed:	03 Aug 2023 13:39:07 UTC	
Recipient Verification: ✓ Email verified	03 Aug 2023 00:51:00 UTC	IP address:  Location: Cancún, Mexico

Document completed by all parties on:
03 Aug 2023 13:39:07 UTC

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