



STATEMENT OF WORK FOR [CLIENT NAME] MARKETING AND COMMUNICATIONS CONSULTING

CLIENT: [Client Name]

PROJECT TITLE: Marketing and Communications Consulting

DATE: October 25, 2023

ADANCE COMMUNICATIONS, LLC CONTACT:

Jennifer Yamnitz

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Website: jenniferyamnitz.com, adancemarketing.com

Adance Communications, LLC, also operates under the trade name Adance Marketing

This statement of work (“SOW”) and its attachments, if any, is made and entered into effect Oct. 25, 2023, (“Effective Date”) by and between Adance Communications, LLC, having a business address at P.O. Box 64444, Tucson, AZ 85728 (“Adance Communications” or “Consultant”) and [Client Name], Office of [Client Name] (“CLIENT”), with principal business address at [Client Address].

PROJECT SPONSORS

The parties designate the following persons as their respective project sponsor to be accountable for the management of the statement of work in accordance with the Agreement and as set forth in this SOW (“the Services”):

CONTACT NAME

Contact Title

Office of [Client Name]

[Client Name]

PROJECT OBJECTIVES

Adance Communications, LLC will partner with [Client Name] to develop and execute marketing communications strategies, including development of creative assets where applicable, to support [Client Name] in achieving marketing and communications goals.

DELIVERABLES

Specific projects may include, but are not limited to, the following:

- Development of marketing communications assets intended to support and maintain a positive image for [Client Name] and business units housed within [Client Name]. All communications will be distributed through [Client Name]'s channels working in cooperation with [Client Name].
- Development of positioning platforms to ensure communications from all units within [Client Name] include consistent key messages that speak to the needs and expectations of the target audience and support the goals of the [Client Name] leadership team and [Client Name] brand.
- Development of graphic design and messaging templates to be used by units within [Client Name] to ensure marketing and communications materials align with the overarching brand and support the marketing and communication goals of [Client Name].
- As needed, coaching and training employees who engage in marketing and communications related tasks within [Client Name] to help them understand [Client Name] brand system, available resources, and assets, as well as the [Client Name]'s messaging goals and unit specific marketing resources.
- Graphic design and copywriting services as needed.

ACCOUNT MANAGEMENT

Adance Communications, LLC will perform services and project management to ensure requests are handled in a timely, budget-conscious manner. Services may include:

- Statements of Work as requested
- Project proposals as requested
- Manage and facilitate status meetings as needed
- Provide material specs to [Client Name]
- Manage approved projects and provide billing reports/invoices in accordance with project schedule
- Provide agreed upon deliverables in accordance with project schedule

PROJECT FEES

Services outlined in this SOW will be billed at the Standard Contract Rate of \$150/hour.

REVISIONS AND EDITING

Adance Communications, LLC is committed to client satisfaction. All creative deliverables will be developed using an iterative process in which Client has a chance to review and provide feedback/requests for revision.

REVIEW & APPROVAL PROCESS

For the deliverables outlined on the preceding page, Adance Communications will deliver work in the following sequence:

- Initial delivery (V1)
- Initial feedback from Client
- Revised delivery from Adance Communications, LLC (V2)
- Secondary feedback from Client
- Final delivery for approval (V3)

Client will:

- Review all deliverables and provide feedback and synthesize direction where appropriate for Jennifer Yamnitz/Adance Communications, LLC
- Provide access to any necessary subject matter expert sources

CHANGE ORDER PROCESS

Occasionally, it may become necessary to adjust the requirements of this Statement of Work or the Scope of Work related to a specific project. The change order process is an effective tool for managing these changes in scope. These requests can have a direct impact on the project timeline and budget. Should this be required, Adance Communications will write a formal change order(s) outlining the proposed revisions, associated cost, and timing implications. These change orders will require a client signature prior to Adance Communications commencing the additional work.

TIMELINE

Signed contract due: 11/2/2023

Initial project launch: 11/2/2023

Agreement end: 6/30/2024