

**WORKORDER / NO. CWH002**

This Work Order is submitted pursuant to the Master Agreement between **Swaelu LLC** and **City of Windsor Heights**, Customer.

**DATE:** September 1<sup>st</sup>, 2015

**WORK TO BE PERFORMED:**

**MARKETING: \$41,500**

Campaign Concept \$3,000

Website \$1,000

Social Media Creation (FB, Twitter, Instagram) \$500

Social Media & Website Management \$10,000

Print Templates \$5,000  
(*Print Ads, Poster, Direct Mail, Window Clings, Yard Signs*)

Public Relations \$12,000

Printing \$10,000

**PROJECT MANAGEMENT: \$25,000**

Implementation Scheduling:  
Create detailed schedule with tasks, timelines and team members. All necessary meetings, correspondence and reporting.

Team Coordination / Management:  
Identify, recruit and coordinate necessary internal team members and external partner liaisons.

Marketing Management:  
Contracting, ad reconciliation, print management, media buy strategy, reporting.

Event Management:  
Set scope, budget, schedule, implementation, vendor management and marketing for all internally produced and partnered events/ programs.

Sponsor Management:  
Assist team in research, queries, follow-ups, tracking and execution on sponsor opportunities.

**TOTAL COST: \$66,500**

**\*DELIVERY: VARIES BASED ON DELIVERABLE.**

**\*\*EXPECTED COMPLETION DATE:**

**REFER TO IMPLEMENTATION SCHEDULE FOR DETAILS. ALL DELIVERABLE COMPLETED BY JANUARY OF 2017.**

**PAYMENT TERMS: MONTHLY PAYMENT OF \$4156.25 DUE 15<sup>TH</sup> OF EVERY MONTH FROM SEPTEMBER 2015-DECEMBER 2016.**

**Media Buys/ Mailing/ Printing: If applicable,** Media buys/ mailing charges are separate from this work order and will be billed separately. **Printing charges that exceed \$10,000 will be billed separately.**

**Additional Work:** All additional work outside the scope of the work order will require an additional work order and shall be negotiated at time of commencement of said work.

\*Swaelu shall provide product in stated file format and delivery method. Swaelu shall not be held responsible for compatibility of files on client or third party computers, servers, or other in-house systems.

\*\*Delivery dates are based on two business-day turn around on proof approvals and delivery of materials to be provided by client after notification from Swaelu. Any extension by the client in the turn around/delivery time negates the completion dates stated in this work order and subjects client to default penalties as stated in the Project Master Agreement. Completion dates are for Swaelu work only and do not include completion times with vendors the client has hired in addition to Swaelu to complete the above projects. Should Client not provide content, approvals or any other components required for Swaelu to finish contracted work by the stated deadline in the work order, the Client will be considered in Default one day after stated deadline. Client forgoes any claim to a refund on payments already paid to Swaelu for contracted work.

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**FOR SWAELU LLC:**



SIGNED: \_\_\_\_\_

PRINTED: \_\_\_\_\_ Kathryn Dickel \_\_\_\_\_

TITLE: \_\_\_\_\_ Partner/CEO \_\_\_\_\_

DATE: \_\_\_\_\_ SEPTEMBER 1<sup>ST</sup>, 2015 \_\_\_\_\_

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**FOR CLIENT: City of Windsor Heights**

SIGNED: \_\_\_\_\_

PRINTED: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

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