

**David Makar**  
**Statement of Work: Marketing Services for Dryden Fiber**

**Introduction:**

This Statement of Work (SOW) outlines the marketing services to be provided by David Makar to the Town of Dryden and Dryden Fiber, a local internet service company targeting households in the Town of Dryden, New York. The goal of this project is to increase brand awareness, attract new customers, and promote the unique offerings of Dryden Fiber within the Town of Dryden, including but not limited to the Village of Dryden and the Village of Freeville.

**Objectives:**

The primary objectives of the marketing campaign are as follows:

- a. Increase brand visibility and recognition within the Town of Dryden
- b. Generate leads and drive customer acquisition for Dryden Fiber
- c. Promote the unique features, advantages, and benefits of Dryden Fiber's internet services.
- d. Build and maintain a positive brand image and reputation in the local market.
- e. Establish Dryden Fiber as a trusted and reliable internet service provider in the community.

**Statement of Work 1. Marketing Plan, Message Development, Budget**

**Scope of Work:**

David Makar will provide a launch and on-going marketing plan to build awareness, develop prospect knowledge, create preference, and ultimately lead to customer enrollment in Dryden Fiber. This plan will include components, timelines, budgets, and message development. This will also include a long term management plan for marketing Dryden Fiber

**Deliverables:**

The following deliverables will be provided::

- a. Written marketing plan with budget provided as a PDF and an editable Word Document

**Timeline:**

The project will commence on [Start Date] and is expected to be completed within 3 weeks / 15 business days. The specific milestones and deadlines will be mutually agreed upon by both parties and documented in a separate project schedule.

**Budget:** The fee for this service is \$3,500.

## **Statement of Work 2. Public Relations**

### **Scope of Work:**

David Makar will develop and implement and launch a public relations plan including press releases, media outreach, and interviews for the Dryden Fiber project.

### **Deliverables:**

The following deliverables will be provided:

- a. Written public relations plan provided as a PDF and an editable Word Document
- b. Press Release
- c. Media Outreach Script / Email
- d. Interview Topics
- e. Interview FAQ
- f. Reports on public relations campaign performance, including KPIs and actionable insights.

### **Timeline:**

The project will commence on [Start Date] and is expected to be completed within 8 weeks (40 business days). The specific milestones and deadlines will be mutually agreed upon by both parties and documented in a separate project schedule.

### **Budget:**

The fee for this service is \$2,500.

## **Statement of Work 3. Direct Outreach**

### **Scope of Work:**

David Makar will manage direct outreach activities to build awareness and move prospects to learning more about Dryden Fiber. This will include door-to-door activity, phone calls, and direct mail.

### **Deliverables:**

The following deliverables will be provided throughout the project duration:

- a. Dryden Fiber brand identity materials with tagline, and messaging provided as printable digital files
- b. Documented list of prospects and outreach actions provided as Excel files
- c. Regular reports on campaign performance, including KPIs and actionable insights.

### **Timeline:**

The project will commence on [Start Date] and is expected to be completed within 8 weeks (40 business days). The specific milestones and deadlines will be mutually agreed upon by both parties and documented in a separate project schedule.

**Budget:** The fee for this service is \$2,500.

## **Statement of Work 4. Advertising Campaign**

### **Scope of Work:**

David Makar will manage an advertising campaign to build awareness for Dryden Fiber. This includes print ads and digital ads.

### **Deliverables:**

The following deliverables will be provided throughout the project duration:

- a. Advertising materials for print provided as digital files
- b. Advertising materials for digital ads provided as digital files
- c. Regular reports on campaign performance, including KPIs and actionable insights.

### **Timeline:**

The project will commence on [Start Date] and is expected to be completed within 8 weeks (40 business days). The specific milestones and deadlines will be mutually agreed upon by both parties and documented in a separate project schedule.

**Budget:** The fee for this service is \$2,500.

## **Statement of Work 5. Signage and Placement**

### **Scope of Work:**

David Makar will manage a yard sign campaign to build awareness for Dryden Fiber. This includes design, production, placement, and management of yard signs.

### **Deliverables:**

The following deliverables will be provided throughout the project duration:

- a. Digital files of the signs used for the campaign
- b. Inventory of signs available after initial period of campaign
- c. Regular reports on campaign performance, including KPIs and actionable insights.

### **Timeline:**

The project will commence on [Start Date] and is expected to be completed within 8 weeks (40 business days). The specific milestones and deadlines will be mutually agreed upon by both parties and documented in a separate project schedule.

**Budget:** The fee for this service is \$2,000.

## **Statement of Work 6. Social Media, Email Marketing, and Website**

### **Scope of Work:**

David Makar will manage social media posts and the Dryden Fiber website marketing elements. This includes posting to the various social media sites with images, video, and Dryden Fiber Newsletter postings content.

### **Deliverables:**

The following deliverables will be provided throughout the project duration:

- a. Digital files of blog content, photos, videos
- b. Regular reports on campaign performance, including KPIs and actionable insights.

**Timeline:**

The project will commence on [Start Date] and is expected to be completed within 8 weeks (40 business days). The specific milestones and deadlines will be mutually agreed upon by both parties and documented in a separate project schedule.

**Budget:** The fee for this service is \$3,000.

### **Statement of Work 7. Public Events**

**Scope of Work:**

David Makar will manage at least one public event to launch Dryden Fiber in the Town of Dryden community. This includes selecting a location, advertising, event management, and promotions.

**Deliverables:**

The following deliverables will be provided throughout the project duration:

- a. Invitation to event digital files
- b. Day of Event schedule and agenda
- c. Registration details (participant contact information)
- d. Regular reports on campaign performance, including KPIs and actionable insights.

**Timeline:**

The project will commence on [Start Date] and is expected to be completed within 8 weeks (40 business days). The specific milestones and deadlines will be mutually agreed upon by both parties and documented in a separate project schedule.

**Budget:** The fee for this service is \$2,500.

IN WITNESS WHEREOF, CONTRACTOR and MUNICIPALITY have caused this Agreement to be executed on the day and year indicated below to be effective on the day and year first written above.

By: Town of Dryden, NY

By: David Makar

Name: Jason Leifer

Name: David Makar

Title: Town Supervisor

Title: Marketing Consultant

Date:

Date:

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Signature

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Signature