

Kyle Jensen - Koil Kreative
Statement of Work: Marketing Services for Dryden Fiber

Introduction:

This Statement of Work (SOW) outlines the marketing services to be provided by Kyle Jensen (DBA "Koil Kreative") 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 Strategic Support

Scope of Work:

Kyle Jensen will contribute marketing support reporting directly to David Makar 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.

Deliverables:

The following deliverables will be provided:

- a. Brainstorming strategy sessions and the support of applicable documentation budgets provided as a PDF and an editable Word Document

Timeline:

The project will commence on **7/1/2024** and is expected to be on-going with weekly, bi-weekly, or monthly sessions working closely with David Makar and the Executive Director of Dryden Fiber. The specific milestones and deadlines will be mutually agreed upon by all parties and documented in a separate project schedule.

Statement of Work 2. Social Media, Email Marketing, and Website

Scope of Work:

Kyle Jensen will support the management of social media development 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. Email marketing to Prospects and Customers
- b. Social media marketing development and support
- c. Marketing strategy planning sessions

Timeline:

The project will commence on 7/1/2024 and is expected to be on-going during the project . The specific milestones and deadlines will be mutually agreed upon by all parties and documented in a separate project schedule.

Budget (Statement of work 1-2): The fee for services outlined in “**Statement of Work 1.**” and “**Statement of Work 2.**” are inclusive of the budgeted 20 work hours per month at the rate of **\$1,500.00** per month. Payment will be completed via online invoice and payment processor provided by Kyle Jensen. Invoice period is on monthly basis and will be made available 7 calendar days before the due date for fulfillment.

Statement of Work 3. Ad Hoc Brand and Marketing Projects

Scope of Work:

Kyle Jensen will provide additional marketing and media assets by request from David Makar and Dryden Fiber Leadership. This will include anything outside of the scope outlined in “**Statement of Work 1.**” and “**Statement of Work 2.**”

Deliverables:

The following deliverables include but are not limited to:

- a. Brand asset development
 - i. Logo, typography, brand copywriting, etc.
- b. Additional marketing development and support
 - i. Development of new marketing campaigns, channels, etc.

Timeline:

The project will commence on 7/1/2024 and is expected to be on-going during the project . Specific projects will be outlined and agreed upon on a requested basis.

Budget: Fee dependent on scope of requested project, and will be billed according to the established rates offered by Kyle Jensen. Scope, timeline, and cost will be approved through Kyle Jensen and David Makar.

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: Kyle Jensen

Name: Jason Leifer

Name: Kyle Jensen ("Koil Kreative")

Title: Town Supervisor

Title: Marketing and Media Consultant

Date:

Date: 6/20/2024

Signature: _____

Signature:

Kyle Jensen