



February 11, 2016

PROFESSIONAL SERVICES STATEMENT OF WORK FOR CAMDEN COUNTY

Scope of Work:

Hope-Beckham Inc. (HBI) will develop and execute a corporate communications plan and brand positioning program for Camden County.

Process:

HBI will develop a communications plan that will focus on shaping the message for Camden County, correct misinformation, leverage digital and social media platforms, and implement best practices in traditional and digital communications.

Measurement:

HBI will measure the success of all tactics on a monthly basis and will adjust all work, messaging and strategies accordingly. Reports will be given to Camden County demonstrating the work done and success metrics achieved, as well as adjustments as needed.

Team:

The core HBI team will include Jennifer Jones-Mitchell, executive vice president/managing director and Andrew Thompson, senior account executive. HBI president, Bob Hope will also be available as senior counsel. Additional team members will be assigned individual work as support is needed.

Deliverables:

All messaging and media kit content, marketing materials and research shall be the property of Camden County. Any social media or online channels created in Camden County's name will be registered to and the property of Camden County with HBI acting solely as "Administrator." All passwords and log-ins to any digital channels will be the property of Camden County.

FTC Section 5:

HBI agrees to abide by all Section 5 FTC rules for marketing online, including the prohibition of unfair or deceptive advertising, marketing or communications in any medium.



Timing:

The scope of work outlined in this agreement is to be completed over the course of 12 months beginning February 11, 2016, and ending February 11, 2017.

Fee:

The fee for the outlined scope of work is \$96,000 to be paid through a monthly retainer of \$8,000. The first payment is due on signing of this contract.

Payment Structure:

Camden County will be invoiced on the 1st of each month for the hours to be worked in the coming month, with a net 5 days for payment. Any payments that become 30 days delinquent will be subject to a late charge of 5 percent of the total payment due.

Camden County is responsible for any expenses incurred on its behalf, including shipping, mailing, production/printing, purchase of domains, branded promotional items, mileage, and/or wire distribution of press releases. HBI will gain prior approval for any expenses above \$100.

Accessibility to Staff:

Camden County will give access to key staff, research, materials and all executives and spokespeople for knowledge and media opportunities. Camden County spokespeople agree to make themselves as available as possible for all media opportunities and social media engagement. Camden County agrees not to misrepresent the brand, supporting research, competitive analysis or to create any known professional liability with regard to the statements HBI makes on behalf of Camden County to the press or other key stakeholders.

Travel:

Camden County will incur all fees for travel expenses, with prior approval. HBI will work with Camden County to keep travel to a minimum and to make it as cost-effective as possible.

Cancellation:

Camden County may cancel this agreement at any time, with an early termination penalty of 25 percent of the total outlined fee.



Non-Disclosure:

All confidential information disclosed by either party will be for the PR purposes outlined above and will remain the property of the disclosing party. All confidential information and copies will be returned to the disclosing party upon request.

Public Announcement of Engagement:

HBI may issue press releases announcing this client engagement and relevant successes, with Camden County's approval of all content.

CLIENT Point of Contact:

Steve L. Howard
200 East 4th Street
Woodbine, GA 31569
(o) 912-510-0464
(m) 912-552-3788
showard@co.camden.ga.us

Hope-Beckham Inc. Point of Contact:

Jennifer Jones-Mitchell
1900 Century Place, Suite 250
Atlanta, GA 30345
(o) 404-604-2192
jennifer@hopebeckham.com

Steve L. Howard, Camden County

2/11/16

Date:

Paul Beckham, Hope-Beckham, Inc.

2/11/16

Date: