

Statement Of Work

Project Start Date: July 1st, 2026

Project End Date: June 30th, 2027

This scope of work outlines the destination marketing services and media needs for the City of Napa

1. **SERVICES AND DELIVERABLES:** Consultant shall perform the following services:

BRAND REFRESH REFINEMENT & PRODUCTION

- Brand Strategy Refresh:
 - Inclusive of two (2) rounds of client review
 - Delivered as a PDF
- Creative Refresh & Refinement:
 - Inclusive of two (2) rounds of client review
 - Delivered as a PDF
- Production Services & Planning:
 - Inclusive of Pre-Production
 - Production On-The-Ground
 - Inclusive of one (1) full day production in Napa
 - Inclusive of Post-Production

ONGOING BRANDING, DESIGN, & CREATIVE ASSET DEVELOPMENT

- Creative Batches:
 - Includes up to eighty (80) hours of creative for the year
 - Up to four (4) batches of creative for asset development
 - Inclusive of two (2) rounds of review per batch

QUARTERLY BLOG WRITING AND EMAIL MARKETING CAMPAIGNS

- Email & Blog Batches:
 - Includes up to one hundred fifty-seven (157) hours of support for the year
 - Up to four (4) batches of email & blog strategy
 - Excludes any rounds of review
 - Up to four (4) batches of email & blog creative
 - Inclusive of two (2) rounds of review per batch

QUARTERLY WEBSITE MANAGEMENT

- Website Refresh Management:
 - Includes up to one hundred and eighteen (118) hours of support for the year
 - Up to four (4) batches of website refresh management and SEO support
 - Excludes any rounds of review

PAID DIGITAL MEDIA ADVERTISING & EXECUTION

- Paid Media Digital Services:

- Includes media buying and placement, baseline reporting, weekly optimizations, and audience targeting recommendations for up to ten (10) months
- Creative Support:
 - Includes up to seventy-five (75) hours of support for the year
 - Up to five (5) bi-monthly batches of creative support
 - Inclusive of two (2) rounds of review

ORGANIC SOCIAL MEDIA DEVELOPMENT AND MANAGEMENT

- Creative Support:
 - Includes up to ninety (90) hours of support for the year
 - Up to six (6) bi-monthly batches of creative support
 - Inclusive of two (2) rounds of review
- Community Management:
 - Includes up to forty-eight (48) hours of support for the year
 - Example: for up to four (4) hours per month [for a twelve (12)-month scope]

INFLUENCER ENGAGEMENT & CAMPAIGN MANAGEMENT

- Influencer Management:
 - Up to two (2) influencer campaigns for the year
 - Inclusive of contracting, management, and toolkit setup

ACCOUNT MANAGEMENT, ONBOARDING & CLIENT IN-PERSON MEETINGS

- Account Management Support:
 - Bi-weekly (twice a month) planning and collaboration meetings with the client for up to one (1) hour meetings
 - Inclusive of two (2) Sparkloft representatives
 - In-Person Meetings:
 - Up to five (5) in-person meetings with two (2) Sparkloft representatives or ten (10) in-person meetings with one (1) Sparkloft representative local to the Napa Client

2. PROJECT ASSUMPTIONS AND DEPENDENCIES:

- Hourly rates for this project will be billed at \$175.00 per hour; monthly on actuals
- Early termination of this scope may result in additional charges for the value of work performed to date, as well as administrative offboarding
- Delays on the part of the Client may require a revision in the project timeline and scope and result in a change order.
- All existing product and brand assets will be provided by the Client to Sparkloft prior to social-specific content creation.

3. PROJECT EXCLUSIONS:

- Custom financial reporting and accounting are not included in this scope. Client can request these services, but they will incur an additional blended hourly rate of \$175.00.

4. SERVICES INVESTMENT:

Service	Total Cost
Brand Refresh Refinement & Production	\$36,225.00
Ongoing Branding, Design, & Creative Asset Development	\$21,350.00
Quarterly Blog Writing And Email Marketing Campaigns	\$27,475.00
Quarterly Website Management	\$20,650.00
Paid Digital Media Advertising & Execution; Creative Services	\$23,100.00
Organic Social Media Development And Management	\$36,050.00
Influencer Engagement & Campaign Management	\$6,300.00
Account Management, Onboarding & Client In-Person Meetings	\$36,440.00
Total Services	\$207,590.00

5. **CONTINGENCY INVESTMENT:**

Budget	Total Cost
Contingency Bucket	\$72,852.00
Total Budget	\$72,852.00

6. **MEDIA INVESTMENT:**

Media	Total Cost
Media Direct Spend	\$157,060.00
Paid Digital Media Advertising & Execution (14% Media Fee + Annual Data Fee)	\$24,400.00
Total Media	\$181,460.00

7. **Hard Costs:**

Hard Cost Expenses	Total Cost
Estimated Tools + Licensing Costs	\$10,100.00
Total Travel Budget + 10% markup	\$11,058.00
Estimated Influencer Budget + 10% markup	\$22,000.00
Estimated Production Related Budget + 10% markup	\$22,000.00
Total Expenses	\$65,158.00

**Expenses are estimated based on initial research. Should the expenses exceed the estimated budget, the Client is responsible for covering any remaining costs based on actual expenses within a 10% contingency threshold. If overages exceed 10% of the total hard cost budget, a formal change order will be required to approve and account for the additional expenses.*

8. **COMPENSATION:** In consideration of all services to be rendered by Consultant to Client, Client will pay to Consultant a total of **\$527,060.00** for all work completed on behalf of Client; **billed monthly on actuals not to exceed \$527,060.00 in the contract year** from the Effective Date through the termination of this Agreement.