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ZENO

For Zeno Use Only
Client No.:
Contract No.:

Aruba Tourism Authority and Zeno Group, Inc.
STATEMENT OF WORK
PROJECT NAME: ATA x ZENO 2020 AED PHASE TWO PROJECT
January 1, 2020 – December 31, 2020

Pursuant to the Agreement by and between the Aruba Tourism Authority ("Client") and Zeno Group, Inc. ("Zeno") dated January 1st, 2019, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

SCOPE OF SERVICES

Overview

This Scope of Work is made a part of the Client Services Agreement dated January 1st, 2019 (the Agreement"), by and between Zeno Group, Inc. ("Agency") and the Aruba Tourism Authority ("Client"). Any capitalized terms used herein shall have the meaning set forth in the Agreement. To the extent that the provisions of this Scope of Work conflict with those of the Agreement, the provisions of the Scope of Work shall control.

- Services shall be provided by Key Personnel as follows:
  - Tracey Thiele – Strategy and counsel
  - Mila Ortiz – Integrated project lead
  - Maureen Murray – Project logistics support
  - Megan Lamb – Project logistics support
  - Hannah Pomatto – Content Project Manager
  - Jesse Tovar – Content Strategist
  - Julie Tahan – Paid Media Strategist
  - Michael Love – Paid Media Support
  - Francesca Vando – Influencer Lead
  - Calvin Yohannan – Influencer Support
  - Shileen Cruz – Media relations project manager
  - Gina Petraglia – Media relations and admin support
  - Katie Condon – Hotel partner support

ZENO Deliverables/Milestones & Timeline

ACTIVITY	FEE	OOP	TOTAL
AED Phase Two Media Relations (February – March)	**$50,000**	**N/A**	**$50,000**
• Development of phase two communications strategy and tactical ideas • Development of digital press kit materials and final media list • Media outreach in Q1 • Secure, coordinate and manage interviews for spokesperson			
Phase Two Content Filming	**$25,500**	**$50,200**	**$75,700**

• Develop and produce assets to support the campaign for use across social/digital/PR. Content creation includes:
  o One hero video (:60) and two social videos (:15)
  o 12 still visuals / imagery to support the press kit, social pages and landing page
• Development of creative brief; collaboration on asset concepts; coordination of ongoing feedback			

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• Two Zeno staff to be in Aruba to oversee project late January / early February (One Zeno member for 5 days to oversee all elements of the project, one Zeno member for two days to oversee content) o Includes OOP estimate to cover hotel and airfare • Content team to film over the course of two days on-island (OOP prebill: $32,200) • On-Island shoot expenses (talent, hair and makeup, props), production insurance			
On-Island Support – Sept	**$23,000**	**$10,000**	**$33,000**
• Oversee events' agency, provide feedback on interior design and overall experience direction ensuring ATA is aligned • On-site visit: In late September, on-site from one Zeno team member to oversee project (includes four days on-island) • Includes OOP estimate to cover hotel and airfare			
Paid Media and Influencer Amplification (February – March)	**$19,500**	**$40,000**	**$59,500**
• Activate four influencers to amplify the campaign (OOP includes paid fee for influencers) • Social paid plan, management of social paid program (includes social paid OOP costs) • Social community support (.25 per day fee estimated for up to 10 business days)			
Phase Two Experience Logistics	**$88,000**	**$88,750**	**$176,750**
• Day to Day Project Management • Weekly/Bi-weekly calls with ATA from January 2020 – March 2020 • Oversee property experiential plan, manage events agency • Partnerships: o Securing and onboarding Belquis Moreu, Concierge, House of Mosaic and overseeing messaging and comms o Onboard partners and manage spokesperson contract o Manage talent management contracts for filming content and events partner (House of Mosaic) and wellness partner o Regular project-based team meetings with partners • Collaborate with ATA on landing page content strategy and copywriting			
Phase Two Property Estimate	**N/A**	**$135,000**	**$135,000**
GRAND TOTAL	$183,000	$313,950	$496,950

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services or increases the time retained, the amount of additional time will be agreed upon and an Addendum will be attached to the current Statement of Work.

PHASE TWO BUDGET

Professional Fees:	$183,000
Estimate Out of Pocket Expenses:	$178,950
Properties Estimate (ATA provided):	$135,000
Total Phase Two GRAND TOTAL:	**$496,950**
Total Agency 2019 Credit	*- $77,056*
Total Phase Two BILLING	**$419,894**

Client authorizes Zeno to bill up to ten percent (10%) over the estimated expense amounts in the above Budget without seeking further approval. If expenses are anticipated to exceed ten percent (10%) over the estimated amounts, Zeno will issue an addendum to the current SOW for Client's approval.

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ARUBA TOURISM AUTHORITY DELIVERABLES

Properties:
The Aruba Tourism Authority (ATA) will be responsible for handling all legal agreements / requirements for all properties, including insurance, by no later than **January 31, 2020.**

E-commerce/booking mechanic:
The Aruba Tourism Authority will be responsible for working with the property partners on an e-commerce/booking mechanic plan and rollout to ensure consumers can book directly by mid-February. This proposal does not include an e-commerce booking experience.

Contracts:
ATA will also be responsible for contracting the concierge and ensuring the booking platform incorporates activities and all travel package elements, and ensure each vendor has insurance. Liability waivers for guests who book the package will fall under the responsibility of ATA. All activity partners included in the travel package must be contracted by ATA.

Social promotion/Digital support:
ATA will also be responsible for updating the landing page twice for phase two. ATA will amplify the campaign through existing social channels and make room in existing social content calendar for phase two content.

TERMS

Fee Billing. Zeno shall invoice Client an amount of $183,000 ("Professional Fees") based on the billing schedule below. The fee is based on the Scope of Services from January 1, 2020 – September 31, 2020 in accordance with the billing schedule set forth below. Zeno shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Zeno will bill Client based on the billing schedule below to cover estimated expenses. Actual expenses may vary from any estimated amounts provided in the Budget section. Agency shall not exceed the total budget amount unless approved in writing, it being understood that amounts may be shifted between fees and expenses, so long as the total budget is not exceeded.

Invoices. Zeno will render invoices to include professional services in one lump sum and expenses by category. For pre-billed out-of-pocket expenses, documentation for expenses will be provided within 90 days of reconciliation after the quarter close. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name: Company Name: Address:	Sjeidy Feliciano Aruba Tourism Authority L.G. Smith Blvd 8, Oranjestad, Aruba

Purchase Order. The client Purchase Order number is not required.

Billing schedule:

Invoice Date	FEE	OOP	TOTAL
2/4/2020	$114,000	$168,950	$282,950

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3/1/2020	$46,000	$57,944 (credit applied)	$103,945
8/1/2020	$23,000	$10,000	$33,000
TOTAL	$183,000	$236,894	$419,894

ACCEPTED AND AGREED TO ON THIS 7 DAY OF February 2020

ARUBA TOURISM AUTHORITY

By: _____

Printed Name: Sjeirdy Feliciano

Title: Communications Manager

ZENO GROUP, INC.

By: _____

Printed Name: BETTY LUI

Title: FINANCE DIRECTOR

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