**Simple Statement of Work Template**

**Project Title: MCCVB Creative and Media Buying Agency Services**

**SOW Version: 1.0**

**Effective Date: 2024-06-10**

**Parties Involved:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Client:** | | **Contractor / Supplier:** | |
| **Name:** |  | **Name:** |  |
| **Address:** |  | **Address:** |  |
| **Phone:** |  | **Phone:** |  |
| **Email:** |  | **Email:** |  |

**Scope of Work:**  
This Statement of Work (SOW) outlines the provision of creative and media buying agency services for MCCVB. The project will focus on developing and executing creative campaigns, media planning and buying, and performance reporting, all aligned with MCCVB's marketing objectives. The agency will work closely with MCCVB to ensure all deliverables meet the agreed-upon standards and timelines, with structured project management practices to ensure transparency and accountability throughout the engagement.

**Project Milestones and Deliverables:**

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| --- | --- |
| **Milestone 1:** | Project Kickoff and Strategy Alignment - 2024-06-15 |
| **Milestone 2:** | Creative Concept Development - 2024-07-01 |
| **Milestone 3:** | Media Plan Approval - 2024-07-10 |
| **Milestone 4:** | Campaign Launch - 2024-08-01 |
| **Milestone 5:** | Performance Reporting and Optimization - 2024-09-15 |

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| --- | --- |
| **Deliverable 1** | Creative Brief and Campaign Strategy Document |
| **Deliverable 2** | Media Plan and Budget Allocation |
| **Deliverable 3** | Approved Creative Assets |
| **Deliverable 4** | Media Buy Execution Reports |
| **Deliverable 5** | Performance Analytics and Optimization Recommendations |

**Payment Terms:**  
Payments will be made according to the following schedule: 20% upon project kickoff, 30% upon delivery of creative concepts, 30% upon campaign launch, and 20% upon final performance report submission.

**Responsibilities:**

**Client:**

MCCVB will provide timely feedback, access to necessary brand assets, and approvals required to meet project milestones. MCCVB will designate a primary point of contact for project communications.

**Contractor:**

The agency will provide all creative, media planning, and reporting services as outlined, maintain regular communication with MCCVB, and adhere to the project schedule. The agency will ensure all deliverables align with MCCVB objectives and quality standards.

**Equipment and Materials:**

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| --- |
| The agency will utilize its own equipment and software for creative development and media buying. MCCVB will provide access to any proprietary tools or platforms as needed. |

**Terms and Conditions:**

All work will be performed in accordance with the terms outlined in this SOW. Any changes to scope, deliverables, or timelines must be agreed upon in writing by both parties. Intellectual property created during the project will be owned by MCCVB upon full payment.

**Termination:**  
Either party may terminate this agreement with 30 days written notice. In the event of termination, MCCVB will pay for all work completed up to the termination date.

**Confidentiality:**  
Both parties agree to maintain the confidentiality of all proprietary information shared during the course of the project.

**Governing Law and Dispute Resolution:**  
This SOW shall be governed by the laws of the State of California. Any disputes will be resolved through mediation before seeking legal remedies.

**Signatures:**

|  |  |  |  |
| --- | --- | --- | --- |
| [Anna Martinez] |  |  | [Solar Tech Solutions LLC] |
| **Client** | | **Contractor** | |
| [DD/MM/YYYY] | | [DD/MM/YYYY] | |

**Attachments (if any):**