**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:** | **[Client Name Placeholder]** | **Name:** | **[Supplier Name Placeholder]** |
| **Address:** | **[Client Address Placeholder]** | **Address:** | **[Supplier Address Placeholder]** |
| **Phone:** | **[Client Phone Placeholder]** | **Phone:** | **[Supplier Phone Placeholder]** |
| **Email:** | **[Client Email Placeholder]** | **Email:** | **[Supplier Email Placeholder]** |

**Scope of Work:**  
The Contractor will provide comprehensive creative and media buying agency services for MCCVB. This includes campaign strategy, creative development, media planning and buying, campaign execution, performance tracking, and reporting. The Contractor will collaborate with MCCVB to ensure all deliverables align with brand guidelines and marketing objectives.

**Project Milestones and Deliverables:**

|  |  |
| --- | --- |
| **Milestone 1:** | Project Kickoff and Discovery - 2024-06-15 |
| **Milestone 2:** | Campaign Strategy and Creative Brief Approval - 2024-06-30 |
| **Milestone 3:** | Media Plan Finalization - 2024-07-10 |
| **Milestone 4:** | Creative Asset Delivery - 2024-07-20 |
| **Milestone 5:** | Campaign Launch - 2024-08-01 |
| **Milestone 6:** | Mid-Campaign Performance Review - 2024-08-20 |
| **Milestone 7:** | Final Reporting and Project Closeout - 2024-09-10 |

|  |  |
| --- | --- |
| **Deliverable 1** | Discovery and Strategy Documentation |
| **Deliverable 2** | Approved Creative Brief |
| **Deliverable 3** | Media Plan |
| **Deliverable 4** | Creative Assets (Digital, Print, etc.) |
| **Deliverable 5** | Campaign Performance Reports |
| **Deliverable 6** | Final Project Report |

**Payment Terms:**  
Payments will be made according to the completion of milestones. 20% upon project kickoff, 30% upon media plan finalization, 30% upon campaign launch, and 20% upon final reporting and project closeout.

**Responsibilities:**

**Client:**

MCCVB will provide timely access to brand assets, marketing objectives, and key stakeholders. MCCVB will review and approve deliverables within agreed timelines.

**Contractor:**

The Contractor will manage all aspects of creative development and media buying, provide regular updates, and ensure deliverables meet quality standards and deadlines.

**Equipment and Materials:**

|  |
| --- |
| The Contractor will provide all necessary equipment and materials to complete the work, except for brand assets and information supplied by MCCVB. |

**Terms and Conditions:**

All work will be performed in accordance with the terms outlined in this SOW. Any changes to the scope, schedule, or deliverables must be agreed upon in writing by both parties.

**Termination:**  
Either party may terminate this agreement with 30 days written notice. Payment will be made for all work completed up to the termination date.

**Confidentiality:**  
Both parties agree to maintain the confidentiality of proprietary information and not disclose it to third parties without written consent.

**Governing Law and Dispute Resolution:**  
This SOW is governed by the laws of the State of California. Any disputes will be resolved through mediation or arbitration in Monterey County, CA.

**Signatures:**

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

**Attachments (if any):**