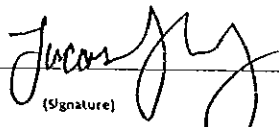




Fifty & Five LLC
Scope of Work Agreement with El Camino College
 Date: June 24, 2014

1. **Services**
 - a. The Client engages the Consultant to provide Services to the Client relating to Twitter and Facebook based marketing and advertising through the client's social media accounts promoting El Camino College. The Consultant agrees to promote the client to a targeted audience, recruiting new followers and promoting El Camino College through relevant messaging. The Consultant agrees to provide such services upon the terms and conditions hereinafter mentioned.
2. **Duration**
 - a. Consulting Services shall commence with effect from July 1, 2014 and shall be for a period of twelve (12) months, ending on June 30, 2015.
3. **Consultant's Obligations**
 - a. During the period of this Agreement the Consultant shall be available (for bi-weekly or monthly scheduled meetings) to the Client for up to one (1) hour during each month of this Agreement at such times via phone, email, or other electronic communications as the Client and the Consultant shall agree from time to time. This is in addition to regular communication with the Client's account manager.
 - b. The Consultant agrees to post messages via Twitter at an average rate of ten (10) Twitter tweets including but not limited to positive retweets, related website links, cross-promotion of social media accounts, and other industry related information agreed upon with the Client. Messaging calendar to be determined during follow-up meetings prior to social media campaign launch.
 - c. The Consultant agrees to recruit new Twitter followers based on the information provided by the Client including industry bloggers/media, targeted customers, B2B partner prospects, and other industry related accounts.
 - d. The Consultant agrees to consult with the Client on Facebook messaging and content creation managed internally by the Client.
 - e. The Consultant agrees to consult with the Client and manage the Facebook Advertising.
 - i. Recommended spend of \$35,000 earmarked for the Facebook Advertising budget and \$15,000 for the Twitter Advertising budget.
 - f. The Consultant agrees to provide monthly reports/metrics tracking follower growth, daily replies/mentions, and reported clicks for posted links.
 - g. The Consultant shall perform his obligations with reasonable care.
4. **Fee**
 - a. The Client fee shall be \$5,000.00 per month for the agreed duration of twelve (12) months of social media marketing services to be performed from the aforementioned start date.
5. **Budget**
 - a. Total recommended budget not to exceed \$115,000.00.

DISTRICT	CONSULTANT
El Camino Community College District	Fifty & Five LLC
_____ (Signature)	 _____ (Signature)
Rocky Banura	Name <u>LUCAS VANDENBERG</u>
Director, Purchasing and Business Services	Title <u>CEO</u>
Date: _____	Date: <u>6/30/14</u>