

## EXHIBIT A-2

### 2018 STATEMENT OF WORK

#### Web Hosting and Management, Digital Media, and Organic Social Media

##### Project Scope

##### Website Hosting and Management

**\$500/month**

BRAINtrust will provide website hosting services, website content management, and website update services as needed and requested from NAHAC.

##### Digital Media

**\$2,000/month**

Goal: Strategically implement a multi-channel approach, which includes placements on digital & online services.

Budget: The digital media budget includes 7% commission on the gross.

Digital Marketing Buy Summary (monthly projections)

Impressions: 925,900 Per Month

Engagements: 1,850 Per Month Avg.

1. Develop targeted and cost-effective media plan
2. Evaluation of current media efforts and potential future media partners
3. Create and activate campaign
4. Leverage extensive relationships, owned digital platforms and \$10 million in annual advertising spend to negotiate preferred advertising rates and added value
5. Implement media buying per month (only as approved)
6. Manage and maintain placement, insertions and schedules
7. Provide media audits and run verifications and online analysis
8. Ideation of social media content to drive engagement and grow audience
9. Monitoring and responding to comments and mentions across various channels
10. Analysis and reporting of digital analytics, trends and key performing indicators (KPI)

Content for the digital media spend (applicable at \$12,000 OR \$2,000 per month for six months beginning in May 2018) will include NAHAC's three (3) previously created 30-second video TV commercials adapted for online use.

##### Organic Social Media

**\$3,500/month (\$21,000 for six-month term)**

Social Media Outcome Summary (projections):

Impressions: 50,000 Per Month Avg.;

Engagements: 200 Per Month Avg.

BRAINtrust will focus on improving social media presence and engagement through providing the following services:

1. Curate a 30-day master calendar of original content postings
2. Provide auditing, content strategy, content creation and management
3. Create original content to optimize, maintain, and monitor current SM platforms; synergize with PR messaging/content
4. Interaction with users, including community engagement
5. Implementation of strategies and programs to help generate online traffic and engagement through calls to action and conversions
6. Fan building based via specific campaigns, contests and polls
7. Curate and post 3-4 Facebook posts/week, 3-4 Instagram posts/week,
8. Curate branded campaigns via social media that increase audience and awareness of the profile and brand
9. Provide original artwork for social media content
10. Engagement with audience by responding to all messages, comments, and reviews
11. Create brand voice via social media
12. Execute paid advertising campaigns and curate original artwork to be utilized within campaigns
13. Curate Facebook tracking pixel for brand to be used in any potential promotional paid advertising
14. Utilize social monitoring software used to interact with people mentioning NAHAC
15. Provide monthly reporting on performance

**Total Budget: \$36,000**

### **Implementation Plan and Schedule**

BRAINtrust proposes to complete the Services as defined in the Project Scope within a six-month term. The actual project start and the deliverable schedule will be finalized based on determinations made at a project kickoff meeting to be held within 3 business days of the Effective Date of the Professional Services Agreement (“Agreement”). Prior to the expiration of the Agreement, NAHAC and BRAINtrust will review the terms of the Agreement and any applicable Statement of Work to assess the Parties’ interest in maintaining an ongoing relationship and under what terms and conditions.