

EXHIBIT A-2

2018 STATEMENTS OF WORK

Website Hosting and Management, Digital Media, and Organic Social Media

Project Scope

Website Hosting and Management

\$500/month

BRAINtrust will provide (i) website hosting services (24 hours a day / 7 days a week) and (ii) website content management and website update services (up to a maximum 3 hours per month) as requested by NAHAC.

Digital Media

\$2,000/month (\$12,000 for six-month term)

Goal: Strategically implement a multi-channel, online approach for placement of, and engagement with, the new NAHAC 30 second television commercial on digital & online platforms.

Budget: The \$2,000 monthly digital media budget includes a 7% commission (i.e., \$140 per month) to be retained by BRAINtrust.

Digital Marketing Buy Summary (monthly projections based on \$2,000 monthly digital media budget)

Impressions: 200,000 Per Month
Engagements: 600 Per Month Avg.

1. Develop targeted and cost-effective media plan based on the use of the NAHAC TV commercial
2. Evaluation of current media efforts and potential future media partners
3. Implement media buying per month (only as approved)
4. Manage and maintain placement, insertions and schedules
5. Provide media audits and run verifications and online analysis
6. Analysis and reporting of digital analytics, trends and key performing indicators (KPI)

NOTE: Content for the monthly digital media budget (total budget of \$12,000 payable by NAHAC in increments of \$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: 10,000 Per Month Avg.

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

1. Apply best practices of 30-day master calendar of original content postings
2. Curate and post as many as 2-3 Facebook posts/week, 2-3 Instagram posts/week (if needed)
3. Create original content to optimize, maintain, and monitor current SM platforms
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. Curate Facebook tracking pixel for brand to be used in any potential promotional paid advertising
7. 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 starting on May 1, 2018, and ending on October 31, 2018. The actual project start and the deliverable schedule will be finalized based on determinations made at a project kickoff meeting to be held no later than May 22, 2018. Prior to the expiration of the Professional Services Agreement between NAHAC and BRAINtrust (as amended, 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.