

**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 (x6 months)**

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 – Pre-Roll (Video Display)**

**\$2,000/month (x6 months)**

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 – pre-roll (video display) 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 – pre-roll (video display) 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 – pre-roll (video display) budget (total budget of \$12,000 payable by NAHAC in increments of \$2,000 per month for six months beginning on December 1, 2018) will include NAHAC's three (3) previously created 30-second video TV commercials adapted for online use.

**Digital Media – Pay-Per-Click**

**\$1,000/month (x6 months)**

Goal: Strategically implement a Pay-Per-Click campaign to increase web traffic and maintain reinforce web presence. Note: eCPC in this instance is estimated cost per click and the conversion rate is calculated by looking at the number of conversions divided by total clicks.

Conversions are considered Click to Call ad clicks, Form Submissions or Quiz Completions. Based on historical performance, BRAINtrust is confident that our campaigns will continue to provide conversions that will help NAHAC grow the number of recipients.

Budget: \$1,000 per month digital media – Pay-Per-Click budget includes 7% commission on the gross.

Pay-Per-Click Budget - monthly projections based on \$1,000 monthly budget:

Impressions: 6,000  
Clicks: 575  
CTR: 9.5%  
eCPC (Estimated cost per click): \$1.75  
Conversion Rate: 25%  
Estimated Conversions: 200

**Organic Social Media**

**\$3,500/month (x6 months)**

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 3-4 Facebook posts/week, 3-4 Instagram posts/week
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

**Media: Television Ad Buy**

**\$18,000 one-time total**

Goals: To capture and convert key consumers to seek assistance with NAHAC, BRAINtrust will implement a multi-channel television campaign geo-targeting Las Vegas and Reno. Goals are to bolster program awareness in the state of Nevada, inform and educate consumers about their options when faced with housing challenges, and convert consumers seeking assistance to contact NAHAC.

Projections based on a 3-week flight (1/21/2019 – 2/10/2019) and a one-time budget of \$18,000:

Est. Total Spots: 270  
Est. Total Impressions: 1,060,421  
Avg. CPM: \$16.99  
Total Added Value: \$28,625

**Total Budget: \$60,000**

***Implementation Plan and Schedule***

BRAINtrust proposes to complete the Services described in this Exhibit within a six-month term starting on December 1, 2018, and ending on May 31, 2019. Prior to the expiration of the Professional Services Agreement dated as of April 1, 2017, between NAHAC and BRAINtrust, as amended from time to time (the “Agreement”), to which this Exhibit is attached, NAHAC and BRAINtrust will review the terms of the Agreement (including, without limitation, any Statement of Work then in effect) to assess the Parties’ interest in maintaining an ongoing relationship and under what terms and conditions. Capitalized terms used but not defined in this Exhibit shall have their respective meanings set forth in the Agreement.