



NUECES COUNTY HOSPITAL DISTRICT

PROPOSED SCOPE OF WORK

As Agency of Record (AOR), MDR will provide access to an assigned account team for the ongoing informed consultation and strategy development of stated marketing initiatives and campaigns. The purpose of this service agreement is to help direct and execute best-in-class marketing for your team that is on brand, on target and on budget. Your assigned team can also help field and manage related incoming marketing requests and help respond to unforeseen instances that present marketing opportunities. By providing these on-going services, MDR essentially becomes a marketing extension of your team always ensuring clear and consistent messaging. This is accompanied by an Authorization to Buy (ATB) which allows us to negotiate and purchase media on your behalf.

Professional Services	\$200,000
These services include but are not limited to the development of a Marketing Action Plan (MAP), brand assessment, diagnosis and direction to inform brand standards guide, brand voice and messaging, strategy and creative consult. This also includes ongoing marketing consult/support all focused on impacting key performance indicators determined by the MAP (ex. Enrollment, site visits, internal awareness, public awareness, perception)	

Media, Production, Materials & OOH Expenses	\$387,500
This covers all media expenses and the strategic planning that goes into building, buying, negotiating, optimizing and reconciling media placements across digital and traditional media platforms and channels. This also includes the production of video, audio and printed assets as well as any other out-of-house expenses directly related to marketing efforts. All expenses related to the purchase or development of media will not exceed this budget.	

TOTAL	\$587,500
--------------	------------------

418 Peoples Street, Ste 400
Corpus Christi, TX 78401
p (361) 883-6327

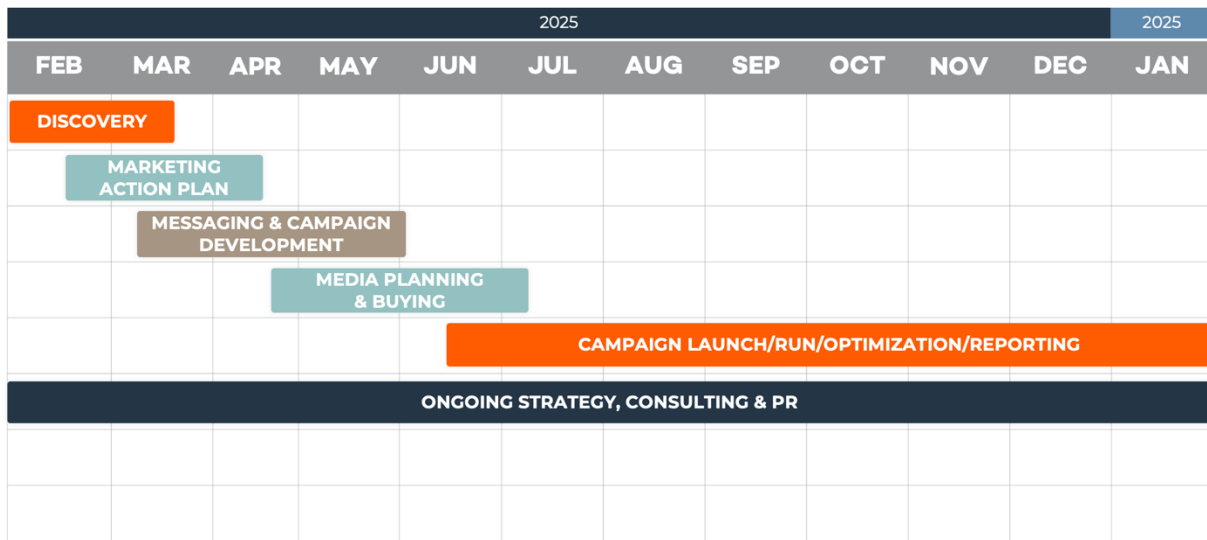
MDRADVERTISING.COM



TIMELINE & MILESTONES

Nueces County Hospital District

PROPOSED TIMELINE



Media Buys

Of the Media, Production and OOH Expenses, we anticipate \$100,000 of that going towards production of materials, video, content and useable assets and \$287,500 going toward the purchase and placement of media. Additional information uncovered during the Discovery process could impact those exact final allocations as well as final targets and media buy dates. Those will be outlined in the Marketing Action Plan process. We anticipate media buys taking place between April-May 2025 and campaign launch happening around June, assuming all of the following items occur without any unforeseen barriers.

Projected Milestones

Discovery	February-March
Marketing Action Plan	April 15
Messaging & Campaign Dev	May 1
Propose Media Plan	May 15
Creative Campaign Concepts	May 31
Tentative Campaign Launch	June
Tracking, Optimizing, Reporting	June-January

418 Peoples Street, Ste 400
 Corpus Christi, TX 78401
 P (361) 883-6327

MDRADVERTISING.COM

TERMS & CONDITIONS

Project Delivery and Timeline Management

This agreement is for a one-year term with an option to renew annually beginning **February 1, 2025-January 31, 2026**. Project deliverable schedule details will be established between Account Strategist and client marketing contact within 30 days of project start.

Billing and Payment

MDR will invoice monthly costs for services outlined herein due upon receipt **(12x \$16,666.67 = \$200,000)**. Media and production billing will be invoiced as they are received from vendors. If the account is not kept current, MDR reserves the right to stop all work until brought to current status.

Media Placement

MDR earns a 15-25% management fee on all media placed/purchased up to \$3 million. Percentage varies based on mediums and will be disclosed and agreed to by both parties prior to ad placements. This management fee amount is received by billing gross media and is not an additional charge to the allocated media dollars. It covers planning, negotiating, placing, tracking, reconciling, reporting, and payment of all vendors. MDR media team negotiation and placement typically provide clients better pricing and added value as well as:

- Expertise, research and knowledge of media marketplace
- Real time analytics and reporting dashboard
- Rate and added-value negotiation
- Reconciliation ensuring all media runs as intended
- Request of make goods and/or credits when necessary
- Client time saved buying, managing, tracking, billing and reconciling.
- Identification and research of emerging media trends and opportunities
- Knowledge of new products and services to allow better tracking across all customer touch points
- Access to MDR's paid tools, platforms and subscriptions which may include dashboard analytic reporting options (some access variables contingent on media investment levels)



Communication

Should you cease to communicate with us during a project's planning process for two weeks or more (whether expectedly or unexpectedly), the project will be placed on hold and moved to the bottom of the current waiting list. Should a project remain incomplete 120 days (about 4 months) from the project start date due to breakdowns in communication or client failure to provide necessary files or content, all monies against that project will be forfeited to MDR Advertising, and the project will be cancelled.

Confidentiality

All information in this proposal is the property of MDR Advertising. It is confidential and provided for a limited purpose. No part of this document, nor any information may be copied, transmitted, exhibited, furnished, or described to others without the consent of an authorized employee of MDR Advertising.

NCHD Provisions

This agreement will be interpreted according to the Constitution and laws of the State of Texas. Venue of any court action shall be in Nueces County, Texas.

Nothing contained in this agreement shall be construed to waive or relinquish any immunity or defense on behalf of the Hospital District, its officers, employees, agents, and representatives as a result of the Hospital District executing this Contract and performance of the provisions herein.

Hospital District shall have the right to terminate this agreement prior to the expiration date by providing MDR with 60 days prior written notice of its election to terminate. The agreement shall terminate 60 days after delivery of such written notice. If this occurs, MDR will cancel any media that is able to be terminated but Hospital District will be responsible for paying any non-cancelable media bills and unpaid fees that are reasonably shown to have been earned under this contract.

All media buys will require Hospital District's prior written approval.



AUTHORIZATION

If you approve of the costs and parameters, please confirm by reply and return the signed agreement to MDR. Thank you for the opportunity!

Stephen Rybak
Principal/CCO
MDR

Jonny Hipp, ScD, FACHE
Administrator/CEO
Nueces County Hospital District

Date

Date

This offer is good for 14 days. Pricing may be subject to change after this time.

418 Peoples Street, Ste 400
Corpus Christi, TX 78401
p (361) 883-6327

MDRADVERTISING.COM