



# Scope Proposal

Client: Moab Area Travel Council  
Date: Tuesday, August 2nd, 2022  
RE: Fall 2022 Creative: Fly-in and Drive market campaigns

## Brief Overview:

Moab Area Travel Council will be launching two campaigns in fall 2022 to generate awareness and drive visitation to Moab as a vacation destination. One of those campaigns is geared to local/drive markets, seeking to attract short haul travelers in the fall months. The other campaign, using co-op grant funds from the Utah Office of Tourism, is planned to target key markets for fly-in service to Moab, launching this fall and continuing through early 2023.

Love will concept and execute creative units for both campaigns, utilizing existing brand guidelines and all visual assets (photos, videos, illustrations, etc.) that are owned by Moab Area Travel Council.

Anticipated services include

- Creative Direction
- Copywriting
- Art Direction
- Interactive Design
- Production design
- Studio Love Direction/Production
- Motion Graphics/Editing

Any production-related hard costs (e.g. new stock photography or stock video, new video shoot, illustrations) would be considered additional to this scope and estimated separately.

## ESTIMATE

All agency services outlined above are time-based estimates and may vary as much as +/- 15%. Additional services requested after completion and delivery of this project will be billed at an hourly rate of \$165.

total \$20,000

AUTHORIZATION

Project: Fall 2022 Creative: Fly-in and Drive market campaigns

Start Date: August 3, 2022

Signatures below approve this Letter of Agreement.

This price does not include sales tax.

On the above project, and on all future work authorized either verbally or in writing, client agrees to render payment within 21 days after invoice date, whether invoices represent part or full billing of the authorized work. Client agrees to pay interest on all overdue accounts at the rate of 1.5% per month, after 30 days from invoice date, until paid in full and agrees to pay all costs and expenses, including a reasonable attorney's fee incurred in collecting past-due accounts. Client appoints Love Communications as it's agent to purchase any material that may be necessary to complete the work outlined above, and Love Communications accepts such appointment and acknowledges that its purchase of any such materials are on behalf of the client. When fully executed this Work Authorization will constitute a binding agreement for performance of the services described at the rate set forth herein.

\_\_\_\_\_  
Client Approval or Representative

\_\_\_\_\_  
Date