## EXHIBIT A – SCOPE OF WORK

|-----------------|-------------------------------|---------------------------------------------|-------------------------------|-----------------------------------------------|---------------------------------|----------------|-----------------|

### Objectives
- Include who, what, when, where, how and how much for each objective.

### Activities and Subtasks
- Indicate the activities and subtasks leading to the fulfillment of the objective. Include benchmarks or milestones in chronological order. Include the appropriate quantity or frequency of the associated activities or subtasks.

- Over the course of the contract, Jack Nadel will deliver promotional materials for First 5 LA Public Education Campaigns and any additional secondary services (mailing and shipping, for example) on an "as needed basis" for First 5 LA.

  (For progress report only)

### Objective status:
- [ ] IN-PROCESS
- [ ] COMPLETE
- [ ] DELAYED

### Staff Assignment
- Larry Renick: Assistant Director of Public Affairs, First 5 LA
- Francisco Oaxaca: Dir of Public Affairs, First 5 LA
- Ben Gibbs: Graphic Designer, First 5 LA
- Michelle Kajan: Account Executive, Jack Nadel

### Timeline
- Indicate start and end period.

### Deliverables
- A variety of deliverables will be included in this contract on a project by project base.

- Individual project deliverables will be determined by project manager, design lead and Jack Nadel representative over the course of the contract period.
## EXHIBIT B - BUDGET

**Contract Number:** 08049  
**Agency Name:** Jack Nadel Inc.  
**Project Name:** Public Affairs Vendor - Promotional Items  
**Project Length:** Marketing support

**Contract Period:** 3/12/12 – June 30, 2012

<table>
<thead>
<tr>
<th>Cost Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional Items Purchases, Customization, and Shipping Services</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

**Total (not to exceed):** $30,000

**NARRATIVE:**

Project Requirements and Deliverables

Over the course of the contract, Jack Nadel Inc. will provide promotional items and any additional secondary services (customization and shipping, for example) for a variety of projects on an "as needed basis" for First 5 LA.

Activities and sub-tasks include, but are not limited to:

1. Evaluate promotional items' requests, make suggestions on revisions to job, and cost out various quotes for completion of work.
2. Be in contact with First 5 LA representatives, either F5LA project manager or other designated staff or contractor, to define the parameter of the job needs and a schedule for delivery of items.
3. Work in concert with F5LA representatives to create a product that all parties have approved.
4. Produce the requested materials in a timely and high quality manner to the agreed upon budget and schedule.
5. Box, store and deliver promotional items.

**APPROVAL:**

Public Affairs  
Department:  
Francisco Oaxaca, Director of Public Affairs  
Date: 2/23/12  
Signature: [Signature]

FINANCE:  
Tracey L. Hause, Director of Finance  
Date: 2/23/12  
Signature: [Signature]

CONTRACTOR:  
Craig Nadel, President  
Date: 2/21/12  
Signature: [Signature]