

A STATEMENT OF WORK

Collinsville Police Department

February 16, 2026

Submitted by:

The FOURCE Group, LLC

SCOPE OF WORK

The following scope of work outlines Marketing Services that THE FOURCE GROUP will perform for the Collinsville Police Department.

1. Create a recruitment advertising campaign targeted to hire new officers and lateral hires who are identified as:
 - a. Seeking Employment as a New Police Officer
 - b. Currently Employed Police Officers
 - c. Other Law Enforcement individuals
 - d. Military
2. The campaign will focus on the following geographic area of Southern Illinois with focus on Metro East Area and St. Louis City & South County
3. Campaign tactics will include use of the following:
 - a. Video :60, :30, :15, :10
 - b. Static Ads
 - c. Dedicated Landing Page

The following services will be provided:

1. CREATIVE & STRATEGY DEVELOPMENT _____

THE FOURCE GROUP will develop a strategy and creative elements as identified and agreed to by both parties. Creative development includes graphic design and copywriting of messaging and all campaign elements.

DELIVERABLES:

Advertising – (Digital, Social Media, Print, etc.)

- Development of creative concepts for identified units including (banner, rich media, animation)
- Copywriting of messaging
- Graphic design
- Selection and optimization of up to four (4) ad concepts per campaign
- Sizing and final preparation of high-res files for production

2. VIDEO AND PHOTO PRODUCTION _____

THE FOURCE GROUP will conduct video and photo shoot to be used for media and informational purposes. Production will include all on-site production services including camera operators, lighting, audio technicians and other production staff as needed. THE FOURCE GROUP shall provide all necessary post-production services to complete the deliverables. All video segments will be delivered digitally. THE FOURCE GROUP shall be responsible to obtain all necessary licenses for any music to be used in any video. Unless agreed otherwise, the costs for such licenses shall be included in the total production budget set forth. Except with respect to any materials provided to THE FOURCE GROUP by the Client, including but not limited to footage, logos, trademarks,

copyrighted materials, etc. (collectively called "client materials"), THE FOURCE GROUP shall be responsible for obtaining all necessary releases, permission, and/or waivers from any other rights holders, including licensors of trademarks or other intellectual property that may be used, featured or appear in the deliverables.

DELIVERABLES:

- :60, :30, :15, :10 second promotional video(s)
- Filming and editing as outlined above
- Still Photography fully edited
- Sound Mixing
- Graphic Design
- Animation
- Digital Rendering
- Final Delivery of Videos for use in media and on the website

3. WEBSITE _____

THE FOURCE GROUP will develop web content for a dedicated landing page for the Collinsville Police Department allowing for online applications and trackability and effectiveness of the campaign.

DELIVERABLES –

- Development of a landing page for the campaign
- Copywriting
- Graphic design
- Programming
- Update content on the website

4. MEDIA STRATEGY AND EXECUTION _____

The FOURCE Group will deliver media strategies to achieve outcomes. We apply customized approaches that cultivate interdisciplinary collaboration, inspire imaginative problem solving, and demand continuous improvement.

The integrated media strategy inclusive of digital and social advertising.

Our approach to your media strategy is rooted in **three foundational principles.**

1. HOLISTIC STRATEGY – We initiate each engagement with meticulous discovery that creates a full understanding of each media campaigns core objectives and allows us to design integrated solutions that use cohesive media through our geo-targeting, demographic targeting executed through our proprietary omni-channels.

2. RIGOROUS IMPLEMENTATION – We will design a performance marketing campaign with a level of methodical rigor that allows us to test, iterate and optimize campaign parameters at scales to drive leads, forms, calls and scheduling. The resulting structures enable us to take advantage of short-term opportunities while also cultivating a foundation for persistent, long-term outperformance.
3. TRANSPARENT COMMUNICATION – We create real-time tracking of digital and social media down to the audience, geography and actions – not only providing reports, but providing actionable next steps implemented immediately to respond to the human behavior.

Your strategy will draw upon logic, user behavior and systemic reasoning to match people's needs with what is technologically feasible. That way one is not caught looking inward and is able to learn from technology driven innovations happening across industries.

DELIVERABLES:

MEDIA STRATEGY

- Conduct media market research and develop a media strategy for digital, social and traditional media

MEDIA PLANNING

- Digital & Social Advertising –
 - Identify traditional and digital platforms (display, social, mobile, rich media) to reach the target audience
 - Negotiate Media Costs and Placement
 - Create, Manage and Maintain Media Schedule
 - Trafficking of Ads to Media Outlets
 - Provide reports on weekly basis to report metrics and success
 - Review and Reconciliation of billings each month

5. CLIENT SERVICES

The FOURCE Group will provide superior account management services that will include tracking of campaigns and access to the principals of the firm as well as first rate team of creative professionals.

DELIVERABLES:

- Status Update Meetings
- On call service for client meetings and requests
- Financial keeping and reconciliation

TERMS OF AGREEMENT

PARTIES & PURPOSE

This Agreement is made between **COLLINSVILLE POLICE DEPARTMENT**, (hereinafter "Client") and **THE FOURCE GROUP**, (hereinafter "Marketing Agency"). Client agrees to retain Marketing Agency from execution of this agreement thru December 31, 2027.

Marketing Agency agrees to work on an hourly basis at the not-for-profit combined rate of \$125 per hour which is discounted from the standard hourly rate of \$240. In addition, the Marketing Agency will be compensated 15% of the media budget for media placement and management.

*Marketing Agency agrees to donate their production services in the amount of \$15,250 as outlined below. If the Client does not implement the media campaign, the Client agrees to compensate the Marketing Agency for production services.

PLEASE NOTE: The above pricing does not include third party expenses such as media costs, printing, postage etc. Media costs will be billed after planning is approved. As production occurs, individual estimates will be created and signed off on before any out-of-pocket expenses will be created.

BUDGET:

<u>ITEM</u>	<u>AMOUNT</u>
1. Video & Photography Production	\$ 8,500
2. Creative Development of Ads/Landing Page Production	\$ 6,750
3. Media Budget	<u>\$ 90,000</u>
	SUB TOTAL \$105,250
	*Less Production <u>-\$ 15,250</u>
	TOTAL \$ 90,000

Media Service Fees will be billed for approved work and will be due within 30 days. A late payment fee will be assessed in accordance with the requirements of the Illinois Local Government Prompt Payment Act, 50 ILCS 505.

Out of Pocket Fees: Out of Pocket Fees will be billed at the time of estimate approval and will be due upon invoice.

Client agrees to pay all additional hours of work for any work outside the scope of this agreement and pre-approved by Client, not for profit combined rate of \$125 per hour. Prior to being billed at an hourly rate, the client will be provided an estimate for approval. Client also acknowledges that Marketing Company may recommend 3rd party software or services, to be paid for by Client upon Client's approval.

TERMS

All materials furnished by Client will remain the property of Client and will be returned upon request, or no more than 60 days from the termination of this agreement. The results of any and all work performed by the Agency for the Client, including original creative work will remain the property of the Client.

To the extent permitted by law, Client and Agency agree to defend, indemnify and hold harmless either party, its/their officers, directors, agents, and employees from and against any and all claims, suits, liens, judgements, damages, losses and expenses including reasonable legal fees and costs arising in whole or in part and in any manner from acts, omissions, breach or default of either party, in connection with performance of any work produced by this agreement, its officers, directors, agents, employees and subcontractors. Both parties specifically represent that this agreement for indemnity does not waive any statutory immunity to which the parties may be entitled by law, nor does it create any rights of action in any third party. This agreement may be terminated with or without cause on 90 days' written notice by either party. In case of termination, the Agency shall make a reasonable attempt to finish work in progress.

This agreement may be amended only by an instrument in writing signed by the Parties. Neither Party may assign this agreement or the rights or obligations hereunder without the specific written consent of the other Party. The Parties agree that this agreement may be executed in multiple originals, each of which shall be considered an original for all purposes and, collectively, shall be considered to constitute this agreement. The Parties further agree that signatures transmitted by facsimile or in Portable Document Format (pdf) may be considered an original for all purposes, including, without limitation, the execution of this agreement and enforcement of this agreement. This agreement supersedes all previous contracts or agreements between the Parties for the same services, and constitutes the entire agreement between the Parties. Neither Party shall be entitled to benefits other than those specifically enumerated herein. Except as otherwise expressly stated herein, the Parties do not intend to create any enforceable rights in any third party under this agreement and there are no third party beneficiaries to this agreement. Any provision, which expressly or by its context requires, after termination of this agreement, action or places obligations on the Parties to this Agreement, shall so survive the termination of this agreement. The waiver by either Party of a breach or violation of any provision of this agreement shall not operate as nor be construed to be a waiver of any subsequent breach hereof.

PLACE OF LAW

This agreement shall be governed by and construed in accordance with the laws of the State of Illinois, with venue in St. Clair County, Illinois.

CONTRACT EXECUTION

Client agrees that this contract will be in effect for the agreed upon duration. If you agree to the terms set forth above, please sign in the space provided below and return one copy of this proposal.

Client Name

Title

Client Signature

Date

Thomas M. Fournier

FOURCE Name

CCO

Title

[Signature]

FOURCE Signature

3-6-2026

Date