

Membership Coverage Agreement

Surge Membership

Summary (Who this is for):

The "Surge membership" package is designed to help members who need to get started building revenue and authority in the marketplace. The package is tailored to focus on a single focal area (lead generation, attention/authority, or marketing communications/sales support). Members receive the benefits of the strategic thinking of the agency, at an affordable price, and the work lays the foundation for future activities.

What's included (Member benefits that are not focus specific):

- Fully branded client portal for handling projects and jobs
- Weekly status briefings, priority access via email and phone
- Monthly review meetings to demonstrate the progress made
- Strategic consulting by TAA senior leadership and talent
- Fully licensed original creative from TAA (third party costs might apply)
- Leverage of our network of experts in production, printing, trade shows, experiential marketing, guerrilla marketing, and more.

What's in (Lead Generation Focus):

- Management of any digital advertising – PPC, SEM, Programmatic, up to a total monthly advertising spend of \$10K per month
- Media execution that is fully done for you – we will run the campaigns and ensure maximum performance, backed by our creative and experienced talent.
- Creative production and strategy consulting to design campaigns and media strategy to maximize the business objectives during the subscription period.
- Full reporting on the performance of the campaigns via the member portal as well as through periodic emailed reports
- Monthly review of performance with recommendations on improvement
- Limited to one brand/company (additional companies or identities can be added)
- CBE/LL Lead Generation can be added for additional investment to maximize results
- TAA can also generate lead lists for sales teams and/or for the advertising & outreach efforts if the member doesn't have a list or target set (additional investment)

What's in (for Attention/Authority/ PR focus area):

- Weekly pitches to insert the member into the stream of consciousness and discussion on one broad topic (additional topics can be purchased)
- Full reporting of mentions and efforts in the membership portal and by email
- One formal press release per month – done for you – and distributed via our network of reporters. (PR Web or PR Newswire can be added for additional investment).
- Limited to one brand/company (additional companies or identities can be added)

What's in (for Marketing Emphasis):

- Unlimited projects, one design request at a time. The request is completed when finally approved by client and sent for production or accepted as completed.
- Unlimited stock photo, video, and illustrations via our library
- Design requests can be any of the following: slide decks, direct mailers, email graphics, infographics, brochures, business cards, signage, posters, packaging, brand guides, blog graphics, stationery, social media graphics, digital ads, pitch decks, billboards/OOH, magazines, booklets, and icons.

Membership rules:

- Excludes all other services (except with add on)
- Membership benefit is a single focus area ("Growth Membership" provides two)
- Email and LinkedIn Lead Generation can be added to a package
- Lead building services can be done for members on a per list per run basis
- Setup fees are waived with an annual or quarterly commitment
- Membership terms and conditions apply

Price & Add-ons available:

- Setup Fee: \$1,875.00 (Covers setup, plan, onboarding, etc.)
- Membership Fee: \$5,500.00 (Renews monthly)

- Sales Consulting: \$4,000.00 (Up to two meetings a month)
- Email Mktg: \$3,000.00 (100 contacts a week done for you)
- LinkedIn Mktg: \$3,000.00 (100 a week + content + maturation + scheduling)
- Lead Building: \$5,000.00 (Per list run up to 2500 names for contact)
- Addition Topic PR: \$3,000.00 (Available when doing the Attention focus area)
- Wire Service: \$2,200.00 (Per release - distribution in major wire svcs.)
- Web Distribution: \$1,000.00 (Per release - distribution online and major web.)
- SEO (Full Service): \$3,600.00 (Monthly - can be added to Lead Generation)

Membership Coverage Levels

Growth Membership

Summary (Why this is for?):

The "Growth membership" package is designed to help members who need more than a single challenge solved and want to begin down the path of leveraging full-service marketing support. We develop a more sophisticated approach to marketing the product/service of the members and provide insights and strategies to the members to show them a better path to their business objectives. When paired with attention/authority benefits, we create greater awareness of the members' offerings in both earned and paid media and deliver a much higher return on advertising spend and activities.

What's included (Member benefits that are not focus specific):

- Fully branded client portal for handling projects and jobs
- Weekly status briefings, priority access via email and phone
- Monthly review meetings to demonstrate the progress made
- Strategic consulting by TAA senior leadership and talent
- Fully licensed original creative from TAA (third party costs might apply)
- Leverage of our network of experts in production, printing, trade shows, experiential marketing, guerrilla marketing, and more
- Adds additional focal areas (up to two areas) simultaneously.
- Accelerates business cycle effectiveness by leveraging multiple channels simultaneously – increasing lead flow, revenue growth, and ROI
- Members receive a full strategic marketing plan developed by TAA.
- Members may add social media and content marketing to expand benefits
- Members may add trade show support to expand member benefits

What's in (Lead Generation Focus):

- Up to \$300K in marketing spend managed by TAA
- Expansion of media management to include traditional – broadcast, OOH, etc.
- Media execution that is fully done for you – we will run the campaigns and ensure maximum performance, backed by our creative and experienced talent.

- Creative production and strategy consulting to design campaigns and media strategy to maximize the business objectives during the subscription period.
- Full reporting on the performance of the campaigns via the member portal as well as through periodic emailed reports
- Monthly review of performance with recommendations on improvement
- Limited to one brand/company (additional companies or identities can be added)
- CBE/LL Lead Generation can be added for additional investment to maximize results
- TAA can also generate lead lists for sales teams and/or for the advertising & outreach efforts if the member doesn't have a list or target set (additional investment)

What's in (for Attention/Authority/ PR focus area):

- Weekly pitches to insert the member into the stream of consciousness and discussion on one broad topic (additional topics can be purchased)
- Full reporting of mentions and efforts in the membership portal and by email
- One formal press release per month – done for you – and distributed via our network of reporters. (PR Web or PR Newswire can be added for additional investment)
- Limited to one brand/company (additional companies or identities can be added)

What's in (for Marketing Emphasis):

- Two design requests at a time. The request is completed when finally approved by the member and sent for production or accepted as completed.
- Unlimited stock photos and illustrations via our library (third-party costs may apply)
- Design requests can be any of the following: slide decks, direct mailers, email graphics, infographics, brochures, business cards, signage, posters, packaging, brand guides, blog graphics, stationery, social media graphics, digital ads, pitch decks, billboards/OOH, magazines, booklets, and icons.

Membership rules:

- All other services (except with add on)
- Membership benefit includes two focus areas
- Email and LinkedIn Lead Generation can be added to expand member benefits

- Social media and content marketing can be added to expand member benefits
- Lead Building services can be done for members on a per list per run basis
- Setup fees are waived with an annual or quarterly commitment
- Membership terms and conditions apply

Price & Add-ons available:

- Setup Fee: \$1,875.00 (Covers setup, plan, onboarding, etc.)
- Membership Fee: \$13,000.00 (Renews monthly)
- Sales Consulting: \$4,000.00 (Up to two meetings a month)
- Social Media: \$3,000.00 (Unlimited channel - one post a week)
- Content Marketing: \$3,000.00 (Unlimited channels - two posts a month)
- Email Mktg: \$3,000.00 (100 contacts a week done for you)
- LinkedIn Mktg: \$3,000.00 (100 a week + content + maturation + scheduling)
- Lead Building: \$5,000.00 (Per list run up to 2500 names for contact)
- Trade show Support: \$9,750.00 (Per show, done for you, fully managed by TAA)
- Addition Topic PR: \$3,000.00 (Available when doing the Attention focus area)
- Wire Service: \$2,200.00 (Per release - distribution in major wire svcs.)
- Web Distribution: \$1,000.00 (Per release - distribution online and major web.)
- SEO (Full Service): \$3,600.00 (Monthly - can be added to Lead Generation)

Membership Coverage Levels

Amplify Membership

Summary (What this is for):

The "Amplify membership" package offers a full-service outsourced solution for busy members who are committed to building their business and rising quickly to the top of their market. Everything is handled for members up to a million-dollar media spend. The "Amplify Membership" is designed for the member who wants to focus their time on high value activities to increase revenue and have a steady source of marketing leads sent to sales in the most cost-effective manner possible, managed by a world class advertising agency team.

What's included (Member benefits that are not focus specific):

- All three focus areas are applied
- Fully branded client portal for handling projects and jobs
- Weekly status briefings, priority access via email and phone
- Monthly review meetings to demonstrate the progress made
- Strategic consulting by TAA senior leadership and talent
- Fully licensed original creative from TAA (third party costs might apply)
- Leverage of our network of experts in production, printing, trade shows, experiential marketing, guerrilla marketing, and more
- Accelerates business cycle effectiveness by leveraging multiple channels simultaneously – increasing lead flow, revenue growth, and ROI
- Members receive a full strategic marketing and a media plan developed by TAA.
- Members may add social media and content marketing to expand benefits
- Members may add trade show support to expand member benefits
- Discounts on all extended membership benefits of 10%
- Member receives a dedicated account executive to handle member needs

What's in (Lead Generation Focus):

- Up to one million in marketing budget negotiated and managed by TAA
- All media types – traditional, digital, broadcast, events, etc.
- Media execution that is fully done for you – we will run the campaigns and ensure maximum performance, backed by our creative and experienced talent.

- Creative production and strategy consulting to design campaigns and media strategy to maximize the business objectives during the subscription period.
- Full reporting on the performance of the campaigns via the member portal as well as through periodic emailed reports
- Monthly review of performance with recommendations on improvement
- CBE/LLI Lead Generation included as a member benefit
- Advanced SEO included as a member benefit
- TAA can also generate lead lists for sales teams and/or for the advertising & outreach efforts if the member doesn't have a list or target set (one list provided as a member benefit, additional list runs available to extend benefits at a discount.)

What's in (for Attention/Authority/PR focus area):

- Weekly pitches to insert the member into the stream of consciousness and discussion on one broad topic (additional topics can be purchased)
- Up to two formal press releases drafted and distributed monthly (distribution via AP, WSJ, Bloomberg, financial wires, and newswire services at an additional expense)
- Full reporting of mentions and efforts in the membership portal and by email
- One formal press release per month – done for you – and distributed via our network of reporters. (PR Web or PR Newswire can be added for additional investment).
- Limited to one brand/company (additional companies or identities can be added)

What's in (for Marketing Emphasis):

- Three design requests at a time. The request is completed when finally approved by client and sent for production or accepted as completed.
- Unlimited stock photos and illustrations via our library (third-party costs may apply)
- Design requests can be any of the following: slide decks, direct mailers, email graphics, infographics, brochures, business cards, signage, posters, packaging, brand guides, blog graphics, stationery, social media graphics, digital ads, pitch decks, billboards/OOH, magazines, booklets, and icons.
- Branding, logos, and identity projects are included in marketing projects

Membership rules:

- Requires appointment of TAA as the "Agency of Record" for member. TAA will provide additional information about that process. TAA will announce the appointment publicly at its expense
- Membership benefit includes all focus areas
- Social media and content marketing can be added to expand member benefits
- Setup fees are waived
- Membership terms and conditions apply

Price & Add-ons available:

- Setup Fee: Waived
- Membership Fee: \$25,000.00 (Renews monthly)
- Sales Consulting: \$4,000.00 (Up to two meetings a month)
- Social Media: \$3,000.00 (Unlimited channel – one post a week)
- Content Marketing: \$3,000.00 (Unlimited channels – two posts a month)
- Lead Building: \$5,000.00 (Per list run up to 2500 names for contact)
- Trade show Support: \$9,750.00 (Per show, done for you, fully managed by TAA)
- Multiple Brand: \$Inquire (Available only to Amplify members)
- Wire Service: \$2,200.00 (Per release – distribution in major wire svcs.)
- Web Distribution: \$1,000.00 (Per release – distribution online and major web.)