

Memorandum of Agreement

May 17, 2017

Between

VMV Brands (Jerry Miller)

and

Moe's Original Bar B Que (Ashleigh Abrams)

This memorandum is an agreement in principal outlining the responsibilities of the named parties related to services to be performed by VMV Brands for Moe's Original Bar B Que. This MOA is for work to be completed by VMV Brands.

Moe's Original Bar B Que will provide VMV Brands with the following

- (1). Hosting access and hosting credentials for its current website
- (2). Any artwork, logos, graphic design, creative proofs, call to action messages, specials, daily specials, etc. needed for this project
- (3). Timely input and feedback on all mockups, suggestions, designs, photos, strategies and other items provided by VMV Brands.
- (4). Occasional meetings with VMV Brands to review expectations, timeline and strategies.

VMV Brands will provide Moe's Original Bar B Que with the following

- (1). VMV Brands will conceive, plan and execute a strategic, multi-screen advertising campaign for Moe's Original Bar B Que that features one consistent message across its website, social media, videos, pictures, story features, viral contests, content marketing, TV marketing (if Ashleigh/Mike Abrams would like) and radio marketing (if Ashleigh/Mike Abrams would like). This fully-integrated advertising campaign will synergize all platforms and resources to feature a consistent strategic message.
- (2). VMV Brands will design/develop/syndicate one new I Love Cville and Scoutology.com feature story on Moe's Original Bar B Que per 30-day period of brand management.
- (3). VMV Brands will edit/produce/syndicate one new I Love Cville video feature on Moe's Original Bar B Que per 30-day period of brand management.
- (4). VMV Brands will provide one 45 minute photography/videography shoot at Moe's Original Bar B Que per 30-day period of brand management. Each photography/videography shoot will result in at least 12 photos that Moe's Original Bar B Que owns the rights to.
- (5). VMV Brands will manage and allocate the Facebook "Boosted Posts" budget for Moe's Original Bar B Que.

- (6).** VMV Brands will create, write and publish one post per day on the Moe's Original Bar B Que Facebook, Twitter and Instagram pages.
- (7).** VMV Brands will design, develop and distribute two e-newsletters per 30-day period of brand management on behalf of Moe's Original Bar B Que. This email campaign will be sent from Moe's Original Bar B Que email software (i.e. Constant Contact, Mail Chimp, etc.) to Moe's Original Bar B Que's database of emails. If Moe's Original Bar B Que does not have an email software management system in place, VMV Brands will advise Moe's Original Bar B Que on the best email software management options (names, costs, execution, etc.).
- (8).** VMV Brands will host at least one viral strategy or viral contest per 30-day period of brand management. This viral strategy/contest will spotlight Moe's Original Bar B Que. This viral strategy/contest will leverage food or gift cards provided by Moe's Original Bar B Que as prizes. This viral strategy will drive marketplace place engagement with the Moe's Original Bar B Que brand and social media channels.
- (9).** VMV Brands will provide graphic design services for Moe's Original Bar B Que when needed.
- (10).** VMV Brands will provide media contract negotiation services for Moe's Original Bar B Que when needed.
- (11).** VMV Brands will provide crisis management services for Moe's Original Bar B Que when needed.
- (12).** VMV Brands will provide public relations management for Moe's Original Bar B Que.
- (13).** VMV Brands will provide "new/second location" services for Moe's Original Bar B Que.
- (14).** VMV Brands will leverage the I Love Cville Network to promote and market Moe's Original Bar B Que.
- (15).** VMV Brands will leverage the Scoutology.com Network to promote and market Moe's Original Bar B Que.

TOTAL PROJECT COST PER 30-DAY PERIOD: \$695

DUE UPFRONT ON DAY ONE: \$695

Ashleigh Abrams
Moe's Original Bar B Que

Jerry Miller
VMV Brands

NOTE: Please make all checks out to VMV Brands.