

6.1 Cover Letter

Seer World, LLC

Attn: Peter Sorckoff

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Agency Approach

Founded in 2018, Seer World is an independent strategic consultancy with full-service agency capabilities based in Atlanta, GA and Calgary, Canada. Our firm is building the next generation of strategy, research, design tools and methodologies to help leaders and organizations build trust, anticipate behavior, shape opinions and create connections that will endure.

Seer's simple mission is to help rebuild trust in a society that is increasingly polarized and to harness the power of fandom to create business value beyond mere transactions. Seer is dedicated to helping clients navigate this new world of mistrust. To do that, we're using the most up-to-date methods available to us in neuroscience, moral foundation theory, social psychology, behavioral economics, cultural anthropology and strategic service design. Seer takes a unique approach to understanding how trust is created, how it is maintained, how easily it can be lost and how to best commercialize it across all core revenue streams in the sports sector.

We have developed practical, actionable models that enable small or large-scale assessment of audiences on the basis of instinctive biases which shape every aspect of social and economic interaction.

- At-Scale Quantitative Research via Digital Cultural Anthropological Methodologies.

Armed with behavioral insights into what motivates your market, Seer co-develops and executes a strategic plan designed to capitalize on instinct-driven perception and decision-making.

- Market and Competitor Analysis
- Product Design Research, Development and Review
- Buyer Journeys and Conversion Analysis
- Brand Narratives
- Adoption and Change Management Facilitated Workshops

The Seer World office is located in Roswell, Georgia. In proximity to CVG, the office is about 447 miles away.



Peter M. Sorckoff
Chief Executive Officer
Seer World, LLC

6.2 Firm Qualifications

Seer facilitates direct engagement with business imperatives: Communications, Customer Experience and Business Development. We do the groundwork to connect meaningfully with your audiences, constituents, and customers.

Our capabilities and services encompass the following categories and disciplines.

STRATEGY	BUSINESS & SERVICE DESIGN	MARKETING	IMPLEMENTATION
Enterprise Level Strategy	Experience Design	Campaign Development	Content Production
Growth Strategy	Design Language, Kit & Stylization Systems	Communications Planning	Interactive Production
Brand Strategy & Positioning	Visual Identity and Naming	Media Planning	Experiential and Event Production
Innovation Strategy	Responsive Web	Performance Marketing	Film and Photo Studio
Customer Experience Strategy	Native Applications	Measurement and Reporting	Print Studio
Go-To-Market Strategy	Retail Environments	Testing and Optimization	Data Visualization
Data Strategy	Packaging	Partnership Integration	Post-Production
Business Intelligence Strategy	Typography	Brand Narrative Expression	Full Stack Development
Digital Anthropology Research	Editorial Design	Digital & Social Publishing	Prototyping
Customer Research, Segmentation & Insights	Exhibition Design		Quality Assurance
Content Strategy & Information Architecture	Industrial & Product Design		Account Management
Digital & Social Strategy	Interiors & Architecture		
Paid Media Strategy			

Seer has experience working with government entities and commercial airports within recent years. As of 2022, Seer has serviced the following clients through business development, economic development, and land acquisition strategy:

- City of Modesto, California
- City of Roswell, Georgia
- Cincinnati / Northern Kentucky International Airport (CVG)
- Modesto Airport
- Stanislaus County Crows Landing Airport

* Categories in bold denote services identified in the CVG RFP

6.3 Approach to Assignment

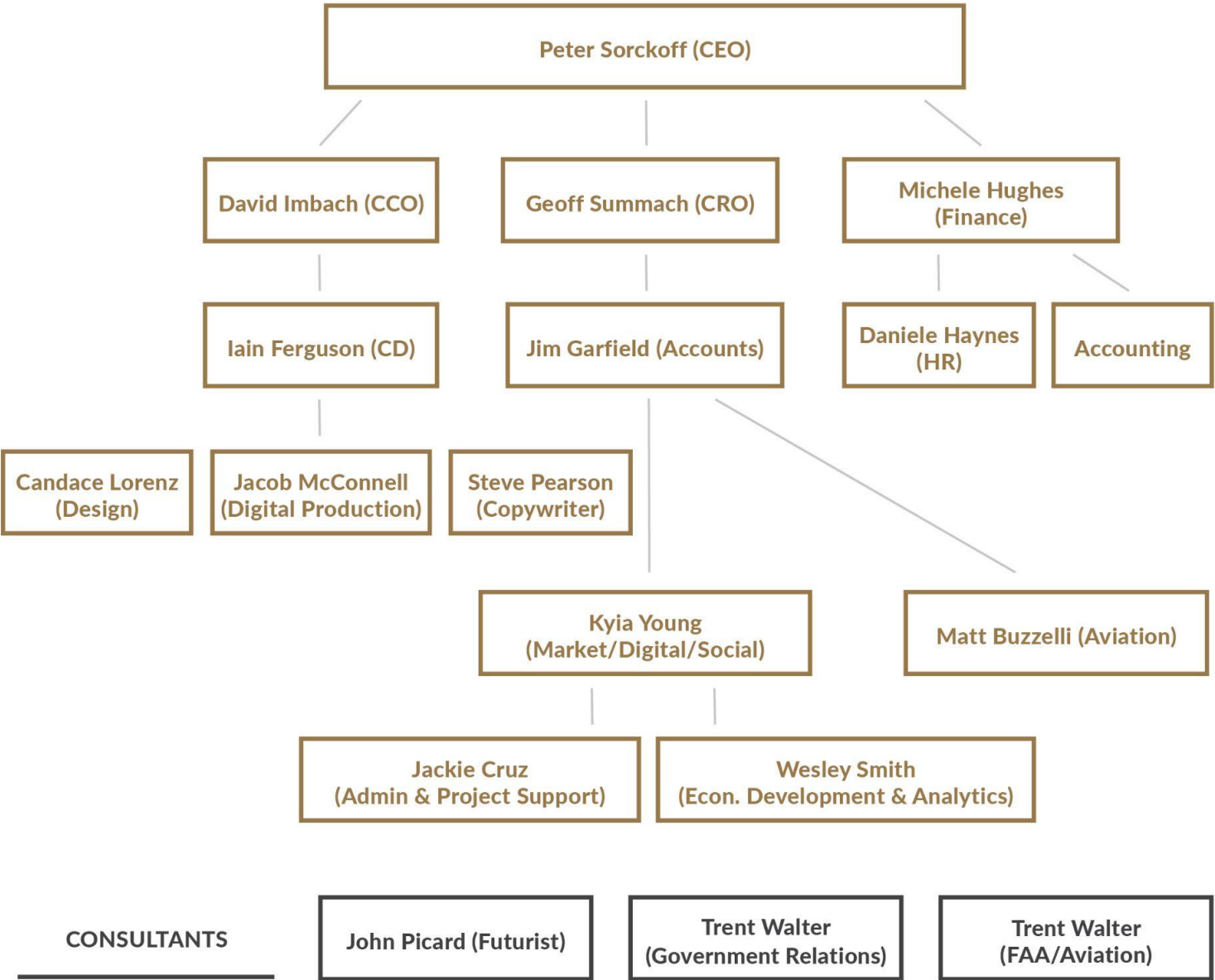
Desired Impact of Proposed Services
Creative Development, Media Planning & Placement, & Creative Collaboration

Milestones	Key Action Step(s)	Title of Person(s) Responsible	Estimated Timeline
Project Kickoff	- Define project objectives and goals. - Establish a project timeline & budget. - Form a creative team & assign roles and responsibilities.	Peter Sorckoff - Account Lead Jim Garfield - Account Manager	Week 1
Discovery, Research & Conceptualization	- Conduct market research and competitor analysis. - Brainstorm creative concepts and ideas. - Create a mood board or concept presentation.	Kyia Young - Project Manager Wesley Smith - Data Analytics Jackie Cruz - Marketing Assistant	Weeks 2-4
Concept Approval	- Present and discuss creative concepts with the CVG team. - Revise concepts based on feedback and gain approval.	Dave Imbach - CCO	Week 5
Content Creation	- Develop and create the creative assets (graphics, videos, copy) - Conduct quality checks and revisions as necessary.	Dave Imbach - CCO Candace Lorenz- Design	Weeks 6-10
Client Review & Feedback	- Present the developed creative assets to the CVG team. - Incorporate team feedback and make necessary revisions.	Dave Imbach - CCO	Week 11
Final Approval	- Obtain final client approval on all	Dave Imbach - CCO	Week 12

	creative assets.		
Production	- Prepare final files and assets for media distribution or launch.	Peter Sorckoff - Account Lead Dave Imbach - CCO	Week 13-15
Launch & Distribution	- Release the creative assets to the intended platforms or channels.	Dave Imbach - CCO	Week 16
Post - Launch Analysis	- Evaluate the performance and impact of creative assets.	Kyia Young - Project Manager Wesley Smith - Data Analytics	Week 17
Project Closure	- Review the project's success and areas for improvement. - Archive project files and documents.	Seer Internal team	Week 18

Timeline varies based on the complexity of the project.

6.4 Key Personnel



Summary of Roles

Peter Sorckoff: Brand Strategy, Research, Segmentation, Marketing, Campaign Development, Content, Ticketing, Sponsorship, Architecture, Economic Development

David Imbach: Brand Strategy, Research, Segmentation, Campaign Development, Creative/Design, Writing, Content, Production, Broadcast, Digital, Economic Development

Iain Ferguson: Brand Strategy, Research, Creative Direction, Campaign Development, Writing

Wesley Smith: Economic Development, Data Analytics

Geoff Summach: Business Development, Revenue Generation, Account Management

Candace Lorenz: Design, Campaign Development

Daniele Haynes: Human Resources, Organizational Development

Jim Garfield: Fan Experience, Sports Management, Business Consulting, Sponsorship

Kyia Young: Digital Marketing, Writing, Account Management, Content Strategy and Development

Jackie Cruz: Event & Fan Experience, Content Administration, Marketing Assistance

The core Seer team is designated to partner with the CVG International Airport as a diverse and experienced group. Peter Sorckoff will lead all facets with Jim Garfield as Account Manager. Peter and Dave will continue to work with research partners and CVG to re-formulate (if necessary) approach, methodologies and execution of brand research, if required. Any brand development work will include the complete Seer team. Go-to-Market and day-to-day operations will rely on the full team with a heavier engagement from Kyia (digital strategy, content and channel management), as well as Jim for general project management.

Our team has deep experience working with commercial airports and government entities:

Peter Sorckoff - Chief Executive Officer - KCAB Primary Contact

Peter Sorckoff is recognized across North America for his innovative approach to sports marketing. He has over 25 years of international experience in major sporting events and franchises, from the Olympics to MLB, NHL, NBA, PHF, WHL as well as the Australian National Rugby League (NRL) and the Canadian Football League (CFL).

With the Atlanta Braves, Peter worked to rebuild the club's premium and non-premium ticketing and pricing strategy, and innovative new products and franchise master planning as part of a formal brand review with enterprise-wide strategic implications.

Peter was CCO, EVP Brand and Innovation and led an internal consultancy at the Atlanta Hawks and State Farm Arena that utilized emerging technology to deploy digital social anthropology methodologies to rebrand and reposition the franchise. This study established a benchmark for brand discovery and helped drive a \$200M renovation at State Farm Arena. Peter has present experience with consulting with government entities and firms such as: City of Modesto and Roswell, Crows Landing and Modesto Airport, and CVG International Airport.

In the field of stadium marketing and development, Peter co-developed AT&T's new Smart Stadium practice, integrating the latest in IoT (Internet of Things) technology and was the lead consultant with Burns & McDonnell Architectural Practice. More recently, Peter and the Seer team have worked with Fanatics, the Cleveland Browns, Perkins and Will (Architects), the Premier Hockey Federation (Women's Hockey), and are leading the development of a downtown entertainment district in Modesto CA, and spearheading economic development & land acquisition strategies in Roswell, GA.

Scope: Producer/Director, Director of Entertainment, SVP Marketing, Chief Creative Officer EVP Brand & Innovation. Agency of Record, Advisor to the CEO and Strategic Consultancy roles.

Dave Imbach - Chief Creative Officer

Dave was director of Broadcast and Entertainment at the Calgary Flames from 1998 to 2005. In 2005, he founded a strategy and design studio with partner Geoff Summach. Dave leads creative and digital projects across the firm. Dave is a cinematographer, photographer and director in his own right. Dave has collaborated with Peter Sorckoff in consulting and managing clients within the Government & Aviation Spaces in Roswell, Georgia; Modesto, California; Kentucky / Cincinnati, etc.

Dave created the strategic framework and led the team who created the multimedia, B2C and B2B campaign 'Insurance is Evolving' for Intact Insurance. This campaign ran for four years, achieving the client's objectives at every critical review. Most recently, Dave led the team responsible for producing an augmented reality (AR) app for Intact's broker roadshow.

Dave has also managed the BP A+ for Energy multimedia educational outreach program for BP Canada for 9 years.

Dave led creative output on Seer's architectural projects with Burns & McDonnell.

Scope: Director of Design Operations, Producer, Director, Content Development Lead.

Geoff Summach - Chief Revenue Officer

Geoff is Seer's CRO, responsible for all revenue generation across new and existing clients, influencing the future growth of the business at every level, and refining operations to deliver excellent service. He heads up marketing and communications, as well as strategic partnerships.

Geoff brings strategic insight to every engagement and has a mandate to create a unique experience for every client.

Geoff ensures the client's voice is always heard, that healthy relationships grow with every project, and that Seer is continuously improving its service delivery.

Scope: Chief Revenue Officer, Account Manager, Managing Director

Iain Ferguson - Creative Director

Iain has 30 years' experience, 20 as a writer in the UK and Canada. Iain's UK experience includes FTSE-100 financial services companies; fundraising for charities (British Heart Foundation and The Royal British Legion); his North American leisure branding experience includes Paul Gauguin Cruises, Eagle Golf and the Vancouver Canucks; and international strategies include Locate in Scotland, Scottish Tourist Board, National Trust for Scotland, The Royal Burgh of St. Andrew's, and Pacific Beachcomber Hotels in Polynesia.

In North America, Iain led new product development for Abercrombie & Kent/Intrawest shared ownership. He was lead writer and place-making storyteller for Pacific Beachcomber's Tetiaroa Eco-resort. Iain was lead writer on Seer's sports-related architectural projects with Burns & McDonnell.

Scope: Franchise-wide storytelling platform, digital products relating to player biographies, multicultural supporter outreach.

Jim Garfield - Account Lead

Jim Garfield is a seasoned Branding and Marketing executive and former WHAM Network Chief Operations Officer from Los Angeles, California. After retiring as a competitive athlete, Jim continued to follow his passion for sports and healthy lifestyle by creating JLG Management, representing professional athletes, brands and entertainment projects in the sports, active and healthy lifestyle marketplace. Jim continues to develop his practice in client representation, spearheading entertainment projects, and participating in high-level brand strategy for both individuals and organizations.

Scope: Network Chief Operations Officer, Senior Publicist, Director of Media and Marketing, Executive Brand Builder

Candace Lorenz - Designer

Candace is a seasoned designer lead with 17 years of experience specializing in branding, marketing, campaigns, and digital work. Her expertise lies in interpreting strategic direction and applying her expert craft skills to both traditional and digital domains. Her design philosophy focuses on creating exceptional experiences for audiences and users by seamlessly integrating highly rational visual systems with powerful emotional cues.

Candace's design journey began with a graphic design degree from the School of Design and Visual Arts at Georgian College. Throughout her career, she has had the privilege of working with a diverse range of clients, including Enmax, General Electric, Endeavour Energy, Enerflex, Alberta Health Services, Intact Insurance, British Petroleum, The City of Modesto, Stanislaus County, CVG and many others. Her wealth of experience and dedication to her craft make her a prominent figure in the world of design.

Scope: Design Director and Lead for Identity, branding, marketing, campaign, digital and all deliverables

Daniele Haynes - Organizational Development / HR

Daniele is a seasoned Human Resources professional with over a decade of experience. Her extensive background encompasses the development and implementation of impactful training programs that have significantly contributed to elevating employee performance and productivity. Additionally she possesses in-depth knowledge of HR policy and compliance, ensuring alignment with legal and organizational standards. Daniele excels in managing organizational changes, guiding teams through transitions with a strategic, people-centric approach, and skillful in fostering collaborative relationships across all levels of the organization.

Scope: Change Management, Policy Compliance, Skill Development

Kyia Young - Senior Manager, Digital Media & Project Operations

Kyia is Seer's Senior Manager of Digital Media & Project Operations. With a background in Sports, Entertainment Management and Marketing, she utilizes tools and expertise gained at the University of Louisiana at Lafayette, Clark Atlanta University, and Louisiana State University. Kyia is focused on managing client accounts, content strategy, development, publishing, tracking and generalized digital development needs. Kyia has experience project managing and supporting the Seer team on clients involved within the government sector: City of Modesto and City of Roswell.

Scope: Project Management, Digital & Social Media Strategist, Editorial Planner

Jackie Cruz - Marketing Assistant

Jackie is Seer's Marketing Assistant and Content Administrator. She is a four-year student at Georgia State University, majoring in Marketing with a Digital Marketing concentration.

Scope: Marketing Assistant, Executive Assistant, Content Administrator

6.5 References

For references, Seer has included current and former Clients, colleagues, and individuals who have lended their time and efforts to our projects and deliverables. If you would like to get in touch with any of the following individuals, please feel free to reach out to Seer so we can assist with scheduling.

Name	Title	Email / Phone
Derek Schiller	CEO of Atlanta Braves	Natalie.Lopez@braves.com / (404) 539 - 6291
Jamie Guzzetti	Chief of Staff, City of Roswell	jamie@kurt4roswell.com / (678) 524 - 5155
Jeff Sitner	Principal Practice Lead, Perkins + Will	Jeff.Sitner@perkinswill.com / (913) 449 - 2068
Joe Lopez	City Manager, City of Modesto	joelopez@modestogov.com / (209) 605 - 3785

Description of services provided:

Atlanta Braves - Enterprise level strategy, Marketing strategy, brand strategy and visual identity, revenue optimization, product development, Architectural master planning (2018 - present)

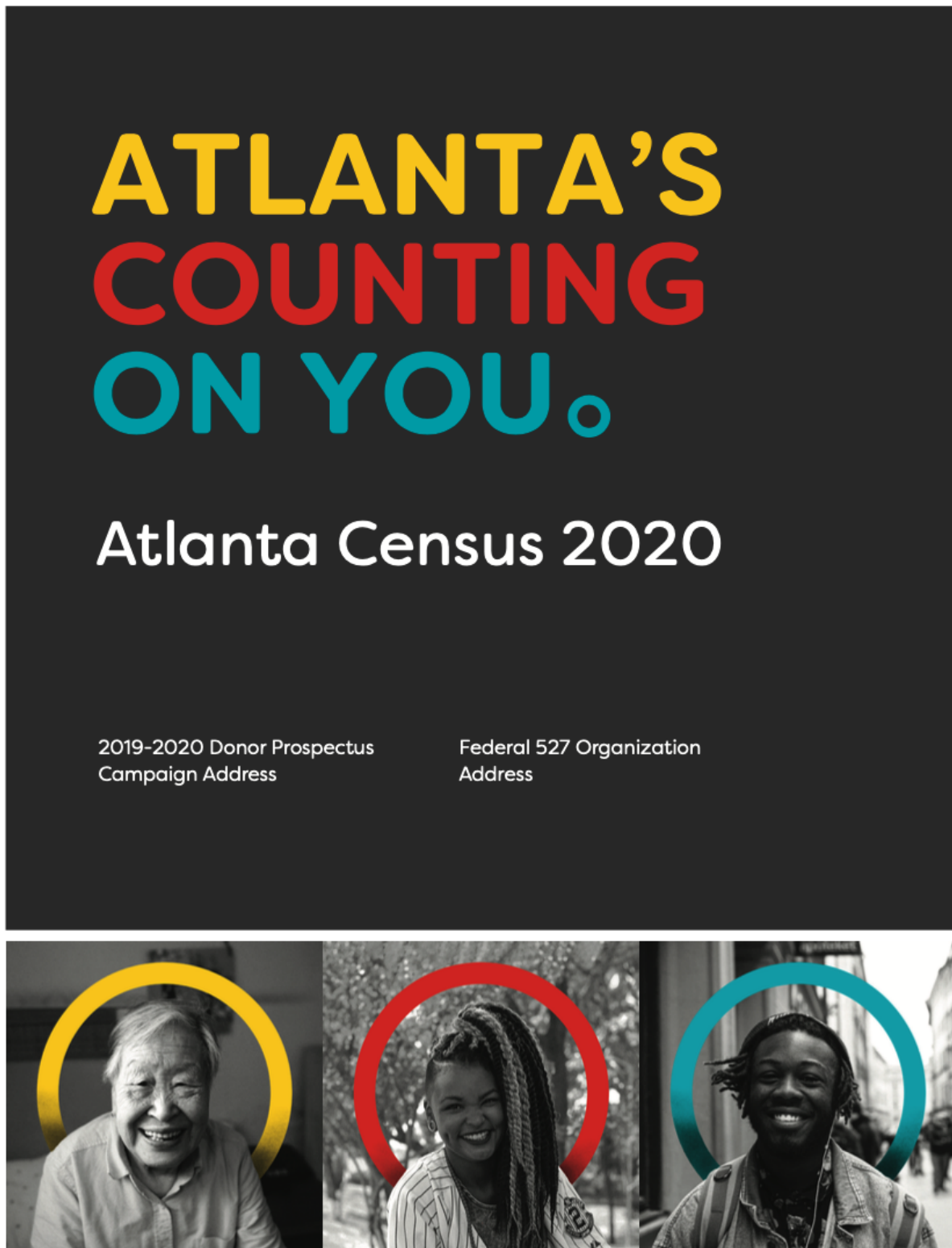
City of Roswell - Establishing business lines, narrative, and economic development / land acquisition strategies (2023 - present)

Endeavour - brand strategy and visual identity, marketing and social strategy, content & digital project management (2020 - present)

City of Modesto - Establishing business lines, narrative, air service development, and economic development / land acquisition strategies (2022 - present)

6.6 Sample of Creative Work

COVER OPTION 1



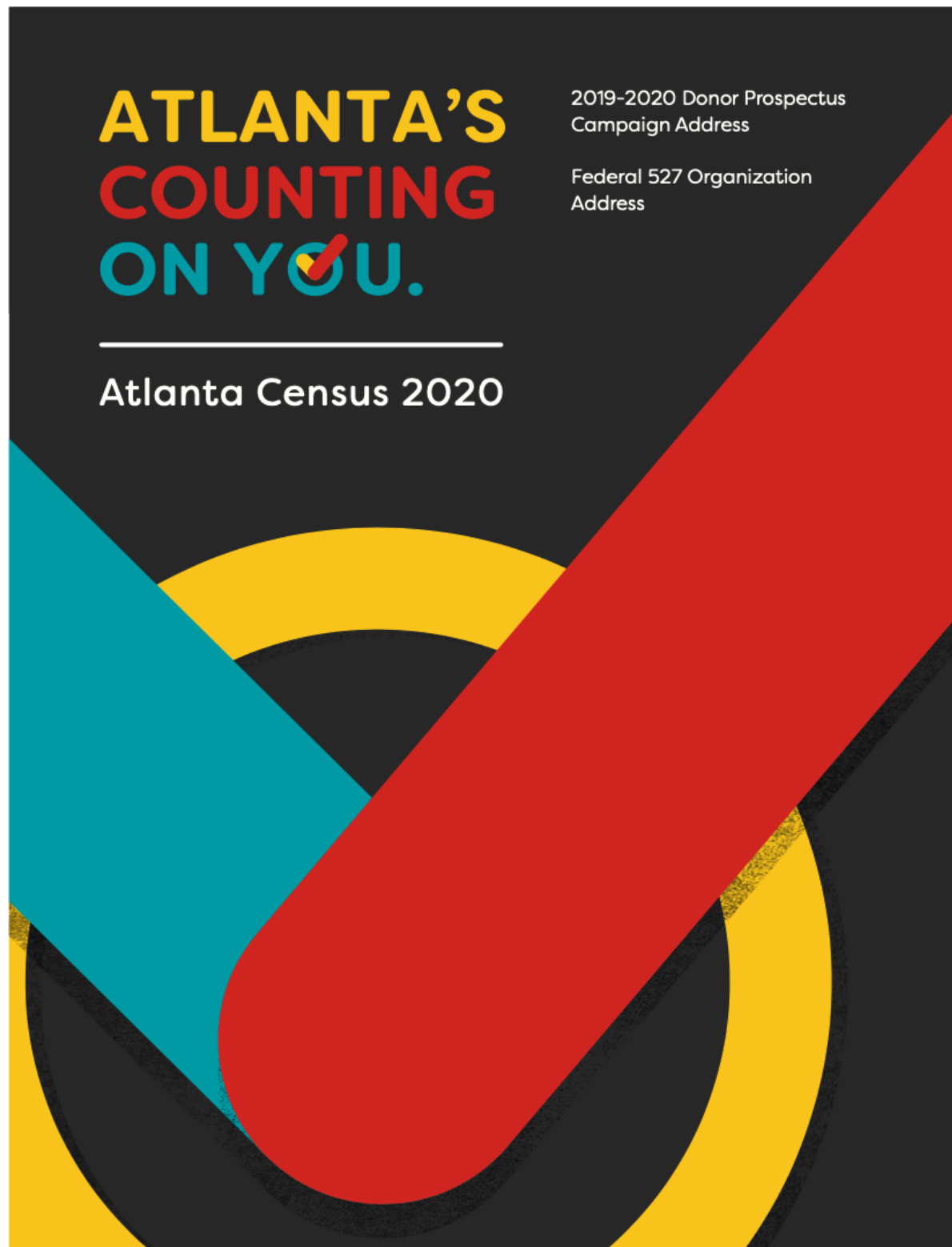
ATLANTA'S COUNTING ON YOU ✓

2019-2020 Donor Prospectus
Campaign Address

Federal 527 Organization
Address

Atlanta Census 2020







DONOR PROSPECTUS PROGRAM OVERVIEW

As you will know, the national census is part of our nation's history. Since the first census in 1790, we are a nation that was built on facts. The Washingtonian census revealed that there were 3.9 million 'Americans' — leading to a dramatic increase in the US House of Representatives, from 65 to 105.

The US National Census in 2020 may also be historic. As the first-ever digital census, it could have far-reaching implications on the governance of our nation for generations.

Since Article I, Section 2 of the U.S. Constitution was adopted, it has been recognized that there was potential for the process to be politicized for partisan gain. Title 13 protects all personal information gathered by the Census — even the FBI cannot gain access.

Census 2020 is calling for a completely non-partisan approach, with no meddling from any level of government that would lead our fellow citizens to avoid answering the census. We don't want to see fake news or fear-mongering influence Atlantans.



We just want the facts.

And the fact is, if Atlanta's census count is negatively impacted our city may lose tens of millions in federal funding — and the opportunity to add a congressional seat may be lost for a generation or more. A failure on our part to ensure an accurate count will lead to a diminution of the State of Georgia's influence in our republic; Atlanta will be under-funded and under-represented at the Congressional level.





It's time for all concerned citizens in Atlanta to honor our national history of making decisions based on fact, to preserve democracy in our city and our state... and to lead the way for other municipalities nationally by building a repeatable model for a Complete Count.

Census 2020 is a historic opportunity for underrepresented neighborhoods in Atlanta to regain influence that has eroded in recent decades. The growth in Georgia's black, African-American, Hispanic, Latin, Asian and immigrant populations has transformed the economy and fueled our city's growth. But our democratic institutions have not responded or kept pace because they operate on inaccurate and stale data... all of which diminishes Atlanta — masking the pride we all take in our diverse ethnicities and cultures.

By encouraging the population of Atlanta to fully engage with the census, **Census 2020** will help deliver Georgia an extra congressional seat.

By making sure that every Atlantan knows it is safe to complete the first-ever digital census without fear of government intrusion, **Census 2020** will give under-represented citizens the opportunity to have their voice heard in state and national elections.

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THE CHALLENGE

FAKE NEWS CAMPAIGNS

Although the Federal Government will run an advertising campaign to encourage completion of the census in 2020, it is clear that some political actors are intent on spreading disinformation about the census. Specifically, fake news is beginning to be spread that suggests respondents' personal data will be shared with ICE and the IRS (do we keep building on this idea or delete?).

This is, as you know, entirely untrue. Title 13 protects personal data volunteered during the census. No one can access it — not even the FBI.

A WEAKENED ATLANTA

If minority communities can be reassured about the anonymity of the census, **Census 2020** believes that the facts will be gathered. That will lead to the creation of a new congressional seat and a better representation of Atlanta's population.

If participation in the census is influenced by other forces, we believe that the results will be skewed in favor of the status quo -- meaning that the true political will of Atlanta will not be represented at State and federal levels. Federal funding may go elsewhere and our city will have a weaker voice on the national stage.

REACHING OUT

Census 2020 will use all means necessary to reach those typically overlooked by federal advertising campaigns — what we call 'hard-to-reach communities'. We will fight disinformation campaigns with the truth about the census and we will show Atlantans what they have to lose if they don't speak up through the census. Can we count on your support?





BANNER / BILLBOARD MOCK-UPS

A.



B.



C.



A

EVERY.
ONE.
COUNTS.

Atlanta Census
2020

B

EVERY.
ONE.
COUNTS.

Atlanta Census
2020

C

EVERY.
ONE.
COUNTS.

Atlanta Census
2020

D

EVERY.
ONE.
COUNTS.

Atlanta Census
2020

E

EVERY.
ONE.
COUNTS.

Atlanta Census
2020

F

EVERY.
ONE.
COUNTS.

Atlanta Census
2020

G

EVERY.
ONE.
COUNTS.

Atlanta Census
2020

H

EVERY
ONE COUNTS

Atlanta Census 2020

I

EVERY ONE COUNTS

Atlanta Census
2020

J

EVERY ONE COUNTS

Atlanta Census
2020

ICON



WORDMARK

ENDEAVOUR

ENDEAVOUR
INSPIRED INFRASTRUCTURE

ICON SYMBOLOGY



I. Ship silhouette

II. Launch platform (base)

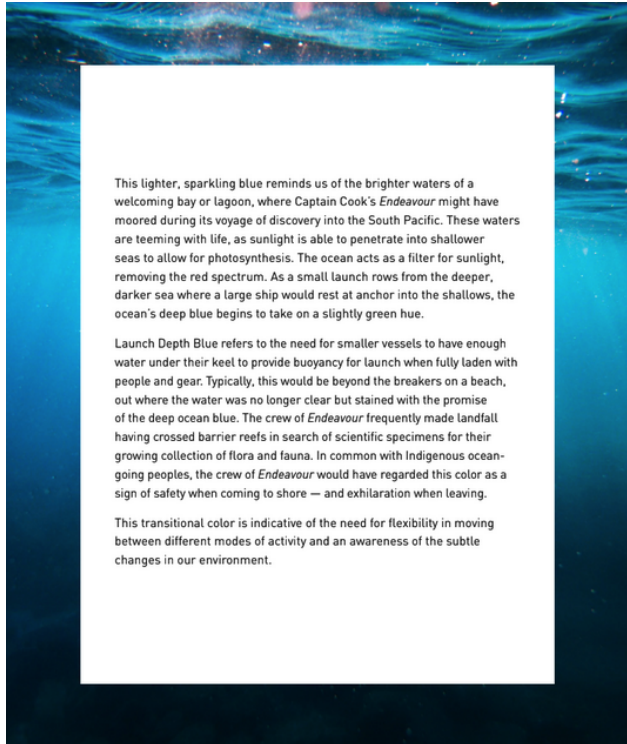
III. Endeavour launch companies (3 vertical arrows)

IV. Outer ring represents the circular, regenerative approach and methodology of Endeavour's business platform.

V. The icon as a whole makes up a power button - powered by Endeavour.

LOGO LOCKUP ON BLUE





PALETTE							
VOYAGER	HM NAVY	CRESTING NAVY	LAUNCH DEPTH	BOTANY BAY	BANKSIA	WHITBY GRAY	CARBON
C 88, M 79, Y 46, K 67	PMS 282 C	PMS 7694 C	PMS 2925 C	C 68, M 0, Y 89, K 0	C 70, M 0, Y 88, K 0	PMS COOL GRAY C	C 0, M 0, Y 0, K 100
R 9, G 15, B 35	C 100, M 72, Y 0, K 73	C 100, M 56, Y 0, K 47	C 75, M 18, Y 0, K 0	R 48, G 209, B 88	R 52, G 199, B 89	C 10, M 7, Y 5, K 0	R 35, G 31, B 32
#090F23	R 4, G 30, B 66	R 1, G 66, B 106	R 0, G 156, B 222	#30D158	#34C759	R 217, G 214, B 214	#231F20
	#041E42	#01426A	#009CDE			#D9D9D6	

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3.



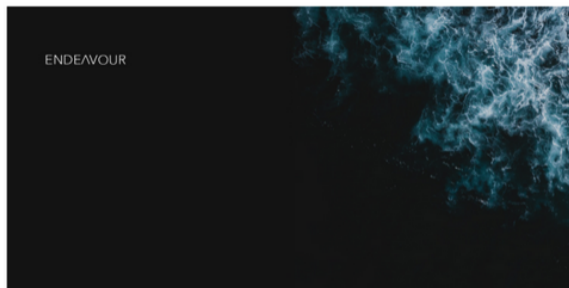
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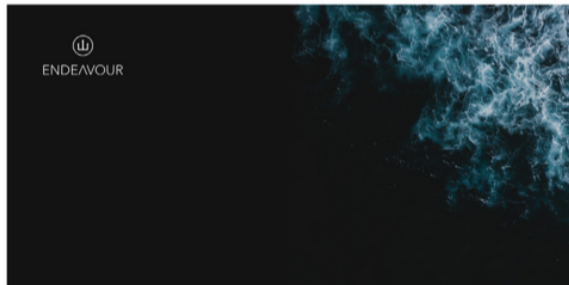
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PRESENTATION & SOCIAL CHANNEL DESIGN ASSETS

1.a



1.b





meet generous

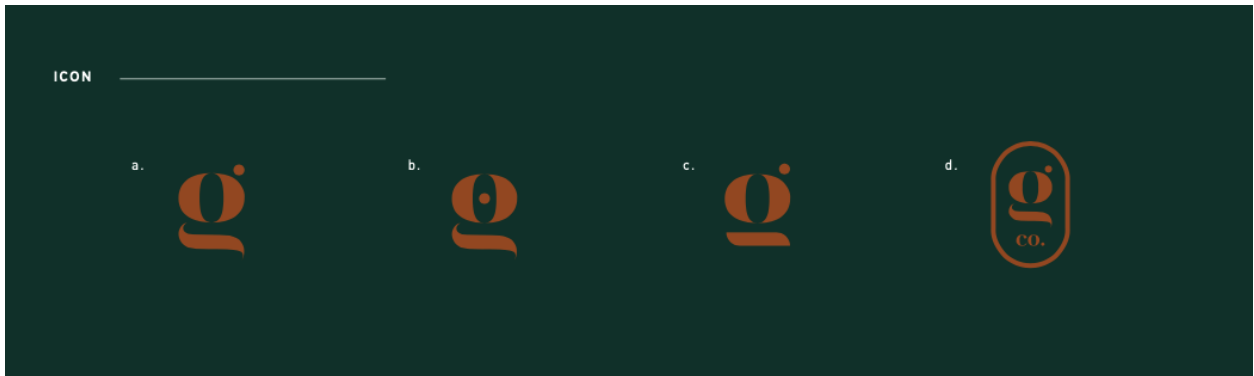
people want
to be fully
seen & known

To create healthy communities we need to foster **I thou** relationships with people.

I thou relationships take time, they take presence, they take authenticity and vulnerability and mean actually existing in that beautiful and magical and often confusing space of just being with people. Appreciating worth, value and the things around us.

How would it impact our communities if we modeled **I thou**, encouraged **I thou** and held up **I thou** as being symbolic of our spirituality, our relationship, experience and feelings about what this company can do for the World?

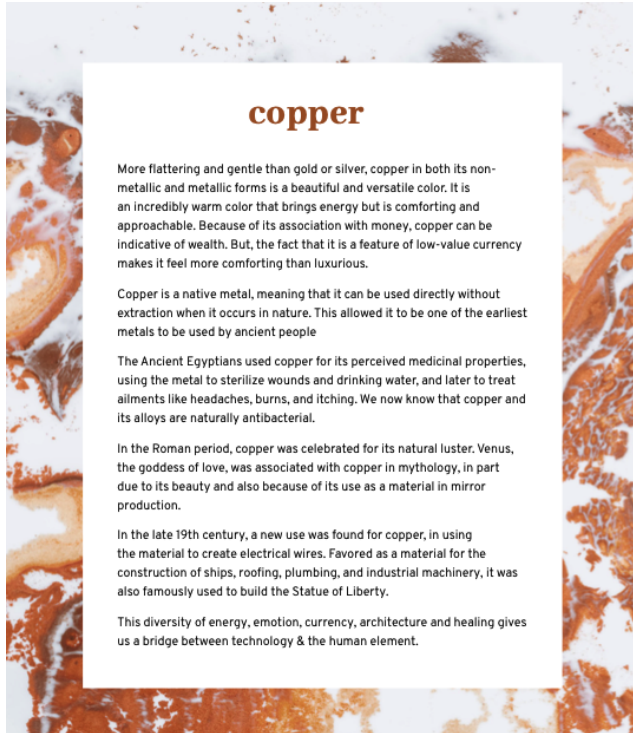
How would it impact this world if **I thou** became our definition of Generous?



WORDMARK _____

a. GNROUS CO.

b. generous co.



Fonts

Abhaya Libre

Overpass

abcdefghijklmnopqrstuvwxyz
1234567890

abcdefghijklmnopqrstuvwxyz
1234567890

STATIONERY 2



GNROUS CO.

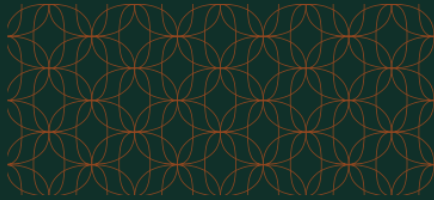


DIGITAL

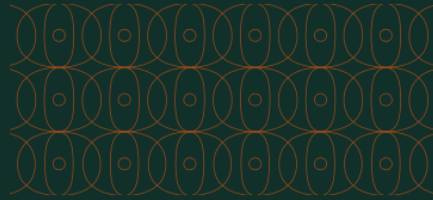


PATTERNS - DECORATIVE

a.



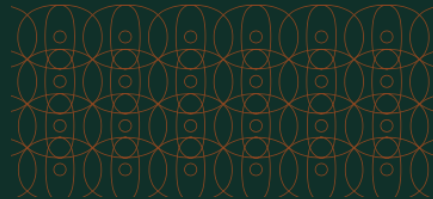
b.



c.



d.



6.7 Hourly Rates & Fees

All budget forecasting is subject to revision as the scope of the projects is refined. Seer's intent is to provide a general forecast of the hours required to execute on each section as has been explained, utilizing a blended agency rate of \$193.00/hr. Seer also expects that pass-through costs of other consultants or entities will need to be discussed as an element of the broader budget.

Peter Sorckoff	\$290.00/hr
Dave Imbach	\$220.00/hr
Iain Ferguson	\$135.00/hr
*John Picard	\$400.00/hr
Wesley Smith	\$75.00/hr
Daniele Haynes	\$90.00/hr
*Kirk Schaffer	\$475.00/hr
Jim Garfield	\$90.00/hr
Kyia Young	\$95.00/hr
Jackie Cruz	\$60.00/hr
Suggested Blended Agency Rate:	\$193.00/hr

* Consultants

CVG will be responsible for reimbursing us for reasonable expenses we incur on your behalf and office charges allocated to your file. These include postage, deliveries, travel expenses, and all other reasonable out of pocket expenses and office charges. Seer reserves the right to self-select travel vendors unless notified otherwise by the CVG or KCAB. Reimbursable travel expenses will include: travel time, air travel (Comfort+ seating category), ride sharing, taxi, or full-size rental vehicles when applicable, fuel, parking and lodging not to exceed a room rate of \$350 per night. Seer will provide itemized receipts for all reimbursable travel expenses at CVG's request. CVG will reimburse any pre-approved out of pocket fees within thirty (30) days of being invoiced by the Firm for such expenses.

6.8 Sample Project Pricing

Objective of Campaign:

Create a recruitment campaign within 120 billable hours, including a campaign brief for creative, design, and messaging strategies, execution tactics for media buying, and overall execution of campaign as well as final deliverables of all assets, and design files.

Provide a cost to complete the scope of work, identifying the positions used along with the number of anticipated hours per tactic and the hourly rate. Also include a breakdown of the creative process and hours needed for ideation, kick off meeting, progress meetings/report and final plan presentation.

Campaign Brief for Creative, Design, and Messaging Strategies (20 hours):

- Ideation and Creative Strategy: 6 hours
- Kick-off Meeting: 2 hours
- Progress Meetings/Reports (3 meetings x 2 hours each): 6 hours
- Final Plan Presentation: 6 hours

Execution Tactics for Media Buying (40 hours):

- Media Research and Selection: 12 hours
- Media Plan Development: 8 hours
- Media Buying and Placement: 12 hours
- Tracking and Reporting: 8 hours

Overall Execution of Campaign (40 hours):

- Content Creation (graphics, videos, copy): 18 hours
- Client Collaboration and Revisions: 12 hours
- Campaign Launch and Optimization: 10 hours

Final Deliverables of All Assets and Design Files (20 hours):

- Prepare and deliver campaign assets: 15 hours
- Organize design files: 5 hours

Cost Breakdown (120 billable hours at an average rate of \$193 per hour):

- Campaign Brief: 20 hours x \$193 = \$3,860
- Media Buying: 40 hours x \$193 = \$7,720
- Campaign Execution: 40 hours x \$193 = \$7,720
- Final Deliverables: 20 hours x \$193 = \$3,860
- Contingency (10 hours for unexpected tasks or revisions): 10 hours x \$193 = \$1,930

Total Estimated Cost: \$25,090

6.9 Portion of services not included as part of proposal (subcontracted services)

Research (in partnership with Material Plus)

Seer would work closely with Material Plus on the research portion of the optional CVG research deliverable to build out a final research plan. Seer (Wesley Smith) will be responsible for project managing Material Plus to ensure that all deliverables are met in a timely manner.

The Research component is optional and comprises commissions that span a variety of models and outcomes. As a base methodology, Seer employs a multi-tiered review to test key research hypotheses using a distinct platform to derive a holistic profile for local and regional audiences. This digital social anthropology approach uses deep social listening and linguistic algorithms to track organic online audience conversation and conduct sentiment analysis. The focus; airport visitors, staff, airport history, customer experience, ownership and facilities.

Should the Client elect to commission a quant/qual study, Seer will meet with the CVG staff to make recommendations and determine the research strategy, which might include the following:

- Clear articulation of the questions we are hoping to answer through research as it relates to the pre-identified business imperatives which we are building brand strategy to solve.
- Approach as it relates to both qualitative and quantitative methodologies.
- Selection of research designs.
- Identification of population, sampling and data collection methods and identification of outside partners to support the effort.
- Determination of competitors for study and like markets for contrasting.
- Results and statistical analysis.

The primary goal of this research is to identify and define ‘the brand problem’ with the intent of developing an insight-driven brand strategy.

During this phase, Seer will also work with team leadership to define the parameters for a refreshed Client customer segmentation study.

- Primary/Phase 1 Objectives:
 - Identify target audiences via behavioral audience segmentation, and determine how to prioritize audiences for short and long-term success as it relates to the Client’s revenue imperatives.
 - Develop actionable marketing strategy regarding how, where, when to reach priority audiences — and with which channels — to drive brand affinity, strengthen customer experience, and ultimately convert to plane ticket sales.
 - Surface insights and opportunities linked directly to driving revenue goals, evolve business strategy, and benchmark success against specific business imperatives.
- Secondary/Phase 2 Objectives:
 - Study the Client’s user and audience spectrum to develop actionable insights that inform a long-term marketing strategy to create and grow a long-term sustainable user and audience base.

Media Planning + Placement (in partnership with media agency)

Seer would work closely with a recommended media agency on the media planning and placement for CVG advertising. Seer (Kyia Young) will be responsible for overseeing the agency to ensure that all deliverables are met in a timely manner.

In order to fulfill the completed client deliverables, Seer will work with the client to understand client goals and objectives on media and develop an overall media placement strategy, per project, in collaboration with the agency.

In partnership with selected agency we will:

- Work with consultant on what channels would be beneficial for the client
- Tracking KPIs and report data based on our findings
- Develop Paid Ads for Television and other media channels
- Support consultant on buying / placing the media and the overall media / channel strategy

6.10 Exceptions to RFP

Seer World takes no exceptions to this RFP.

6.11 Seer's Certificate of Insurance & Proposed Agreement



SEERWOR-01

CWRIGHT

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
8/23/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Norton Metro Insurance 11675 Great Oaks Way Suite 100 Alpharetta, GA 30022		CONTACT NAME: Cynthia Wright PHONE (A/C, No, Ext): (678) 775-0527 FAX (A/C, No): E-MAIL ADDRESS: cwright@nortoninsurance.com	
		INSURER(S) AFFORDING COVERAGE	NAIC #
		INSURER A: Selective Insurance Company of America	12572
INSURED SEER WORLD LLC 74 Woodstock Rd Roswell, GA 30075		INSURER B:	
		INSURER C:	
		INSURER D:	
		INSURER E:	
		INSURER F:	

COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:		
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☒ POLICY ☐ PRO-JECT ☐ LOC OTHER:	X	S 2402793	7/15/2023	7/15/2024	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
A	AUTOMOBILE LIABILITY ☐ ANY AUTO OWNED AUTOS ONLY ☐ SCHEDULED AUTOS ☒ HIRED AUTOS ONLY ☒ NON-OWNED AUTOS ONLY	X	S 2402793	7/15/2023	7/15/2024	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	☒ UMBRELLA LIAB ☒ OCCUR ☐ EXCESS LIAB ☐ CLAIMS-MADE DED RETENTION \$		S 2402793	7/15/2023	7/15/2024	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) ☐ Y/N If yes, describe under DESCRIPTION OF OPERATIONS below	N/A	WC 9071988	10/5/2022	10/5/2023	PER STATUTE ☐ OTH-ER ☐ E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Re: Urban Planning and Project Management Support

CERTIFICATE HOLDER City of Modesto 1010 10th Street Modesto, CA 95354	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
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ACORD 25 (2016/03)

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AGENCY CUSTOMER ID: SEERWOR-01

CWRIGHT

LOC #: 1

ADDITIONAL REMARKS SCHEDULE

Page 1 of 1

AGENCY Norton Metro Insurance		NAMED INSURED SEER WORLD LLC 74 Woodstock Rd Roswell, GA 30075 Fulton	
POLICY NUMBER SEE PAGE 1			
CARRIER SEE PAGE 1	NAIC CODE SEE P 1	EFFECTIVE DATE: SEE PAGE 1	

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: ACORD 25 FORM TITLE: Certificate of Liability Insurance

Directive

Due to a change in the Georgia state statute, 33-24-19.1 and directive 120-2-103.07 from the Georgia Insurance Commissioner's office, agents & brokers are no longer legally able to add wording in the Description of Operations section of a Certificate of Insurance other than a reference number from the contract for identification purposes only. This reference may include but not be limited to project number, project name, project description or a general description of work to be performed

City of Medesto is included as Additional Insured

**KENTON COUNTY AIRPORT BOARD
REQUEST FOR PROPOSAL
MARKETING & BRAND STRATEGY SUPPORT SERVICES (#23-90RFP)**

PROPOSED AGREEMENT

**CONTRACT BETWEEN
KENTON COUNTY AIRPORT BOARD
AND
Seer World**

This contract ("Contract") is between the Kenton County Airport Board ("KCAB"), owner and operator of the Cincinnati/Northern Kentucky International Airport ("CVG"), located in Boone County, Kentucky and Seer World ("Consultant"), a [home state] [limited liability company / corporation / partnership / etc] authorized to do business in the Commonwealth of Kentucky, with business offices located at Roswell, Georgia.

1. SCOPE OF SERVICES

Consultant must furnish work and services as specifically assigned by KCAB including the furnishing of labor, material, equipment, personnel, supervision, tools, and all other items and facilities necessary to perform Marketing & Brand Strategy Support Services at CVG. The work and services are described further in the Request for Proposals (#23-90RFP) and the Consultant's response to same which are incorporated in their entirety by reference, and portions of both are attached as Exhibit A. Consultant must provide the work and services consistent with this Contract and the provisions set forth on Exhibit A. When there is a conflict in the terms of the Contract and Exhibit A, the terms of this Contract prevail.

2. TERM

This Contract is effective as of October, 2023, and continues until October, 2026, unless terminated earlier pursuant to this Contract. KCAB in its sole discretion may renew the agreement for one (1) one-year period.

3. PAYMENT AND REIMBURSEMENT

- A. KCAB agrees to pay Consultant for the work and services performed by Consultant on a [time and materials / lump sum] basis an amount not to exceed \$193.00, based on the [rates / fee] in Exhibit A. This amount is payable by KCAB upon satisfactory completion of the work and services by Consultant.
- B. Allowable reimbursable expenses include: 1) the actual amount expended in inter-city transportation as may be required in the performance of services, except for expenses for travel between Consultant's office in the Northern Kentucky/Greater Cincinnati area and CVG; and 2) the actual amount of out-of-town transportation and lodging away from Consultant's office where Consultant's personnel are based as may be required in the performance of services.
- C. Consultant must submit an invoice to KCAB no more than once per month for payment for the services completed the previous month. The invoice must contain a detailed description of the work and services performed by Consultant including the [name and hourly rate of the person(s) performing the service including the amount of time spent on the services by each person / percentage complete]. The invoice must also contain a breakdown of any reimbursable expenses claimed by Consultant along with supporting documentation and receipts.
- D. Subject to the provisions set forth in this Contract, KCAB must pay Consultant the amount in Consultant's invoice on or before 30 days from the receipt of the invoice by KCAB. If KCAB does not approve the Consultant's invoice, KCAB must pay an amount it deems owing to Consultant and give Consultant written notice of why the approval is not given.
- E. In addition to any other rights and remedies available to KCAB, in the event the Consultant has incurred any liability to KCAB, whether Consultant's liability is liquidated or unliquidated, present or future, accrued or contingent, whether arising from or under this Contract or otherwise, and whether liability is based in contract, tort or otherwise, KCAB may without notice to Consultant set off any amount of liability against any liability of KCAB to Consultant arising from or under this Contract.

4. LAWS AND ORDINANCES

This Contract is governed by and interpreted according to the laws of the Commonwealth of Kentucky. Consultant must comply with all present and future laws, regulations, advisory circulars, and Rules and Regulations of KCAB. KCAB and Consultant agree that any legal or equitable action for claims, debts or obligations arising out of or related to this Contract must be brought solely in the Circuit Court of Boone County, Kentucky or United States District Court for the Eastern District of Kentucky, Covington Division, and that either Court has personal jurisdiction over the parties and venue of the action is appropriate and proper in each Court.

5. ASSIGNMENT

Consultant may not sublet, subcontract, assign or transfer any work under this Contract without the express written consent of KCAB. Any subletting, subcontracting, assignment or transfer of any work under this Contract is expressly made subject to all terms, conditions,

**KENTON COUNTY AIRPORT BOARD
REQUEST FOR PROPOSAL
MARKETING & BRAND STRATEGY SUPPORT SERVICES (#23-90RFP)**

or provisions of this Contract. In the event a subcontractor is approved, Consultant is responsible for payment directly to the subcontractor(s) for the work performed by the approved subcontractor(s) unless otherwise specifically approved in writing by KCAB.

6. TERMINATION

- A. KCAB may immediately terminate this Contract upon written notice at any time, without forfeiture, waiver or release of any rights of KCAB, (i) upon default or breach by the Consultant; ii) for Consultant's non-observance or non-compliance with any of the terms and conditions of this Contract; or, iii) if KCAB determines, in KCAB's reasonable discretion, the services rendered or work performed by Consultant is unsatisfactory in any way. Upon notice of the termination, Consultant must immediately cease or cause to be ceased all services or work under this Contract.
- B. For any cause, or for no cause, KCAB may terminate this Contract at any time upon thirty (30) days' written notice to Consultant of the termination. Consultant must cease or cause to be ceased all services or work under this Contract on the date of termination.
- C. Consultant must invoice and be paid for only those services rendered and work performed through the date of termination, which are reasonably satisfactory to KCAB. Consultant is not relieved of liability to KCAB for damages sustained by KCAB by reason of any breach or default by Consultant and KCAB may withhold any payments to Consultant to set off damages sustained by KCAB.
- D. Consultant has the right to terminate this Contract only for substantial failure of KCAB to perform in accordance with the terms of this Contract.

7. LIABILITY, INDEMNITY, AND INSURANCE

- A. Notice: Each party must give prompt and timely written notice to the other party of any claim made or suit instituted coming to its knowledge which in any way directly or indirectly, contingently or otherwise, affects or might affect either, and each has the right to participate in the defense of the same to the extent of its own interest.
- B. Professional Liability: To the fullest extent permitted by law, Consultant agrees to indemnify and hold KCAB, its Board of Directors, officers and employees harmless from and against any and all liabilities, demands, suits, claims, losses, fines or judgments, including all reasonable costs of investigation and defense thereof (including, but not limited to, attorney's fees, court costs and expert fees) arising by reason of or resulting from the negligent acts, errors or omissions of Consultant, its directors, officers, agents or employees in the performance and furnishing of its professional services under this Contract. KCAB must give Consultant reasonable notice of any such claim or action. Consultant in carrying out its obligations under this paragraph must use counsel reasonably acceptable to KCAB. The provisions of this paragraph survive the expiration or earlier termination of this Contract.
- C. Hold Harmless: Consultant must protect, defend, indemnify and hold KCAB and its directors, officers, employees, agents, servants, and representatives harmless from and against any and all liabilities, demands, suits, claims, losses, fines, causes of action, costs, damages, expenses, or judgments arising by reason of the injury or death of any person or damage to any property, or other damages, including all reasonable costs of investigation and defense thereof (including, but not limited to, attorney's fees, court costs and expert fees) arising out of the acts or omissions of Consultant, Consultant's officers, employees, agents, contractors, subcontractors, suppliers, licensees or invitees regardless of where the injury, death or damage may occur; unless the injury, death or damage is caused by the sole negligence of KCAB, its directors, officers or employees. Upon the filing of any claim with KCAB for damages arising out of incidents for which Consultant is required to hold KCAB harmless, then and in that event, KCAB or its agents or representatives must give Consultant written notice of the claim. Upon receipt of notice, Consultant is responsible for settling, compromising, or defending against the claim. Consultant must acknowledge receipt of the claim in writing notifying KCAB and the agent or representative giving the written notice of Consultant's intent to handle the claim within 10 days of delivery of the notice. If Consultant does not respond within the 10-day period, then the Consultant is responsible for, and must promptly pay all costs and fees, including reasonable attorney's fees and expert's fees incurred by KCAB because of Consultant's failure to respond and handle the claim in accordance with the terms in this Contract. KCAB has the right to defend against any claim and if KCAB elects to do so, Consultant is responsible for KCAB's legal fees, costs, and expenses in addition to any resulting liability. Any final judgment rendered against KCAB for any cause for which Consultant is liable in this Contract is conclusive against Consultant as to liability and amount, where the time for appeal has expired. The provisions of this paragraph survive the expiration or termination of this Contract.
- D. In addition to Consultant's undertaking, as stated above, and as a means of further protecting KCAB, its directors, officers, agents, servants, representatives, and employees, Consultant must at all times during the term of this Contract carry the following insurance coverage.
 - 1. Professional Liability Insurance: Consultant, at its expense, must procure and maintain professional liability insurance (errors and omissions) in an amount of not less than \$1,000,000 protecting Consultant from and against liability which may occur by reason of any errors, omissions, or negligent acts of its directors, officers, employees and agents in the

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performance of professional services under this Contract. Consultant must maintain this coverage for five (5) years after all services and work required under this Contract is completed by Consultant, or after the Consultant has left the job site, whichever occurs last.

2. Commercial General Liability and Umbrella Liability Insurance:

- a. Consultant, at its expense, must procure and maintain commercial general liability (CGL) and, if necessary, commercial umbrella insurance with a limit of not less than \$2,000,000 each occurrence. If the CGL insurance contains a general aggregate limit, it must apply separately to operations under this Contract.
- b. If Consultant performs work or services under this Contract on the aircraft ramps, taxiways, or runways of CVG, Consultant, at its expense, must procure and maintain CGL and, if necessary, commercial umbrella insurance with a limit of not less than \$10,000,000 each occurrence. If the CGL insurance contains a general aggregate limit, it must apply separately to operations under this Contract.
- c. If Consultant operates motor vehicles or mobile equipment unescorted on the aircraft ramps, taxiways, or runways of CVG, Consultant, at its expense, must procure and maintain CGL and, if necessary, commercial umbrella insurance with a limit of not less than \$10,000,000 each occurrence. If the CGL insurance contains a general aggregate limit, it must apply separately to operations under this Contract.
- d. CGL insurance must be written on Insurance Services Office ("ISO") occurrence form CG 00 01 (or a substitute form providing equivalent coverage) and include coverage arising from, but not limited to: premises, operations, contractors, subcontractors, consultants, products, completed operations, property damage, personal injury, death, advertising injury, and liability assumed under an insured contract.

3. Automobile and Umbrella Liability Insurance:

- a. If Consultant uses motor vehicles at CVG, Consultant must, at its expense, procure and maintain automobile liability insurance and, if necessary, commercial umbrella insurance with a limit of not less than \$2,000,000 each accident. This insurance must cover liability arising out of any auto (including owned, hired and non-owned autos) while at CVG. Automobile liability insurance must be written on ISO form CA 00 01, CA 00 12, CA 00 20 (or a substitute form providing equivalent coverage).
- b. If Consultant performs work or services under this Contract on the aircraft ramps, taxiways, or runways of CVG, Consultant, at its expense, must procure and maintain automobile liability insurance and, if necessary, commercial umbrella insurance with a limit of not less than \$10,000,000 each accident. If necessary, the policy must be endorsed to provide contractual liability coverage equivalent to that provided in CA 00 01.
- c. If Consultant operates motor vehicles unescorted on the aircraft ramps, taxiways, or runways of CVG, Consultant, at its expense, must procure and maintain automobile liability insurance and, if necessary, commercial umbrella insurance with a limit of not less than \$10,000,000 each accident. If necessary, the policy must be endorsed to provide contractual liability coverage equivalent to that provided in CA 00 01.

4. Workers' Compensation and Employer's Liability Coverage: Consultant must, at its expense, procure and maintain a Kentucky workers' compensation insurance policy. Consultant must, at its expense, procure and maintain an employer's liability insurance policy if required under the laws of the Commonwealth of Kentucky and if required the commercial umbrella and/or employer's liability limits must not be less than \$1,000,000 each accident for bodily injury by accident and \$1,000,000 each employee for bodily injury by disease.

5. Unemployment Insurance: Consultant, at its expense, must procure and maintain statutory unemployment insurance protection for all its employees.

6. Consultant agrees that the required insurance is not intended to limit the Consultant's liability in the event the Consultant is deemed to be negligent in causing bodily injury or property damage during the course of its operation.

E. Additional Insured: Consultant must include the Kenton County Airport Board as an insured under the CGL, using ISO additional insured endorsement CG 20 10 or substitute form providing equivalent coverage, and under the commercial umbrella, if any. This insurance applies as primary insurance with respect to any other insurance or self-insurance programs afforded to the Kenton County Airport Board. There may be no endorsements or modifications of the CGL to make it excess over other available insurance; alternatively, if the CGL states that it is excess or pro-rata, that policy must be endorsed to be primary with respect to the Kenton County Airport Board as additional insured. Consultant must also include the Kenton County Airport Board as an insured under the commercial auto policy, using ISO designated insured endorsement CA 20 48. KCAB is not liable for any premiums charged for this coverage, and the inclusion of KCAB as additional insured is not intended to and does not make KCAB a partner or joint venture with Consultant in Consultant's operations at CVG.

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- F. Cross Liability Coverage: Consultant agrees that all insurance policies contain cross liability coverage as provided under standard ISO forms' separation of insured clause.
- G. Subcontractors: Consultant must cause each subcontractor to purchase and maintain insurance of the type specified under this Contract and cause each subcontractor to include the KCAB as an insured according to section 7.D. When requested by KCAB, Consultant must furnish copies of certificates of insurance coverage for each subcontractor.
- H. Right to Amend Insurance: KCAB has the right to change the insurance coverage and the insurance limits required of the Consultant when it is determined to be necessary by KCAB, provided that KCAB must provide Consultant with thirty (30) days advance notice. KCAB is not responsible for any increased costs associated with a change.
- I. Proof of Insurance: Prior to execution of the Contract, Consultant must furnish KCAB with certificates evidencing existence of valid policies of insurance with the coverages specified, including evidence of Kentucky worker's compensation insurance, and naming KCAB additional insured. These certificates must state that the coverages may not be amended so as to decrease the protection below the limits specified or be subject to cancellation without at least thirty (30) calendar days' written notice to KCAB. A renewal policy or renewal certificate must be delivered to KCAB's Risk Manager at least thirty (30) calendar days prior to a policy's expiration date, except for any policy expiring on or after the expiration date of this Contract.
- J. Failure to Maintain Insurance: If at any time Consultant fails to have in effect the insurance required under the provisions of this Contract, upon written notice to the Consultant of its intention to do so, KCAB has the right (but not the obligation) to secure the insurance required at the cost and expense of the Consultant. If at any time the Consultant fails to furnish KCAB with the certificate or certificates required in this Contract, KCAB may, at any time, after fifteen (15) calendar days' written notice to Consultant of its intention to do so, secure the required certificate or certificates at the cost of the Consultant. Consultant agrees to reimburse KCAB for the costs to secure the insurance or certificates. This is without prejudice to any other right KCAB may have in law or equity, including the right to terminate this Contract.
- K. Primary Insurance: Consultant's insurance must be primary and non-contributory with respect to any other insurance available to or for the benefit of KCAB. Any KCAB insurance or self-insured retention is considered excess insurance only. Consultant's insurance policies must contain a severability of interest clause.
- L. Review of Insurance: All policies required must be satisfactory to KCAB including the quality of the insurer, deductible, or retentions. By requiring insurance, KCAB does not represent that coverage and limits will necessarily be adequate to protect Consultant, and the coverage limits are not a limitation on Consultant's liability under the indemnities granted to KCAB under this Contract. Failure of KCAB to demand certificates or other evidence of full compliance with these insurance requirements or failure of KCAB to identify a deficiency from evidence that is provided is not considered to be a waiver of Consultant's or its subcontractors' obligation to maintain such insurance.
- M. Prohibiting Consultant's Access: KCAB has the right, but not the obligation, of prohibiting Consultant from entering the project site until the certificates or other evidence of insurance are in complete compliance with these requirements and approved by KCAB.

8. AUDITS

KCAB has the right, at reasonable times, to examine, copy, and audit all Consultant books and records related to this Contract. The Consultant must make its books and records available at reasonable times for audit by KCAB or its authorized agent or representative, and the Consultant must cooperate with any KCAB audit of these records. If requested by KCAB, inspection, copying, or audit of the necessary books or records will take place at a location determined by KCAB. Consultant agrees to retain all books and records of business conducted under this Contract for three (3) years after the end of the contract year to which the books and records pertain.

9. CLAIMS FOR CHANGED CONDITIONS

During the term of this Contract, the facts, conditions and/or data relating to the work and services provided in this Contract may dictate a change which may alter the scope of the services in this Contract. In the event there are changes that would decrease the need for services required of the Consultant under this Contract, KCAB and Consultant must adjust the terms of this Contract as mutually agreed by the parties. Claims for additional compensation which may arise from changes or any revision to the services proposed by Consultant must be presented in writing to KCAB before work commences under any changed condition. In any case, where Consultant deems any extra compensation is due it for any work not covered in this Contract, Consultant must notify KCAB in writing of its intention to make claim for extra work before Consultant begins the work on which the claim is based. If notification is not given and KCAB is not afforded a strict accounting of actual cost, then Consultant waive any claim for its extra compensation. Notice by Consultant to KCAB and the fact that KCAB has kept account of the costs may not be construed as proving the validity of any claim for additional compensation. Consultant is not required to undertake work under changed conditions without prior written Contract or authorization by KCAB for extra compensation attributable to the changed conditions.

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10. INTEREST OF KCAB

No director, officer, or employee of KCAB who exercises any function or responsibilities in review of or approval of the work or services to be provided by Consultant may (i) participate in any decision relating to this Contract which affects the individual's personal interest or the interest of any corporation, partnership, or association in which the individual is, directly or indirectly, interested; or (ii) have any interest, directly or indirectly, in this Contract or its proceeds.

11. INTEREST OF CONSULTANT

Consultant covenants that it presently has no financial interest and will not acquire any financial interest, directly or indirectly, which would conflict in any manner or degree with its performance under this Contract. Consultant further covenants that in the performance of this Contract no person having a financial interest may be employed.

12. OWNERSHIP OF DOCUMENTS & WORK PRODUCT

All reports, work papers, exhibits, data and other documents prepared under this Contract by Consultant is the exclusive property of KCAB. If this Contract is terminated, Consultant must deliver all documents and data used in connection to the services of this Contract to KCAB within thirty (30) business days of the termination.

13. CONFIDENTIAL INFORMATION

Any documents provided to the Consultant by KCAB pursuant to this Contract, including but not limited to personal information reports, surveys, calculations, plans, maps, estimates, and other work product including any exhibits, and any information, reports or data which may be given to or assembled by Consultant pursuant to the terms of this Contract, must be kept strictly confidential, and may not use, make available, or disclose to any individual or organization by Consultant without the prior written approval of KCAB. Consultant must protect all KCAB's confidential information with the same degree of care as it uses to avoid unauthorized use, disclosure, publication or dissemination of its own confidential information of a similar nature, but in no event less than a reasonable degree of care.

14. USE OF LOGO/MARKS

Consultant may not use the name, logo, or design, of the Cincinnati/Northern Kentucky International Airport, the Kenton County Airport Board, CVG, the CVG Airport Authority, or any trademark or service mark utilized by KCAB; or use any photograph or video of the Cincinnati/Northern Kentucky International Airport, its property, or its facilities without the express written consent of KCAB. Consultant must submit any proposed use of the above media material to KCAB for approval prior to the publication or public use of the material. KCAB, in its sole discretion, may grant or withhold consent to use the above media material and must provide a response granting or withholding consent to the Consultant within thirty (30) days of receiving the proposed media material from the Consultant. The provisions of this paragraph survive the expiration or earlier termination of this Contract.

15. GOVERNMENT CLAUSES

The Government Provisions in the attached Exhibit B are incorporated and are a part of this Contract.

16. MISCELLANEOUS

- A. Notices. All notices, requests, demands, or other communications in this Contract must be in writing unless otherwise noted and is deemed given if delivered in person, or deposited in the United States mail, postage prepaid, certified, with return receipt requested to KCAB at Cincinnati/Northern Kentucky International Airport, Attn.: Chief Executive Officer, P. O. Box 752000, Cincinnati, Ohio, 45275-2000 or to Consultant at the address first set forth above. Either party may change the address at which it receives written notice by notifying the other party in writing.
- B. Captions. The headings of the several paragraphs of this Contract are inserted only as a matter of convenience and for reference and in no way define, limit, or describe the scope or intent of any provisions of this Contract and should not be construed to affect the interpretation of the terms and provisions of this Contract.
- C. Severability. If any covenant, condition, or provision in this Contract is held to be invalid by any Court of competent jurisdiction, the invalidity of the covenant, condition, or provision will not affect the validity of any other covenant, condition, or provision; provided that the invalidity of the covenant, condition, or provision does not materially prejudice either party in its prospective rights and obligations contained in the valid covenants, conditions, or provisions of this Contract.
- D. Agent for Service of Process. It is expressly understood and agreed that if Consultant is not a resident of the Commonwealth of Kentucky, is an association or partnership without a member who is a resident of the Commonwealth, or is a foreign corporation, then Consultant must appoint an agent for service of process in Kentucky. In case of any failure on the part of the agent, the agent's inability to perform, or Consultant's failure to appoint an agent when required, Consultant designates the Secretary of State, Commonwealth of Kentucky, as its agent for the purpose of service of process in any court action between it and KCAB

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arising out of or based upon this Contract. The service must be made as provided by the laws of Kentucky for service upon a non-resident.

- E. Incorporation of Attachments. All attachments referred to in this Contract are intended to be and are specifically made a part of this Contract.
- F. Incorporation of Required Provisions. Consultant agrees to incorporate into the Contract, all provisions, assurances, statutes, rules and regulations which may now or during the term of this Contract be required by the Federal Aviation Administration ("FAA") or other governmental agency as a prerequisite to or a condition of KCAB and/or Consultant receiving any federal or state grant or loan or other governmental assistance. Consultant further agrees to execute all certifications and/or documents required by the FAA, or other governmental agency, to assure compliance with the foregoing. If the FAA or its successors requires modifications or changes in this Contract as a condition precedent to the granting of the funds for the improvement of CVG, or otherwise, Consultant agrees to modify this Contract as may be reasonably required.
- G. Relationship of Parties. The parties intend to create the relationship of independent consultant. Nothing in this Contract or any act of the parties may be deemed or construed by the parties, or by any third party, as creating a relationship of principal and agent, partners, joint venturers, or any other similar relationship between the parties.
- H. Amendment. This Contract may not be amended and/or modified unless the amendment and/or modification is in writing and signed by both parties to this Contract.
- I. Non-waiver. The failure by KCAB to insist upon prompt and strict performance of any of the terms or conditions of this Agreement, or to exercise any right in any one or more instances, will not be interpreted as a waiver of the same or any other term, condition, right, or option.
- J. Successors and Assigns Bound. This Contract is binding upon and inures to the benefit of the successors and assigns of the parties where permitted by this Contract.
- K. No Personal Liability. No director, officer, or employee of KCAB may be charged personally or held contractually liable by or to the other party under any term or provision of this Contract.
- L. Representative of KCAB: The Chief Executive Officer, or his/her designee, is designated as the official representative of KCAB in all matters pertaining to this Contract and has the right and authority to act on behalf of KCAB with respect to all action required of KCAB in this Contract.
- M. Personnel. Except for any legally prohibited reasons, KCAB has the right to require Consultant to remove and/or replace any personnel working on KCAB's property.
- N. Contract Construction. The parties acknowledge that this Contract was reached through informed negotiation and that each party was represented by, or had access to, legal counsel. The parties agree that neither KCAB nor Consultant are entitled to any preference in the construction of this Contract as both are deemed to be authors of this Contract.
- O. Electronic Signatures and Delivery. The Parties consent to the use of both manual and electronic signatures to execute this Contract, and any subsequent amendments, extensions, change orders, or other agreements, to the same legal effect and extent as if entirely manually signed. Electronic delivery of any counterpart of this Contract is as effective and legally binding as physical delivery with all counterparts constituting one agreement.

17. ENTIRE AGREEMENT

The drafting, execution and delivery of this Contract by the parties have been induced by no representations, statements, warranties, or contracts other than those expressed in this Contract. This Contract including all attachments and exhibits embodies the entire understanding of the parties and there are no further contracts or understandings, written or oral, in effect between the parties relating to this subject matter unless expressly referred to in this Contract.

KENTON COUNTY AIRPORT BOARD

By: Candace McGraw
Its: Chief Executive Officer

Attest:

Its: Secretary/Treasurer

[CONSULTANT]


By: Peter Sorckoff
Its: Chief Executive Officer

6.12 Seer Residence Form

Seer World, LLC is an independent, multi-disciplinary behavioral strategy and design studio with operations in Roswell, Georgia.

The office address is 74 Woodstock Road, Roswell, Georgia, 30075.

Please see attached.

KENTON COUNTY AIRPORT BOARD **CERTIFICATION AS TO NON-RESIDENT STATUS**

1. If a Bidder is ineligible to submit a Certification as to Kentucky Resident Status, the Bidder must complete this Certification as to Non-Resident Status.
2. Identify below each state in which the Bidder qualifies as a resident for purposes of receiving a preference in that state:
 - a. Georgia
 - b. _____
 - c. _____
3. For each state in which the Bidder qualifies as a resident for purposes of receiving a preference under Section 2, above, for each such state list below the preference given or required by that state.
 - a. _____
 - b. _____
 - c. _____

By certifying and signing below, I certify that each of the foregoing is true and correct for the Bidder submitting this Bid.

BIDDER:

By: 
Signature of authorized officer/agent

Its: Chief Executive Officer, Seer World LLC
Title of authorized officer/agent

Appendix A - Resumes

Contact

678-773-5751 (Mobile)
wrs99459@uga.edu

www.linkedin.com/in/wesley-smith-ba4378208 (LinkedIn)

Top Skills

Microsoft Excel
Microsoft Office
Data Analytics

Wesley Smith

Economic Development Specialist at Seer
Roswell, Georgia, United States

Experience

Seer World

Economic Development Specialist
October 2023 - Present (1 month)
Roswell, Georgia, United States

Atlanta Braves

Retail Sales Associate
June 2023 - October 2023 (5 months)
Atlanta, Georgia, United States

Handle in person sales transactions for customers at Truist Park, as well as all preparations and issues that arise. Facilitate a great fan experience by finding products which are desired for purchase. Support and serve in a wide range of stores to help find specific items for customers to increase sales.

My Weight - What To Know

Project Manager
October 2021 - October 2023 (2 years 1 month)
Atlanta, Georgia, United States

Perform a variety of tasks to support other project managers such as improving the physician locator, maintaining the website, and assisting with data analysis.

Education

University of Georgia - Terry College of Business
Bachelor's degree, Economics AB · (2019 - 2023)

Blessed Trinity Catholic High School
High School Diploma · (2015 - 2019)

Contact

Peter@seer.world

www.linkedin.com/in/petersorckoff
(LinkedIn)

Top Skills

Brand Management

Integrated Brand Marketing

Sports Marketing

Peter Sorckoff

Founder & CEO / Creative & Critical Thinker / Complex Problem Solver / Marketing Leader / Behavioral Strategist
Roswell, Georgia, United States

Experience

Seer World

Founder & CEO

June 2018 - Present (4 years 9 months)

Greater Atlanta Area

RESEARCH | BEHAVIORAL STRATEGY | SERVICE DESIGN

In the age of social atomization, uncertainty is driving people to seek new relationships as trust erodes. Seer works with leaders and organizations to anticipate behavior, shape opinion, and create connections that will endure.

New tools are unlocking new thinking, breaking old norms and conventions and the world is ripe for change. Our approach always starts with people because people are at the center of what makes the world go around.

Understanding Customers as Fans

We love sports and the power of fandom as the universally recognized great uniter. In a world short on trust, people who may never intersect in their normal lives still come together to rally around their shared passions. Its why we believe brands should think of their customers as fans. Traditional data segmentation strategies are flawed and counter-intuitive to the power sports holds with humanity. It's time for a rethink and we are ready to help you.

RÄKÄNTER

Founder & Managing Partner

June 2017 - June 2018 (1 year 1 month)

Greater Atlanta Area

As an Agency we believe creative without strategy is simply art. Art is highly subjective. Subjective things are easily dismissed.

That belief is why we don't chase WHAT people do to understand and shift their behavior. Our proprietary methodology allows us to understand WHY people act and engage the way they do. Through advances in Neuroscience

Contact

kyia_young@hotmail.com

www.linkedin.com/in/kyiayoung

(LinkedIn)

linktr.ee/kyiayoung (Personal)

Top Skills

Journalism

Public Relations

Leadership

Certifications

Editing Mastery: How to Edit Writing to Perfection

Writing Articles

Writing with Flair: How to Become an Exceptional Writer

Content Marketing Foundations

Honors-Awards

Black Student Achievement Awards

Dean's List

Sigma Alpha Lambda Honor Society

Student Government Association Scholarship

Publications

Gentrification of African American communities cause for concern

Viewpoint: Microaggressions come in form of backhanded compliments

Victoria's Secret Multicultural Runway

34 black, Latina girls disappeared. Here's what we know now

Unite Party clenches Big Three spot in 2017 SGA elections; runoff announced for college president seats

Kyia Young, MBA

Corporate Communications Professional | Storyteller

Atlanta, Georgia, United States

Summary

I'm a young professional who is excellent at driving Millennial and Gen-Z engagement to writing and other areas of content creation for organizations.

Soft Skills: Creative | Communicative | Flexible | Ability to work under pressure | Leader | Team Builder | Self Starter | Organized | Adaptable | Culturally Competent

Hard Skills: Adobe Creative Suite | Blogger | Published Writer | Microsoft Office | Wordpress | Wix | Project Management | Google Suite | Okta (Slack, Concur, etc.) | Copywriting | Social Media Analytics

Experience

Seer World

Sr. Manager | Content and Digital Strategy

March 2022 - Present (1 year)

Roswell, Georgia, United States

Responsible for delivering digital and social media strategy, content planning, research, development and publishing as well as working with the accounts team to manage Seer's US-based clients and internal projects as required.

Kyia B. Young, L.C.

Freelance Writer

June 2020 - Present (2 years 9 months)

Remote

- Continued blogging career from personal website to an official Instagram page, @whatkyiasaid. In addition, @whatkyiasaid promotes current writing gigs with other platforms for professional exposure—gaining 200+ followers in the first two weeks of establishment. Introduces audience to socio-political discourse surrounding the current state of America and its future.

Contact

jameslgarfield@yahoo.com

www.linkedin.com/in/jim-garfield-2759355 (LinkedIn)

Top Skills

Integrated Marketing
Social Media Marketing
Sports Marketing

Jim Garfield

Director of Operations and Business Development - Sports, Gaming, Fitness and Health Industries

Los Angeles, California, United States

Summary

I pride myself - drawing on my background as a professional adventure sports athlete - in my ability to set and achieve a strategic goal with relentless determination and drive. It is part of my innate character to mine the skills and insight of my team in order to accomplish a mission - whether it be finding promotional opportunities for professional athletes, or expanding the verticals for a product, m sports event, or esports.

I am skilled at directing client initiatives that involve data-driven sponsorship and marketing recommendations. I do this through a proven methodology:

- Assess the effectiveness of the current state of affairs and partnerships to truly understanding a business's needs;
- Construct the criteria to select new partners and business/marketing initiatives, and measure the possible impact and effectiveness;
- Explore, target, build a plan, create proposals, present, negotiate and execute innovative and creative concepts to bring sponsorships to market that will generate long-term revenue.

Personally, I am and will always remain passionate about sports, gaming, and digital media. I understand our audience at a deep, integral level. By being a key player in companies that share this vision, I help them find ways to expand the reach and awareness of not only our own brand, but also their endemic sponsors, advertisers, and strategic partners.

Experience

JLG Management

Sports Marketing Consultant

2009 - Present (14 years)

Los Angeles County, California, United States

Contact

www.linkedin.com/in/jackie-cruz-c
(LinkedIn)

Top Skills

Microsoft PowerPoint
Sales & Marketing
Digital Marketing

Certifications

Excel Essential Training (Office 365/
Microsoft 365)
Learning Excel for Mac 2016

Honors-Awards

Dean's List Spring 2022
Dean's List Fall 2022

Jackie Cruz

Student at Georgia State University - J. Mack Robinson College of
Business

Auburn, Georgia, United States

Experience

Seer

9 months

Marketing Assistant

August 2022 - Present (7 months)

Roswell, Georgia, United States

Marketing Internship

June 2022 - August 2022 (3 months)

Roswell, Georgia, United States

Lawrenceville-Suwanee School of Music

Assistant Marketing Director

September 2021 - June 2022 (10 months)

Suwanee, Georgia, United States

Education

Georgia State University - J. Mack Robinson College of Business

Bachelor of Business Administration - BBA, Marketing · (2020 - 2024)

Contact

www.linkedin.com/in/paragraphica
(LinkedIn)
www.behance.net/iainferguson
(Company)
www.paragraphi.ca/ (Company)
www.behance.net/iainferguson
(Portfolio)

Top Skills

Writing
Researching
Sketching

Languages

French (Limited Working)

IAIN FERGUSON

A storytelling strategist. Or a strategic storyteller. Depends which side of the bed I get out of.

Victoria, British Columbia, Canada

Summary

My company name is Paragraphica. I'm a commercial writer and a brand strategist. Pretty nifty with Hootsuite, InVision, Squarespace and Wordpress, as well as the usual Google and Microsoft tools.

I'm a former content director at SAW Strategic Design, creative director at Braun/Allison (now Verv), Storyteller at Envisioning + Storytelling and a former Vice president Creative of Irving & Co (now Concerto). Before moving to Canada in 2006, I was Director of Planning and Creative Director at Target Direct (now Tangible) the UK's leading not for profit advertising agency, specializing in below-the-line techniques and brand development.

I have a track record in the UK's not for profit and financial marketing sectors. I worked with Halifax Bank of Scotland for over a decade and Marie Curie Cancer Care for 12 years. I helped launch new investment products and credit cards across the UK marketplace.

At Envisioning+Storytelling and Irving & Co, I gained broad knowledge of the BC, Canadian and US economy, working on branding and communications in business-to-business and business-to-consumer arenas. I have considerable experience in health, sport, resort and real estate marketing in the USA and Canada.

I was a founder director of the Canadian National Trust for Scotland Foundation until 2015.

Specialties: Creative planning, visual and verbal branding.

Storytelling and persona creation.

Ghostwriting, editing and non-fiction copywriting.

Contact

geoffsummach@gmail.com

www.linkedin.com/in/geoff-summach-52413b2 (LinkedIn)
www.sawstrategic.com (Company)

Top Skills

Marketing Communications

Marketing Strategy

Online Advertising

Geoff Summach

Chief Revenue Officer

Greater Calgary Metropolitan Area

Experience

SAW Strategic Design Studio

Co-Founder / Managing Director

July 2005 - Present (18 years 4 months)

Calgary

Geoff is responsible for all revenue generation across new and existing clients, influencing the future growth of the business at every level, and refining operations to deliver excellent service. He heads up marketing and communications, as well as strategic partnerships.

Geoff brings strategic insight to every engagement and has a mandate to create a unique experience for every client.

Geoff ensures the client's voice is always heard, that healthy relationships grow with every project, and that SAW is continuously improving its service delivery.

Seer World

Chief Revenue Officer (CRO)

January 2019 - Present (4 years 10 months)

Atlanta, Calgary

Fuel Branding

Partner

January 2003 - July 2005 (2 years 7 months)

Calgary

TELUS Communications

Advertising Account Manager

2000 - 2003 (3 years)

Education

University of Saskatchewan

Contact

www.linkedin.com/in/daveimbach
(LinkedIn)

Top Skills

Sponsorship
Corporate Branding
Advertising

Dave Imbach

Chief Creative Officer
Greater Calgary Metropolitan Area

Experience

Seer World
Chief Creative Officer
January 2019 - Present (4 years 2 months)
Greater Los Angeles Area

SAW Strategic Design Studio
Managing Partner
2005 - Present (18 years)

The alchemy of unique creative vision, curiosity and the passionate exploration of these talents has been with Dave from an early age, yet he remains relentless in his pursuit of the fresh and unexpected. For him, the lens is an old friend; a gateway to storytelling. A diverse career ranging from his work with troubled youth to reinvigorating major league sports icons to steering emerging global brands has honed his abilities to skillfully orchestrate opportunity and objectives. It is a path that has given him the courage to jump into the deep-end and the commitment to exceed all expectations.

This quest for the extraordinary is a process both human and technical. It begins with a foundation of understanding and a vigilant oath to put the client and their true message at the centre. At every stage from concept to completion, it demands constant allegiance to their purpose and character. It responds to those who have mastered their craft and are willing to go the extra mile. And when done right, it delivers that most elusive reward. The idea that surprises and delights. Concise, clear and powerful. The unexpected.

Calgary Flames
Director Entertainment
1998 - 2005 (7 years)

Contact

haynesdaniele@gmail.com

www.linkedin.com/in/daniele-haynes-0b0968289 (LinkedIn)

Certifications

Certified in Leadership training by issuing company: Performance Based Coaching, Being an Inclusive Culture, Color Code, The OZ Principles, Connecting with Others, Adult Learner Techniques, Achieve Global

Daniele Haynes

Human Resources Professional | Training and Development | Employee Relations | HR Policies

Atlanta, Georgia, United States

Summary

With 20+ years in management and influential leadership, I am an experienced Human Resource professional proficient across various disciplines. My expertise encompasses compliance oversight, benefits administration, compensation, employee relations, training and leadership cultivation. My track record of effective leadership and industry knowledge make me an asset in delivering strategic HR solutions that drive organizational success.

Experience

Seer World

Human Resources Specialist

June 2023 - Present (5 months)

Atlanta Metropolitan Area

Kroger

21 years 10 months

Regional Total Rewards Manager

June 2017 - April 2021 (3 years 11 months)

-Oversight and Administration: Managed and directed various HR processes and programs including compensation planning, I-9 employment verifications, background checks, associate benefits, leave of absence and paid time off, health and wellness initiatives, tuition reimbursement, employment tax credits, and service award programs.

-Enhanced Compliance and Efficiency: Achieved remarkable metrics (50% to 90% improvement) in diverse compliance domains. Implemented comprehensive training for Regional Human Resource Managers, Store Leaders, and Administrative Assistants, contributing to these significant improvements.

Contact

www.linkedin.com/in/candacelevans (LinkedIn)

Top Skills

Graphic Design
Art Direction
Adobe Acrobat

Candace Evans

Art Director & Senior Graphic Designer at SAW Strategic Design Studio

Calgary, Alberta, Canada

Summary

Since November 2012, I have been senior designer at Saw. I'm constantly developing my skills to art direct, design and to think creatively. In my 14 years of experience, I have worked with leading companies such as Xerox, University of Calgary, Alberta Health Services, National Music Centre and a wide variety of oil and gas companies. I possess innovative creativity and collaborates in a team environment to deliver a product that delivers on client expectation.

I believe all great design starts with a great idea, I love the creative process, pushing myself to think out of the box and come up with the perfect solution. Not only do I enjoy coming up with unique ideas, I'm a sucker for print and paper, I love the impact a piece has once you hold it and feel the texture of the paper, smell the ink, or discover special printing techniques.

Experience

SAW Strategic Design Studio
Art Director/Senior Graphic Designer
November 2012 - Present (11 years)
Calgary, Canada Area

Bryan Mills Iradesso
Senior Designer
January 2011 - November 2012 (1 year 11 months)

Enform - Xerox
Graphic Designer
February 2008 - December 2010 (2 years 11 months)

- Creative graphic design (recruitment pieces, ads, brochures, newsletters, training manuals etc.)