SNUGGLEMUD

THE KENILWORTH

Prepared for:
SONALI MODI
MARK LAHOOD
DEVESH SINGH

Proposal issued:
June 13, 2018

Proposal valid until:
July 13, 2018

PROPOSAL

THANK YOU

Sonali,

Thank you for the opportunity to present this proposal.

I feel confident in our ability to help you package your brand into a fun and effective digital and social strategy. We care about our clients' brands as if they were our own, and as a fellow New Jersey company understand your challenges. We welcome these and have no doubt that we can help increase your bookings.

Our experience working with other clients on social media and marketing initiatives demonstrates our abilty to maximize this investment and drive revenue back into your hotel.

I look forward to continuing our discussion and answering any questions you may have. I am confident that we can partner and increase your business together!

Respectfully,

STEPHEN SAULPAUGH
Partner // Digital Director

Stephen@snugglemud.com
(551) 246-0061
SnuggleMud.com

THINKING
AHEAD.
BRANDINGG
& BEYOND.

PRIVILEGED AND CONFIDENTIAL

The descriptive materials and related information in this proposal contain information that is considered proprietary and confidential to SnuggleMud. This information is privileged and provided to the intended organization for the purposes of analyzing and assessing capabilities and merit. Distribution is limited to the organization listed herein and may not be published or redistributed for any other purpose without the prior written consent of SnuggleMud.

SNUGGLEMUD

SnuggleMud is an end-to-end creative strategy and branding agency with years of experience working with the biggest brands in the world to promote awareness and deliver results. Our creative services, branding, and digital positioning transform your challenges into delivered results.

People

Dream Hotels

The Westin Grand Cayman Seven Mile Beach Resort & Spa

Hotel Vermont

Le Guanahani St Barth

Seabourn

InterContinental Hotels & Resorts

CMA Children's Museum of the Arts

Clue Chase

...

PROPOSED TEAM

MICHAEL SAULPAUGH
PARTNER // CREATIVE DIRECTOR

Michael has established himself as a master creative for branding, web design, and campaign development over the last decade. His work has been featured in Adweek and touted by Buzzfeed as "hilariously clever." As a young entrepreneur, Michael gained creative experience that now helps brands big and small grow their business by targeting and opening new revenue streams. His expertise translates across media platforms and spans several industries, including retail, entertainment, e-commerce, and media.

STEPHEN SAULPAUGH
PARTNER // DIGITAL DIRECTOR

Stephen has a diverse and creative background in digital content strategy and implementation. Upon graduating from St. Thomas Aquinas College with a degree in Communications and a concentration in Social and Interactive Media, Stephen began collaborating with our clients to develop compelling content that translates to audiences across major media platforms. Before co-founding SnuggleMud, Stephen worked as a member of the digital teams at PEOPLE Magazine and Hawkins International Public Relations.

KARLA MORIARTY
CREATIVE STRATEGIST

Karla has worked in publishing for 20 years, the last 17 of which were at PEOPLE magazine in a role that was hard to explain to relatives. As the Creative Development Director she worked with advertisers to develop strategic and creative ideas that resonated with PEOPLE readers in print and online. Her work has included everything from ad campaigns and videos to event marketing to flip-flops. Prior to PEOPLE Karla worked at Architectural Digest, and before that, she was the creative director for Volvo International professional tennis. A scenic career path to be sure, but one that always followed a creative marketing destination.

JJ MATHEWSON
DIRECTOR OF ACCOUNTS

JJ leads SnuggleMud's account development and client services. After graduating from Elon University, JJ worked in a myriad of sectors including managing operations at a software development firm, working as a paralegal at a boutique international IP law firm, and as a director of business development at a NYC creative agency. JJ coordinates with SnuggleMud's resources to cultivate well-crafted marketing strategies and services, and offers ongoing advising to clients once projects are underway.

THE PROCESS

1. DISCOVERY

SnuggleMud will research and analyze the social media and marketing landscape of similar brands to grasp an understanding of general demographics and competition.SnuggleMud will collect relevant collateral related to The Kenilworth, as well as hold workshops with members of the business to gain further industry insight.

DELIVERABLE: Report summarizing key findings (1 month estimate)

2. CREATIVE CAMPAIGN TESTING

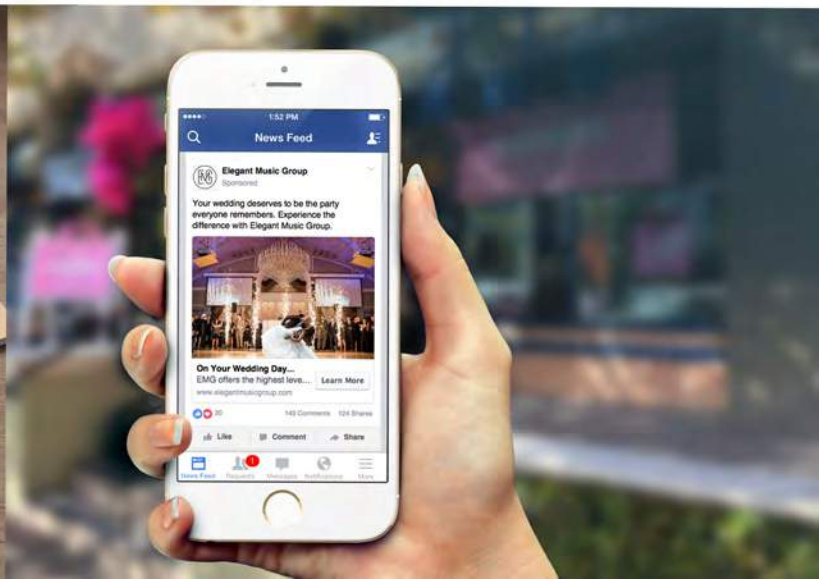
SnuggleMud will conduct campaign testing to identify if our proposed budget yields positive results before scaling the budget to full capacity. This ensures that the eventual scaled budget is being properly allocated and deployed. We will start with a small budget to receive a statistically relevant sample for each media platform tested. Based on the results we can make effective budget recommendations and scale accordingly.

DELIVERABLE: Media testing execution (1 - 2 month estimate)

3. EXECUTION

According to the findings of the campaign testing, SnuggleMud will concieve, create, and position creative collateral across relevant media channels. Quarterly meetings will be held to discuss and update the media strategy.

DELIVERABLE: Execution of full campaign



SOCIAL MEDIA DELIVERABLES

1. STRATEGIES AND CAMPAIGN OBJECTIVES

SnuggleMud will provide services for The Kenilworth which include:

Social Media Strategy & Production

- Create and deploy a social media strategy that includes content generation, community management and paid advertising campaigns
- Work with The Kenilworth to create social media campaigns to increase brand awareness and target leads

Social Media Management

- Manage all active social media channels (Facebook & Instagram) and create monthly content calendars to help achieve marketing goals

Social Media Advertising Creation & Management

- Create, optimize and implement targeted ads to users who have expressed interest in the The Kenilworth or have displayed other similar "qualifying" characteristics. (ex: Facebook lookalike audiences)

Community Management

- Monitor digital conversations to identify what community members are saying about the brand and industry on social platforms
- Perform social media outreach and engage with influencers to foster conversation regarding The Kenilworth and further establish brand awareness and loyalty for the brand

Analytics Reporting

- Provide monthly reports regarding social media KPIs such as reach, engagement, performance and ad performance

Project Management

- Bi-Weekly correspondence to discuss action items, performance and goals

MARKETING DELIVERABLES

1. STRATEGIES AND CAMPAIGN OBJECTIVES

SnuggleMud will provide services for The Kenilworth which include:

Marketing Strategy Concepts

- Create and provide ongoing marketing strategies (sample on following page)
- Work with The Kenilworth to create marketing campaigns to increase brand awareness and target leads

Event Conceptualization & Hotel Materials

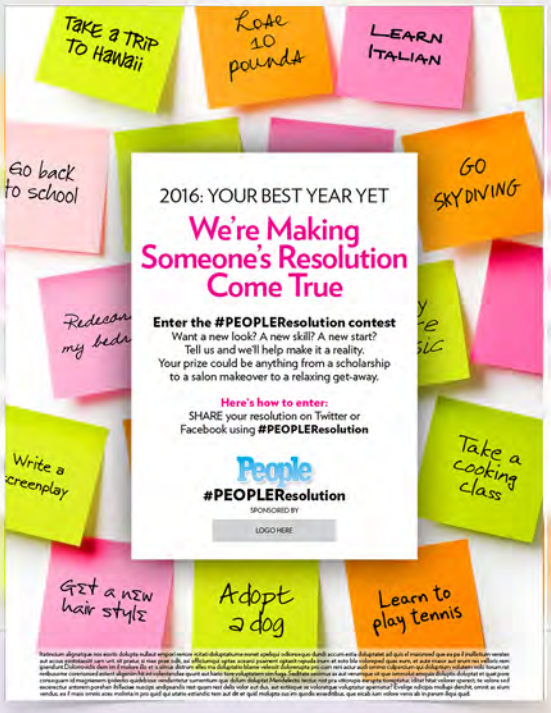
- Based on findings during discovery period, create and provide event concepts & hotel materials such as room cards, bar coasters, do not disturb signs, etc.
  (SnuggleMud's execution of particular events and their related deliverables may be added as a work change order to the scope of work)

Digital Sign Advertising Creation & Content

- Create, optimize and implement targeted ads for display on the Garden State Parkway signage
- Provide creative collateral including copy and graphics on a bi-weekly basis

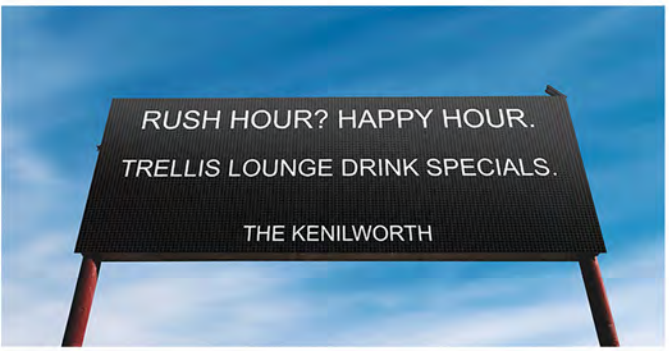
Project Management

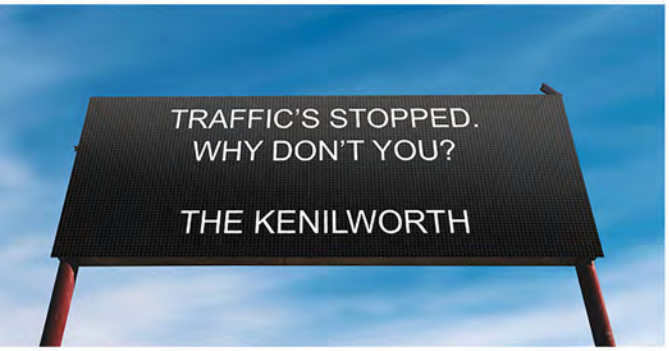
- Bi-Weekly correspondence to discuss action items, performance and goals



SPEC WORK

ROAD SIGN





INSTAGRAM

HOTEL MESSAGING

DIGITAL AD

WORK SAMPLES

MARKETING CONCEPTS

Below is a sample of concepts we delivered to one of our clients, Clue Chase (an escape room in NYC). Their goal was to attract more corporate business (businesses bringing in their employees as a team-building exercise). We would send you a monthly sheet (or as needed) with numerous ideas. You are free to implement all of them or focus in on a few. Either way we will consult with you on the best way to roll it out.

Target Event Planners at Companies

Choose one night a week to comp/host corporate meeting planners from the City (up to 4), or do one night a month and host more.

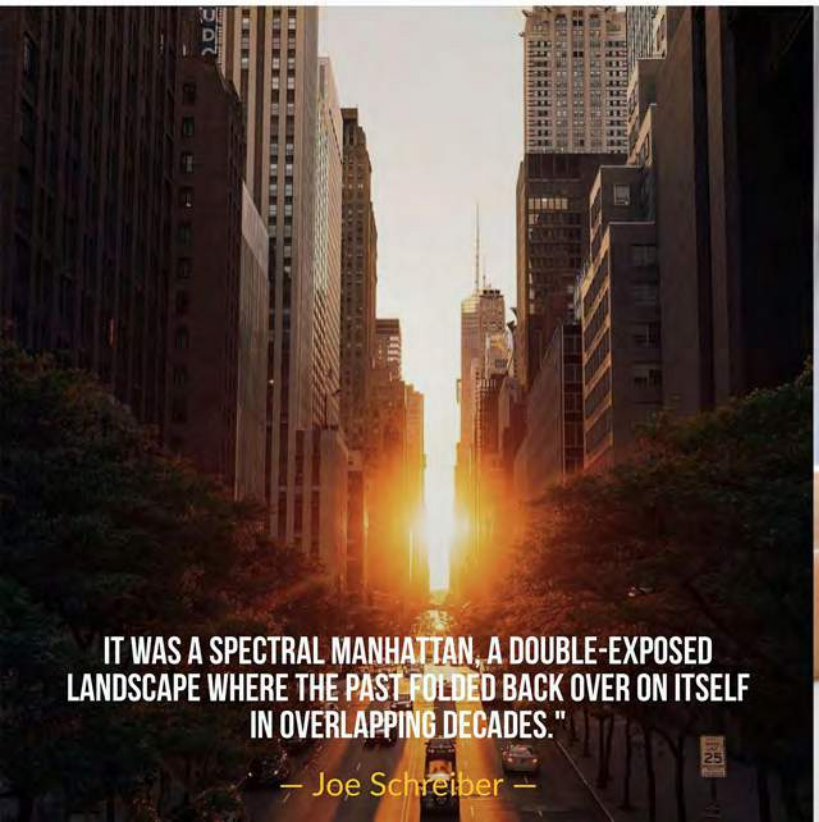
Clue Chase Championship Series

Host tournaments and issue challenges to business competitors. For example: Which NYC company has a CLUE? Host a corporate tournament and challenge companies to either compete against each other internally (the biz office vs the marketing department) or company vs. company (ad agency vs ad agency).

Congratulations Smarty Pants.

Send out congratulatory notes and challenges to employees who got new jobs/promotions at NY ad agencies/media groups (these are listed in marketing publications like Adweek).

ORGANIC CONTENT



PRICING

Pricing payment terms and timelines are subject to the Master Services Agreement.

PRICING (BASED ON A 9-MONTH PROJECT DURATION)
:

TIER	DELIVERABLE	HOURS	PRICE
1	**Facebook Advertising Campaigns** -Create, design, & deploy targeted ads to increase direct hotel bookings -Report of monthly Analytics	20	$1,700 per month
2	**Facebook Advertising Campaigns** **Social Media Management** -Manage Facebook & Instagram	40	$2,700 per month
ADD ON	**Marketing Deliverables**	--	$100/hr
Estimated Started Media Spend: $300-600			

NOTE

Please note that the fees listed above do not include third party costs or passthrough revenue including, but not limited to: third party production fees (like video production), and other miscellaneous activation costs incurred as part of the execution of this engagement.

PAYMENT TERMS

Initial deposit (Tier 1 @ $1,700 or Tier 2 @ $2,700) shall be due upon execution of contract. Monthly fee ($1,700 or $2,700) shall be due on the same date as the initial deposit (or nearest business date) for each month thereafter of the remaining contract term.

Client has right to exit this agreement with 60 days prior written notice. During this 60 day period, Agency's responsibilities of service and Client's responsibilities to pay remain unchanged.

ACCEPTANCE OF PROPOSAL

Each party has read this Master Services Agreement, its Terms & Conditions and agrees to be bound thereby:

PROPOSED AND AGREED BY: SNUGGLEMUD

PRINTED NAME _____ TITLE _____

SIGNATURE _____ DATE _____

PROPOSED AND AGREED BY: THE KENILWORTH

PRINTED NAME _____ TITLE _____

SIGNATURE _____ DATE _____

[this is the effective date]

PAYMENT

ADDRESS:
5411 Promenade BLVD
Fair Lawn, NJ 07410
(551) 246-0060
SnuggleMud.com

BANK:
SnuggleMud, LLC
TD BANK
Routing: 031201360
Account No: 4342890905