

**EXHIBIT K**

**Visit Orlando and Edelman  
STATEMENT OF WORK  
PROJECT NAME: 2018 Media Relations Campaign  
January 1, 2018 – December 31, 2018**

Pursuant to the Agreement by and between Orlando/Orange County Convention & Visitors Bureau, Inc., d/b/a Visit Orlando, a Florida non-profit corporation (“Client”) and Daniel J. Edelman, Inc., doing business as Zeno dated January 2018, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

**SCOPE OF SERVICES**

**Overview**

The following provides an overview of activities and costs associated with Zeno’s media relations activities in support of Client’s brand in Brazil from January 1, 2018 through December 31, 2018

**Deliverables/Milestones & Timeline**

<b>Program Element</b>	<b>Activities</b>	<b>Start &amp; End Dates</b>	<b>Est. Fees</b>	<b>Est. Expenses</b>	<b>Est. Total</b>
<b>Ongoing Media Relations in Brazil Market</b>	<ul style="list-style-type: none"> <li>• Develop and execute consumer publicity plans for the Brazil market (30 day, quarterly and/or specific to individual announcements as appropriate).</li> <li>• Work with Client to establish goals for media coverage as outlined in Global Communications’ Key Performance Indicators (i.e., # of press trips, placement in target media, ad equivalency and social media engagement/followers).</li> <li>• Provide basic strategic planning and counseling</li> <li>• Develop target media list (print, broadcast, and online media) including social media / non-traditional media influencers (when appropriate), annually to be used to focus efforts aimed at generating feature coverage for Orlando; keep Client updated on quarterly basis of any changes to ensure alignment.</li> <li>• Execute in-market elements of campaigns as mutually agreed upon (additional SOW</li> </ul>	January 1, 2018 – Dec. 31, 2018			

	<p>may be required to cover incremental fee and expenses)</p> <ul style="list-style-type: none"> <li>• Identify high-profile, publicity-driven promotional opportunities/events to generate awareness and excitement for Orlando (additional SOW may be required to cover incremental fee and expenses)</li> <li>• Organize and participate in Client group press trip(s) to Orlando (1-2). Assist as needed with requests for press trips received from airlines and industry partners (additional SOW may be required to cover fee and expenses for large press trips led by Zeno and if Zeno is required to attend)</li> <li>• Generate coverage in target media for mutually agreed upon campaigns/messaging.</li> <li>• Attend industry events on behalf of Client as requested and mutually agreed upon (may require additional SOW).</li> <li>• Arrange and execute media appointments for Orlando representatives.</li> <li>• Screen all journalist visit requests and work with the Client Publicity team to develop the appropriate itinerary for visiting journalists.</li> <li>• Provide information in response to journalist inquiries.</li> <li>• Work with Client to prepare press materials and/or translate core (U.S.) press materials and relevant editorial communications, including social media as needed or requested by Client Global Communications.</li> <li>• Establish and maintain good relations with target media on behalf of Client.</li> <li>• Regularly apprise Client Global Communications of relevant emerging stories in-country such as travel trends,</li> </ul>				
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	<p>travel company mergers, economic situations, crisis situations, other destination campaigns, etc. Advise on appropriate messaging accordingly.</p> <ul style="list-style-type: none"> <li>• Participate in regular series of ongoing communication as needed by market (i.e., regular calls, status reports, etc.).</li> <li>• Participate in brainstorming sessions to create communications programs in support of campaigns, opportunities and challenges related to Client in the Brazil market.</li> <li>• Monitoring social media results related to projects led by Zeno and Client</li> <li>• 2 posts suggestions per month for Visit Orlando's Facebook related to any traditional or social media coverage reported by Zeno</li> </ul>				
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Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services or increase the time retained, the amount of additional time will be agreed upon and an Addendum will be attached to the current Statement of Work.

**BUDGET**

**Total: \$ 130,000 / year**

Any fees, charges or other amounts due to Zeno shall be net of any Federal, State or Municipal taxes levied under Brazilian law. Client agrees that any such taxes eventually due upon the rendering of the services associated with Zeno's media relations activities in support of Client's brand in Brazil from January 1, 2018 through December 31, 2018 will be grossed up by Zeno and added to the services' fees mentioned in the table above.

Client authorizes Zeno to bill up to ten percent (10%) over the estimated expense amounts in the above Budget without seeking further approval. If expenses are anticipated to exceed ten percent (10%) over the estimated amounts, Zeno will issue an addendum to the current SOW for Client's approval.

**TERMS**

**Fee Billing.** Zeno shall invoice Client a monthly retainer amount ("Monthly Retainer") in accordance with the billing schedule set forth below. The Monthly Retainer is based on the Scope of Services or minimum retained hours above. Zeno shall not be obligated to provide Client with hourly billing detail.

**Expense Billing.** Zeno shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as incurred basis. Actual expenses may vary from any estimated amounts provided in the Budget section. Travel and lodging expenses are not included in the professional fees set forth throughout this SOW.

**Prepaid:** Zeno will pre-bill Client quarterly amounts based on the billing schedule below ("Prepayment") to cover estimated expenses. Any unused prepaid amount for expenses will be refunded or utilized at the Client's discretion.

**Invoices.** Zeno will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be available upon request. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

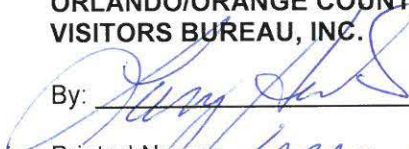
Name:	Becca Bides
Company Name:	Visit Orlando
Address:	6277 Sea Harbor Drive, Ste 400 Orlando, FL 32821

**Purchase Order.** The client Purchase Order number is [Enter Number or indicate N/A].

**Choice of Law.** The laws of the Federative Republic of Brazil shall govern the validity, construction, interpretation and performance of the SOW. Any dispute arising here from that cannot be settled amicably between Client and Zeno with respect to this SOW shall be submitted to the Courts of São Paulo, State of São Paulo, Brazil, with the exclusion of any other, no matter how privileged they might be.

ACCEPTED AND AGREED TO ON THIS \_\_\_ DAY OF DECEMBER, 2017

**ORLANDO/ORANGE COUNTY CONVENTION & VISITORS BUREAU, INC.**

By:   
Printed Name: Larry Henrich  
Title: COO/CEO

**DANIEL J. EDELMAN, INC.**

By: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title: \_\_\_\_\_

*Signature Page for 2018 Media Relations Campaign SOW / Exhibit K*