

**MODIFICATION NUMBER ONE OF
AGREEMENT FOR SERVICES BETWEEN
COUNTY OF SONOMA AND
SARTIN DENNY PRODUCTIONS, LLC DBA THE ENGINE IS RED**

On March 2, 2020, the County of Sonoma, a political subdivision of the State of California, (hereinafter "County") and Sartin Denny Productions, LLC dba The Engine is Red (hereinafter "Contractor") entered into a services agreement (hereinafter "Agreement").

Pursuant to Section 14.7 (Merger) of the Agreement, the parties hereby evidence their intent and desire to modify the Agreement as follows:

1. Exhibit A (Scope of Work and Budget) is hereby deleted and replaced in its entirety with the attached Exhibit A (Scope of Work and Budget).
2. Section 2.2 (Maximum Payment Obligation) is hereby revised to read as follows:

2.2. Maximum Payment Obligation

In no event shall County be obligated to pay Contractor more than the total sum of \$269,132 under the terms and conditions of this Agreement.

3. Section 2.7.1 (Required Information) is hereby revised to read as follows:

2.7.1. Required Information

As a pass-through entity, County is required to provide certain information regarding federal award(s) to Contractor as a subrecipient. In signing this Agreement, Contractor acknowledges receipt of the following information regarding federal award(s) that will be used to pay this Agreement:

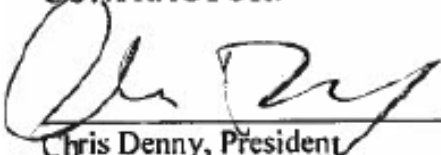
- a. CFDA Number: 93.778
- b. CFDA Title: Medical Assistance Program - Medicaid; Title XIX
- c. Federal Agency: Department of Health & Human Services - Centers for Medicare & Medicaid Services
- d. Award Name: Medi-Cal 2020 Waiver; Dental Transformation Initiative, Domain 4; Local Dental Pilot Program
- e. Federal Award(s) Amount: \$134,566

Except as expressly modified herein, all terms and conditions of Agreement shall remain in full force and effect.

§ The remainder of this page has intentionally been left blank. §

IN WITNESS WHEREOF, the parties have caused this modification to be duly executed by their authorized representatives this _____ day of _____, 2020.

CONTRACTOR:



Chris Denny, President
Sartin Denny Productions, LLC dba The Engine is Red

08/20/2020
Dated

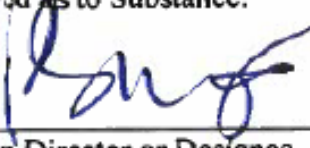
COUNTY OF SONOMA:

Approved; Certificates of Insurance on File with County:

Barbie Robinson, Director
Department of Health Services

Dated

Approved as to Substance:



Division Director or Designee

9.1.2020
Dated

Approved as to Form:

Adam Radtke, Deputy
Sonoma County Counsel

08/20/2020
Dated

Exhibit A. Scope of Work

Project Summary: Refine/Develop a creative campaign and media strategy to increase oral-health literacy and change the understanding of oral health within the Sonoma County community.

Services and Goals	Deliverable(s)	Total (\$)
Phase 1: Concepting <ul style="list-style-type: none">• Taking what worked in 2019 and evolving into a new campaign for the 2020 year, Contractor will develop concepts for various media outputs• Begin pre-production on video production• Review with DHS team and adjust based on feedback• Determine clear direction for the 2020 campaign	Refinement of concept from 2019 campaign, based on refined goals and priorities for the 2020 year: <ul style="list-style-type: none">• Digital display ads (static + video)• Swag• Bus ads• Birthday mailers• Milestone collateral <i>2 weeks of effort</i>	18,000
Phase 2: Refinement and Launch <ul style="list-style-type: none">• With a DHS approved concept, Contractor will refine and produce all files and assets to push out into the local community via digital and radio media channels• Support video production and post-production needs	Refinement and production of chosen 2020 concept assets across all media outputs: <ul style="list-style-type: none">• Digital display ads (static + video)• Swag• Bus ads• Birthday mailers• Milestone collateral	52,000

Services and Goals	Deliverable(s)	Total (\$)
Video Production <ul style="list-style-type: none"> With DHS approved concepts, Contractor will coordinate the production process using various vendor support (animated and film) to capture content used during the 2020 campaign. 	Final animated and filmed assets: <ul style="list-style-type: none"> Animated :30 in English Animated :30 in Spanish Animated :15 in English Animated :15 in Spanish (3-4) Filmed 1-minute informational videos Animated videos to be used for digital display ads. Informational videos to be used on the landing page, providing key tips and tricks from dental professionals.	30,034
Phase 2: Continued Creative + Digital Campaign Refresh <ul style="list-style-type: none"> With a DHS approved concept, Contractor will refine and produce all files and assets to push out into the local community via digital and radio media channels per the revised DHS approved 2020 Media Plan. 	Updates from the initial 2020 campaign based on refined goals and priorities for the end of the year: <ul style="list-style-type: none"> Digital display ads (static + video) Swag Bus ads Birthday mailers Milestone collateral Miscellaneous Kits (OB/Ped/Lost Tooth) <i>3 weeks of effort (Recommended for Sept-Oct 2020)</i>	20,000
Phase 3: Project Support and Digital Management <ul style="list-style-type: none"> Provide miscellaneous creative support on any projects needed from July - December 2020 (based on needs). 	Reserved creative support for any miscellaneous project needs between September and December <i>10 days of design support (can be allocated across different roles if needed)</i>	10,000

Services and Goals	Deliverable(s)	Total (\$)
Additional Video Production <ul style="list-style-type: none">• Update assets for production* Additional video production reflects changes related to COVID-19 and the current delivery of dental care.	Refining the creative and video assets for digital assets.	7,650
Additional Media Spend (September 2020 - December 31, 2020) Launch and maintain ads and collateral through the following platforms: <ul style="list-style-type: none">• Digital Display, Video and Search Ads• Bus Exteriors• Swag Gifts• Birthday Mailer• Kits (lost tooth, ped, OB)• Pediatrician Kits• Medical Provider Digital campaign (LinkedIn)	Live assets in market (digital and traditional) across listed platforms: <ul style="list-style-type: none">• Digital Display, Video and Search Ads• Bus Exteriors• Swag Gifts• Birthday Mailer• Lost Tooth Kits• Pediatrician Kits• OB/New Mom Kits• Medical Provider Digital campaign (LinkedIn)	131,448
Total		269,132