

Statement of Work



Customer: Raytown C-2 School District | **Account Representative:** Brian McBride

Term: 5/1/2024 through: 4/30/2025

The Fees and Services provided to Customer under this Statement of Work (“SOW”) are described below.

Standard Feature

User License - Primary	Includes unlimited Login, Search & View
Email Shares	Includes unlimited Email Shares
Reporting (w/Vidfinity)	Includes Report Builder editing module
Analytics	Exportable Analytics charts by media type (including: Mentions and Audience over time, Mention Meter, Market Coverage Map and Word Cloud)
User License - Additional - 1	Includes unlimited Login, Search & View

Content Sets

U.S. TV	U.S. National TV Networks & Affiliates, Cable and Independent Stations
U.S. Radio	U.S. Radio - News and Talk Radio from top markets
Online News	Global Online News Sites, Blogs, and Consumer Review sites/forums
Licensed Print News	Licensed Online News Print Content from premium sources.
Social	Facebook, Instagram, Twitter & YouTube.

Fee Schedule

SUB TOTAL:	\$10,000.00	
INCENTIVES:	-\$4,000.00	Discount applies only if this SOW is executed by 4/30/2024
TOTAL AMOUNT:	\$6,000.00	Price for the Term: 5/1/2024 through 4/30/2025

Master Service Agreement

This Statement of Work is governed by the Critical Mention Master Service Agreement found at <https://www.criticalmention.com/master-service-agreement/>

Billing & Payment

Customer will be billed annually in advance for the Total Amount shown above for the Initial Term and will be billed for subsequent Renewal Terms based on the Fee Schedule above, as adjusted for price increases. All payments are due in U.S. dollars within thirty (30) days of the date of each invoice. Late payments are subject to interest at the lesser of one and one-half percent (1.5%) per month or the maximum rate allowed by law. CMI will notify Customer of any change to the Fee Schedule at least thirty (30) days prior to the effective date of such change, provided that such increase does not apply to the Initial Term.

Renewal Terms

If either Party elects to discontinue the Service following the Initial Term or after any subsequent Renewal Term, that Party must provide written notice to the other Party via fax or email, at least thirty (30) days prior to the end of the then-current Term. If no such notice is provided, this SOW shall automatically renew for additional consecutive one-year Renewal Terms.

Notes

By signing this SOW, you warrant that you have the authority to enter into this SOW.

IN WITNESS WHEREOF, the Parties hereto have executed this Statement of Work as of ("Effective Date"): 10/21

CMI: Critical Mention, Inc. **Customer:** Raytown C-2 School District

Signature: [Signature] **Signature:** [Signature]

Name: Zack Jenkins **Name:** Marissa Wamble
Title: General Manager, North America **Title:** Chief Communications Officer

Address: 19 W. 44th Street, Suite 300 **Address:** 6608 Raytown Road
City, State, ZIP: New York, NY 10036 **City, State, ZIP:** Raytown Missouri, 64133
Country: United States **Country:** United States

Telephone: 212.398.1141 **Telephone:** 816.268.7000
Email: legal@criticalmention.com **Email:** marissa.wamble@raytownschools.org

Customer Information

Primary Contact

Name: Marissa Wamble
Title: Chief Communications Officer
Address: 6608 Raytown Road
City, State, ZIP: Raytown, Missouri, 64133
Country: United States
Telephone: 816.268.7000
Email: marissa.wamble@raytownschools.org

Billing Contact

Name: Marissa Wamble
Title: Chief Communications Officer
Address: 6608 Raytown Road
City, State, ZIP: Raytown, Missouri, 64133
Country: United States
Telephone: 816.268.7000
Email: marissa.wamble@raytownschools.org

Subscription User Information

Full Name	Title	Phone	Email Address
Marissa Wamble	Chief Communications Officer	816.268.7000	marissa.wamble@raytownschools.org