

CLIENT DETAILS

COMPANY NAME:	Wanderless Luxury Travel
PRIMARY CONTACT:	Kaana Smith
ADDRESS:	
PHONE:	267.315.5770
E-MAIL:	asks7071@gmail.com
WEB DOMAIN:	www.wanderlessluxurytravel.com

2. PREMISE

Wanderless Luxury Travel is seeking a solution for complete brand development and on ongoing marketing strategy across all mediums to create an enterprise that provides luxury travel consulting for solo female travelers with a higher level of disposable income and a desire for frequent travel. To that end, LECK INC is proposing the following strategy to be said solution:

THE CO-PILOT



The primary purpose for Wanderless' creative partnership with LECK INC is to be able to hand off the orchestration of all design, production, distribution, and ongoing strategy implementation for Wanderless Brand Development & Marketing. Wanderless needs a co-pilot who can efficiently execute the vision that the Wanderless Team (the captain) lays out to ensure that we reach the destination of a luxury travel brand.

For LECK, key elements of this partnership include timeline establishment and accountability, making sure that a strict brand standard is maintained across all platforms, and maintaining a standard of excellence for each individual project.

Achievement of the primary purpose will be determined by the creation of actionable marketing tools and by an ease of marketing implementation.



3 SERVICE DESCRIPTIONS

As the new "Quarterback", LECK INC will work within the following mediums to maintain and expand all of Booker's marketing channels as well as quickly execute when new channels are incorporated.



WEBSITE DESIGN

LECK will conceive and design and the brand new **Wanderless** website to create a luxury impression to entice qualified clients. This will include travel destination landing pages and a blog.



CONTENT CREATION

LECK will work with **Wanderless** to create a content strategy for all mediums including social, written, video, etc. and will write and produce said content for wide distribution.



SOCIAL MEDIA

LECK will create and execute a social media schedule which will include **Wanderless** distinctives, blog & videos highlights, offer promos and ongoing brand building and promotion.



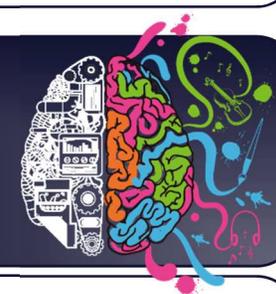
EMAIL MARKETING

LECK will implement an email program to drive traffic to website and social platforms, improve client connectivity, and bring more attention to the **Wanderless** brand and distinctives.



PROMO DESIGN

LECK will design ads for both digital and print publications, work with **Wanderless** to design a placement strategy and interface with publication staff re art specifications, submissions, etc.



PROJECT WORK

...including but not limited to...
 → Sub-contractor Management, Video Production, Web Maintenance, Swag Design / Procurement, On-going Brand Management, ad infinitum.





4. TERMS

Please review these brief terms and initial where shown.

- o _____ (client initials) **Wanderless Luxury Travel** is establishing a Creative Message Management Partnership with **LECK INC.** LECK will orchestrate all design, production, distribution, and ongoing strategy implementation for Wanderless branding and promotion.
 - In addition to content design, creation and production, LECK will remain active in strategy development for Wanderless' overall message development and marketing attack and assist in creating scalable processes for the ongoing streamlining of the entire promotional master plan.
- o _____ LECK will bear responsibility for creating and executing the Wanderless promotional calendar. Wanderless recognizes that all elements require timely response for design and content approvals which will allow LECK to fulfill this schedule on time.
 - This includes coordination with all collateral production vendors.
 - LECK will require a minimum of 72 hours for any kind of unscheduled change to a given resource or last-minute design or production need. Anything received inside that window will be accommodated if at all possible.
- o _____ Wanderless understands the LECK will be executing this partnership remotely.
 - In the event that Wanderless would benefit from LECK being on-site or on location, Wanderless agrees to cover all standard travel expenses. This could include promotional events, video and photoshoot production, etc.

→ PAYMENT TERMS

- o For this **Creative Message Management Partnership between Wanderless Luxury Travel and LECK INC.**, Wanderless will remit to LECK a monthly amount of **\$2995**.
 - Payment can be transferred to LECK via ACH or by paper check. Work will commence upon receipt of first payment.
 - Initial agreement will be for 6 months with agreement continuing month-to-month following.

5.

Name & Title

Signature

Date

Name & Title (for Leck Inc.) **Stephen Leckenby, CCM** (Chief Creative Mercenary)

Signature

Date

Please sign, date and either 1) scan to stephen@leckinc.com OR 2) sign and mail to

LECK INC | 15110 13th Park W | Lynnwood, WA 98087 USA.

Invoicing will be sent via QuickBooks online.

IMPORTANT: Leck Inc. shares in all rights to creative design and creative concepts not previously owned by client as well as rights to display work for promotional purposes including but not limited to reference and/or display on www.LeckInc.com and related social networks. All terms of contract are confidential.

