

**Project Statement of Objectives:
Development and Production of Large Signage for the American-Arab
Anti-Discrimination Committee (ADC) Fundraising Gala**

November 12, 2008

1.0 INTRODUCTION

As specified in Item 3.1.1 and 3.1.2 of the Tasking section of the Statement of Work (SOW) for Task Order 005, the contractor shall provide recruitment collateral development and production.

This Statement of Objectives (SOO) details the specific project objectives relating to the development and production of one (1) large sign for the American-Arab Anti-Discrimination Committee (ADC) Fundraising Gala and to be issued as part of that task order. The services for this project will be provided on a Firm Fixed Price basis. No work shall commence on this project prior to receipt of a properly authorized Work Authorization. Any change to this SOO shall come via issuance of an addendum and modification to the original Work Authorization document. The Contractor shall accept no oral change orders.

2.0 PERIOD OF PERFORMANCE

The anticipated period of performance for this project is three (3) weeks from receipt of the Work Authorization document.

3.0 TASKING

3.1 Development and production of one (1) large sign to be used for the Ad Placement American-Arab Anti-Discrimination Committee (ADC) Fundraising Gala.

3.2 The contractor shall:

3.2.1 Develop and produce a full-color sign that lists the CIA's sponsorships in the Michigan area. Text to be determined by the Government.

3.2.1.1 The contractor shall use the design previously approved and accepted by the Government. The previous sign was titled the "Sponsorship Sign."

3.2.1.2 This sign should be at least 20" x 30."

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- 3.2.1.4 The purpose of the sign is to convey information to potential applicants and Gala attendees about the Agency's other sponsorships in the area. Text shall be developed by TMP based on bullet points and/or verbiage provided by the Government.

4.0 DELIVERABLES

- 4.1 Delivery of one (1) large sign (for sponsorships) to a location specified by the Government by December 8, 2008.

5.0 SPECIAL CONSIDERATIONS

- 5.1 The Government is entitled to unlimited revisions of creative and textual elements. The Government shall send the contractor written approval of the final brochure prior to considering the project complete.

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