

SECOND AMENDMENT TO AGREEMENT FOR SERVICES

This Second Amendment to the Agreement (hereinafter “Second Amendment”) is made and entered by and between the Ohio Grape Industries Committee (hereinafter “OGIC”), 8995 E. Main Street, Reynoldsburg, Ohio 43068, and Third Street Strategy, LLC (hereinafter “Contractor”), 799 South 3rd Street, Columbus, Ohio 43206.

RECITALS

WHEREAS, OGIC and Contractor previously entered into and executed an agreement on August 28, 2023, which is titled “Agreement for Services”, which is attached hereto as Exhibit 1, amended on November 16, 2023, attached hereto as Exhibit 2. Both exhibits are incorporated herein, as if fully rewritten.

WHEREAS, OGIC and Contractor desire to modify certain provisions of the Agreement.

NOW THEREFORE, in consideration of the mutual promises and obligations contained herein, OGIC and Contractor agree by and between themselves as to amend said Agreement as follows:

STATEMENT OF THE AGREEMENT

1. Article II – Compensation

Amend Paragraph 1 of Article II and insert the following:

1. In consideration of the promises of Contractor herein, OGIC agrees to pay Contractor Fifty-Five Thousand Five Hundred Dollars and 00/100 Cents (\$55,500.00) in FY2025.

The total compensation to be paid to Contractor under this Agreement shall not exceed Fifty-Five Thousand Five Hundred Dollars and 00/100 Cents (\$55,500.00) in FY2025.

2. Article III – Term and Location of Performance

Amend Paragraph 1 of Article III and insert the following:

1. Term This Agreement shall be binding upon both parties on the later of August 19, 2024 or the date it has been executed by both parties, and shall expired on June 30, 2025.

Entire Agreement

This Second Amendment, and the First Amendment and the Agreement, attached hereto Exhibits 1 and 2, constitute the entire agreement between the Parties, and there are no other agreements between them, either oral or written, which relate to the work to be performed under the Agreement

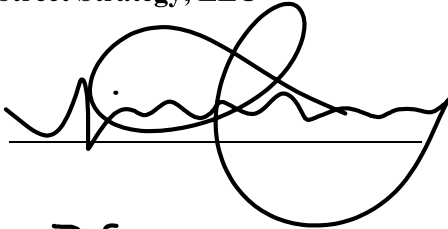
and any applicable Amendment. Except as amended herein, the Agreement for Services and First Amendment shall remain in full force and effect in accordance with its terms.

NOW THEREFORE, through their authorized representatives, the parties have caused this First Amendment to be executed on the last day and year set forth below.

CONTRACTOR

Third Street Strategy, LLC

By:



Date:

7/26/24

STATE OF OHIO

Ohio Grape Industries Committee

By:

Brian Baldrige,
Chair

Date:

Exhibit 1

AGREEMENT FOR SERVICES

This Agreement for Services (hereinafter “Agreement”) is made and entered by and between the Ohio Grape Industries Committee (hereinafter “OGIC”), located at 8995 East Main Street, Reynoldsburg, Ohio 43068, and Third Street Strategy, LLC (hereinafter “Contractor”), located at 799 South 3rd Street, Columbus, Ohio 43206. In consideration of the mutual promises and obligations contained herein, the parties agree by and between themselves as follows:

PROVISIONS

Article I - Statement of Work

1. Contractor agrees to undertake and complete the work and activities set forth in the “FY24 Digital Strategy Proposal – Bringing Awareness to Ohio’s Wineries”, which is attached hereto as Exhibit A, made a part hereof, and incorporated herein by reference as if fully rewritten herein.
2. OGIC may, from time to time as it deems appropriate and necessary, communicate specific instructions and requests to Contractor concerning the performance of the work described herein. Upon such notice and within a reasonable time, Contractor shall comply with such instructions and fulfill such requests to the satisfaction of OGIC. It is expressly understood by the parties that the instructions and requests are for the sole purpose of performing the specific tasks requested and to ensure satisfactory completion of the work described herein. However, they are not intended to amend or alter the terms of this Agreement or any part thereof.

Article II - Compensation

1. In consideration of the promises of Contractor herein, OGIC agrees to pay Contractor Forty-Five Thousand and 00/100 Dollars (\$45,000.00) in FY24.

The total compensation to be paid to Contractor under this Agreement shall not exceed Forty-Five Thousand and 00/100 Dollars (\$45,000.00) in FY2024.

2. Taxes OGIC shall not be liable for any taxes under this Agreement. Contractor shall be solely responsible for any taxes due as a result of payment for services rendered under this Agreement.
3. Contractor understands that OGIC’s funds are contingent on the availability of lawful appropriations by the Ohio General Assembly. If the Ohio General Assembly fails at any time to continue funding for payments due hereunder, this Agreement is terminated as of the date that the funding expires without further obligation to OGIC.
4. Invoice Requirements Contractor must submit an original invoice to OGIC. Contractor will be compensated for the work done and accepted by OGIC, which acceptance shall not be unreasonably withheld, conditioned, or delayed.

To be a proper invoice, the invoice must include the following:

- a. The purchase order number authorizing the delivery of supplies or services;
- b. Agency Name;
- c. Agency Billing Address;
- d. Contractor Name;
- e. Contractor Address;
- f. Contractor’s Unique Invoice Number;

- g. Date that services were provided or that supplies were delivered;
 - h. Itemization of supplies or services provided, including cost;
 - i. For time and material Contracts, the invoice must reflect labor hours actually worked and, if applicable, supplies used; and;
 - j. Clear statement of total payment expected.
5. Payment Due Date and Process Unless otherwise stated in this Agreement and in accordance with Section 126.30 of the Ohio Revised Code, payments under this Agreement will be due on the 30th calendar day after the date of actual receipt of a proper invoice in the office designated to receive the invoice. Contractor will submit invoices for services rendered to OGIC within fourteen (14) days of the end of the preceding month. All payments for services rendered are made in arrears. The date payment is issued by the State will be considered the date payment is made. Payment of an invoice by the State will not prejudice the State's right to object to or question that or any other invoice or matter in relation thereto. The State's preferred method of payment is by electronic funds transfer. Contractor must be able to accept payment from the State.

Article III - Term and Location of Performance

1. Term This Agreement shall be binding upon both parties on July 1, 2023 and shall expire on June 30, 2024.
2. Prohibition of the Expenditure of Public Funds for Offshore Services No State Cabinet Agency, Board or Commission will enter into any contract to purchase services provided outside of the United States or that allows State data to be sent, taken, accessed, tested, maintained, backed-up, stored, or made available remotely outside (located) of the United States, unless a duly signed waiver from the State has been attained. Notwithstanding any other terms of this Agreement, ODA reserves the right to recover any funds paid for services Contractor performs outside of the United States for which it did not receive a waiver. ODA does not waive any other rights and remedies provided to ODA in the Agreement.

Further, no State agency, board, commission, State educational institution, or pension fund will make any purchase from or investment in any Russian institution or company. Notwithstanding any other terms of this Agreement, ODA reserves the right to recover any funds paid to Contractor for purchases or investments in a Russian institution or company in violation of this paragraph. The provisions of this paragraph will expire when the applicable Executive Order is no longer effective.

Contractor must complete Contractor/Subcontractor Affirmation and Disclosure Form affirming Contractor understands and will meet the requirements of the above prohibition. During the performance of this Agreement, if Contractor changes the location(s) disclosed on the Affirmation and Disclosure Form, Contractor must complete and submit a revised Affirmation and Disclosure Form reflecting such changes.

Article IV - Termination

1. Termination for Convenience OGIC may terminate this Agreement, in whole or in part, at any time and for any reason by giving a fourteen (14) calendar day written notice to Contractor. Upon notice of termination, Contractor shall cease all work under this Agreement and shall take all necessary or appropriate steps to limit disbursements and minimize costs in ceasing all work. Contractor shall be required to furnish a report setting forth the status of all activities under this Agreement including, but not limited to the work completed and such other information as OGIC may require.

2. Termination for Breach OGIC shall be entitled, by written or oral notice, to cancel this Agreement in its entirety or in part immediately, for breach of any of the terms, and to have all other rights against Contractor by reason of Contractor's breach as provided by law.

a. A breach shall mean, but shall not be restricted to, any one or more of the following events:

- i. Contractor breaches any warranty, or fails to perform or comply with any term of this Agreement;
- ii. In OGIC's sole opinion, Contractor becomes insolvent or in an unsound financial condition so as to endanger performance hereunder; or
- iii. Contractor becomes the subject of any proceeding under any law relating to bankruptcy, insolvency, reorganization, or relief from debtors.

b. No term or provision of this Agreement shall be deemed waived, and no breach excused unless the waiver of consent is in writing by both parties to this Agreement. OGIC may at its discretion, in event of breach, notify the Contractor of the breach and allow it a time specified by OGIC to correct the breach.

3. Force Majeure

- a. The term "force majeure" as used herein shall mean without limitation: acts of God, such as epidemics; earthquakes; fire; storms; hurricanes; tornadoes; floods; washouts; droughts; or other severe weather disturbances; explosions; arrests; restraint of government and people; war; strikes; and other such events or any causes which could not be reasonably foreseen in the exercise of ordinary care, and which is beyond the reasonable control of the party affected and said party is unable to prevent.
- b. If by reason of force majeure the Contractor is unable, in whole or in part, to perform under this Agreement, the Contractor shall not be in breach of contract during the continuance of such inability. The Contractor shall, however, remedy, with all reasonable dispatch such cause preventing the Contractor from carrying out the obligations under this Agreement. Except as otherwise provided herein, neither the Contractor nor OGIC shall be liable to the other for any delay or failure of performance of any provisions contained herein, nor shall any such delay or failure of performance constitute default hereunder, to the extent that such delay or failure is caused by force majeure.

Article V - Indemnification

1. Contractor shall indemnify, defend, and save harmless OGIC, its agents, and employees, from any claims, demands, suits, actions, proceedings, losses, costs and damages and attorney fees arising out of the actions or omissions of Contractor, his employees and/or agents or contractors, in the provision of services under this Agreement or relating to this Agreement. This Article shall survive any termination of this Agreement.
2. Contractor shall notify OGIC immediately upon commencement of any actions brought against Contractor whose outcome may affect the rights of OGIC granted under this Agreement. OGIC shall have the right at its own expense to appear in and defend such actions.
3. In the event suit is instituted by OGIC for any default on the part of Contractor, and Contractor is adjudged by a court of competent jurisdiction to be in default, Contractor shall pay to OGIC all costs and expenses expended or incurred by OGIC and reasonable attorney's fees.

Article VI - Records Maintenance and Access

1. Maintenance of Records Contractor shall establish and maintain for at least three (3) years after the last day of the Term of this Agreement or earlier termination of this Agreement its records regarding this Agreement, including, but not limited to, financial reports, and all other information pertaining to Contractor's performance of its obligations under this Agreement. Contractor also agrees that any records required by OGIC with respect to any questioned costs, audit disallowances, litigation or dispute between OGIC and Contractor shall be maintained for the time needed for the resolution of such question or dispute.
2. Inspection and Copying At any time during normal business hours and upon not less than twenty-four (24) hours prior written notice, Contractor shall make available to OGIC, its agents or other appropriate State agencies or officials all books and records regarding this Agreement which are in the possession or control of Contractor, including, but not limited to, financial reports, and all other information pertaining to Contractor's performance of its obligations under this Agreement. OGIC, its agents and other appropriate State agencies and officials may review, audit and make copies of such books and records. Any such inspection of books and records will be undertaken in such a manner as not to interfere unreasonably with the normal business operations of Contractor.

Article VII - Independent Contractor

1. It is expressly understood that Contractor and OGIC are contractors independent of one another, and that neither has the authority to bind the other to any third person or otherwise to act in any way as the representative of the other.
2. It is further understood that neither Contractor nor his employees or agents are "employees" of OGIC as the term is used in division (F) of the Ohio Revised Code Section 124.01 and, therefore, are not eligible for vacation, medical insurance, sick leave, parental leave, leave of absence, tenure, bumping rights, retirement, or any other benefits or rights, which are incidents of public employment subject to the civil service laws of Ohio. Moreover, Contractor is responsible for any compliance with labor laws and contracts as it pertains to any union employees under his employment.

Article VIII - Adherence to State and Federal Laws, Regulations

1. General Contractor agrees to comply with all applicable federal, state, and local laws related to the Contractor's performance and obligations under this Agreement. Contractor accepts full responsibility for payments of all unemployment compensation, insurance premiums, workers' compensation premiums, all income tax deductions, social security deductions, and any and all other taxes or payroll deductions required for all employees engaged by Contractor in the performance of the requirements of this Agreement.
2. Governing Law This Agreement shall be governed by the laws of the State of Ohio as to all matters, including but not limited to matters of validity, construction, effect and performance.
3. Forum and Venue All actions regarding this Agreement shall be forumed and venued in a court of competent subject matter jurisdiction in Franklin County, Ohio.
4. Ohio Ethics Laws No personnel of Contractor or member of the governing body of any locality or other public official or employee of any such locality in which, or relating to which, the work under this Agreement is being carried out, and who exercises any functions or responsibilities in connection with the review or approval of the understanding or carrying out of any such work, shall, prior to the completion of said work, voluntarily acquire any personal interest, direct or indirect, which is

incompatible or in conflict with the discharge and fulfillment of his or her functions and responsibilities with respect to the carrying out of said work.

- a. Any such person who acquires an incompatible or conflicting personal interest, on or after the effective date of this Agreement, or who involuntarily acquires any such incompatible or conflicting personal interest, shall immediately disclose his or her interest to OGIC in writing. Thereafter he or she shall not participate in any action affecting the work under this Agreement, unless OGIC shall determine that, in light of the personal interest disclosed, his or her participation in any such action would not be contrary to the public interest.
 - b. Contractor certifies that it does not have on staff, payroll, or otherwise employed for monetary compensation or not, any employee who, within the past twelve (12) months, was a public official or employee with OGIC or any other board, commission or agency of the State of Ohio who had the ability to make decisions regarding approval, disapproval, recommendation, rendering advice, investigation or otherwise exercised substantial administrative control over matters concerning Contractor.
5. Ohio Elections Law Contractor affirms that, as applicable to OGIC, no party listed in Division (I) or (J) of Section 3517.13 of the Ohio Revised Code or spouse of such party has made, as an individual, within the two previous calendar years, one or more contributions totaling in excess of \$1,000.00 to the Governor or to his campaign committees.
 6. Equal Employment Opportunity Pursuant to O.R.C. Section 125.111, Contractor agrees that Contractor, any subcontractor, and any person acting on behalf of Contractor or subcontractor, shall not discriminate, by reason of race, color, religion, sex, age, disability, military status, national origin, or ancestry against any citizen of this state in the employment of any person qualified and available to perform the work under this Agreement. Contractor further agrees that Contractor, any subcontractor and any person acting on behalf of Contractor or subcontractor shall not, in any manner, discriminate against, intimidate, or retaliate against any employee hired for the performance of work under this Agreement on account of race, color, religion, sex, age, disability, military status, national origin or ancestry.
 7. Drug-Free Workplace Compliance Contractor agrees to comply with all applicable state and federal laws regarding drug-free and smoke-free workplace laws.
 8. Refrainment From Boycott Pursuant to O.R.C. Section 9.76, Contractor agrees that it will refrain from boycotting any jurisdiction with whom the State can enjoy open trade, including Israel, during the contract period.

Article IX - Warranties

1. Unresolved Findings Contractor warrants that it is not subject to an unresolved finding for recovery under O.R.C. Section 9.24.
2. Outstanding Judgments Contractor warrants that it has no outstanding final judgments against it by the State of Ohio, including tax liabilities, and agrees that any payments incurred by the State in this Agreement may be applied against such liabilities currently owing or incurred in the future.
3. Unfair Labor Practice Contractor warrants that it is not listed with the Ohio Secretary of State for unfair labor practices, pursuant to O.R.C. Section 121.23.
4. Acknowledgment Contractor agrees that if any of the representations and warranties set forth within

this Article is deemed to be false, this Agreement shall be void *ab initio*, and funds paid by OGIC hereunder shall be immediately repaid to OGIC.

Article X - Miscellaneous

1. Entire Agreement This Agreement and its exhibits and any documents referred to herein constitute the complete understanding of the parties and merge and supersede any and all other discussions, agreements and understandings, either oral or written, between the parties with respect to the subject matter hereof.
2. Severability Whenever possible, each provision of this Agreement shall be interpreted in such a manner as to be effective and valid under applicable law, but if any provision of this Agreement is held to be prohibited by or invalid under applicable law, such provision shall be ineffective only to the extent of such prohibition or invalidity, without invalidating the remainder of such provisions of this Agreement.
3. Notices All notices, invoices, consents, demands, requests and other communications which may or are required to be given hereunder shall be in writing and shall be deemed duly given if personally delivered or sent by United States mail, registered or certified, return receipt requested, postage prepaid, to the addresses set forth hereunder or to such other address as the other party hereto may designate in written notice transmitted in accordance with this provision.

In case of OGIC, to:

Ohio Grape Industries Committee
Attn: Christy Eckstein
8995 East Main Street
Reynoldsburg, Ohio 43068

In case of Contractor, to:

Third Street Strategy, LLC
Attn: Helen Speiser
799 South 3rd Street
Columbus, Ohio 43206

Notwithstanding the foregoing, ordinary communications regarding the status of services being provided by Contractor may be sent by electronic mail to the designated representatives of OGIC and Contractor.


4. Amendments or Modifications Either party may at any time during the term of this Agreement request amendments or modifications. Requests for an amendment or modification of this Agreement shall be in writing and shall specify the requested changes and the justification for such changes. Should the parties consent to modify the Agreement, then an amendment shall be drawn, approved, and executed in the same manner as the original agreement. The amendment must be signed by both parties to be effective.
5. Headings Section headings contained in this Agreement are inserted for convenience only and shall not be deemed to be a part of this Agreement.

6. Assignment Neither this Agreement nor any rights, duties, or obligations described herein shall be assigned or subcontracted by Contractor without the prior express written consent of OGIC.
7. Electronic Signatures Copies of signatures sent by facsimile transmission or provided electronically in portable document format ("PDF") shall be deemed to be originals for purposes of execution and proof of this Agreement.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by its authorized representatives and executed on the last day and year set forth below.

CONTRACTOR,
Third Street Strategy, LLC

By:

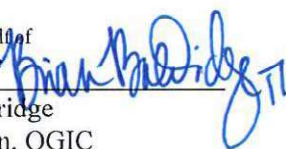

Helen Speiser
Principal/Owner

Date:

7/27/23

STATE OF OHIO,
Ohio Grape Industries Committee ("OGIC")

By:

Signed on behalf of
Brian Baldrige

Brian Baldrige
Chairperson, OGIC

Date:

8/28/2023

[illegible]

THIRD
STREET
DIGITAL



Bringing Awareness to Ohio's Wineries FY 24 Digital Strategy Proposal



Thank you for your request for proposal. We are pleased you are considering Third Street Digital as you partner for digital strategy. Formerly Pixelent, our team has a multi-year history of working with Ohio Grape and have loved the partnership with the Ohio Wines team.

We are the type of agency that works to become an extension of your team. We have extensive knowledge of the digital space and a passion for bringing creative concepts to life while using data and analytics to drive decision making. We know that data matters and results speak, which is why we've built a truly local team of digital experts. Collectively we have over 70 years experience in media and have access to the top digital tools and reporting capabilities in the industry.

Our agency has extensive experience with awareness campaigns in the advocacy space including multi-year relationships with organizations like Local Matters, CAPA, Ohio Department of Jobs and Family Services, Prevention Action Alliance, and more.

We are passionate about helping our clients evolve and providing the highest standards of customer service with deep, analytic reporting. We're confident that our digital strategy and team will increase awareness, engagement, and patronage of Ohio's wineries with targeted digital campaigns and impactful creative concepts.

We are excited at the opportunity to work with you again!

Sincerely,
Helen Speiser
Principal/CEO

FOOD FOR THOUGHT

Digital marketing is **complex**.

We bring **simplicity**.

We aren't just order takers,

**we are collaborators and an
extension of your team.**

We provide support through the
entire process as we evolved your
strategy to meet your goals.



THIRD STREET VALUES



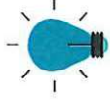
Trust and Transparency
Our guiding North Star



Education
A steadfast resource on industry trends, research, emerging technologies, tracking, and digital platforms



Community Impact
Giving back to the place where we call home



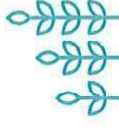
Innovation
Nimbly testing new technology and platforms in order to make them accessible to SMBs



Data and Analysis
Data-driven decision making and accountability through campaign analysis



Partnership
Going above and beyond to become an extension of your team and brand



Evolution
Helping our partners evolve their campaigns, messaging, analysis, and general approach in marketing

MEET THE TEAM



Helen
Principal and CEO



Sydney
Digital Strategist



Lisa
Account Manager



Lindsay
Account Executive



Emily
Strategy and Product Manager



Tanya
Digital Account Manager



Rob
Digital Strategist



Mallory
Account Executive



Clare
Account Executive



Paige
Media Strategist



Rachel
Operations and Client Success Manager



Whitney
Account Executive



APPROACH

PARTNERSHIP BUILT ON A STRONG FOUNDATION

Our team of digital experts optimize your campaigns daily, ensuring maximum performance and results. We perform deep analysis throughout the campaign to constantly refine and improve our approach. Our omnichannel strategies are designed to drive results and are a custom approach tailored to your needs.

3

Weekly or Bi-Weekly Check Ins

We know communication builds trust and helps create a strong foundation. We set aside time weekly or bi-weekly to provide updates, ask questions, and talk about optimizations.

3

Campaign Evolution:

Strong digital strategy is always evolving. We work with you to ensure your campaign gets smarter and more efficient for the best performance possible.

3

An Extension of Your Team:

Our goal is to become so integrated with your business that we become an extension of your team.

REPORTING & ANALYSIS



REPORTING BEYOND IMPRESSIONS AND CLICKS

- Impressions, Clicks, and Click-Thru Rate metrics
- Visits to the site from each platform and time spent
- Call Tracking
- Year-over-year comparisons
- Onsite Conversions
- E-commerce conversions
- Custom reporting metrics as indicated by client

CAMPAIGN ANALYSIS

We believe that communication is key, smart decisions are based in data, and results grow as strategies evolve. We will have a bi-weekly check in with your team to go over continuous optimizations, monthly reporting meetings, and quarterly in-depth analyses as your schedule allows.



CLIENT DASHBOARD

Custom dashboards that integrate all products to easily check-in on performance.



STRATEGY DETAILS





PAY PER CLICK

REACH PEOPLE ACTIVELY SEARCHING FOR WINERIES



Paid search is our most powerful tool for the decision and action phases of the customer journey. Google is the place where almost everyone starts their decision-making process and research. It is the only place where people are actively raising their hand, indicating that they are interested in what you have to offer. We use data insights to analyze performance, evolve our campaigns and make them as efficient as possible to drive higher ROI. We go beyond the click to understand the full journey and work to optimize conversions.



PAY PER CLICK

REACH PEOPLE ACTIVELY SEARCHING WINERIES

PPC Build

Ad type	Ohio Grape
Headline 1	Responsive search ad
Headline 2	Ohio Wines Grown Here
Headline 3	Ohio Wines From Vine to Wine
Headline 4	Wine From Ohio Grown Grapes
Headline 5	Celebrate Ohio's Winemakers
Headline 6	Discover Wineries Near You
Headline 7	Where To Buy
Headline 8	Plan Your Visit
Headline 9	Discover Ohio Grape Regions
Headline 10	Learn More
Headline 11	Search by Variety or Region
Headline 12	Search by Amenities
Description 1	Search by Location
Description 2	Learn about Ohio's appellations or just find a place to buy Ohio wines near you
Description 3	Did you know Ohio is one of the top 10 wine-producing states?
Description 4	From connoisseurs to casual sippers we invite you to explore an unpretentious wine region.
	Local wineries offer rolling vineyards, sparkling lakes & fascinating tours year round.

Targeting Ohio Wines regions at the market level, including:

Toledo, Cleveland, Youngstown, Columbus, Athens, Cincinnati

Investment: \$6,750/month



PROGRAMMATIC DISPLAY

BUILDING AWARENESS

RATINGS

INSIDER WEEKLY

WINE Q

NEWS

WINE & CULTURE

VINTAGE CHARTS

FOOD

RESTAURANTS

VIDEO

TOP 100



Sommelier Talk


Amy Racine Spotlights the Stories Behind the Wines

The beverage director for chef John Fraser's restaurants turns up pairings for vegetable-focused menus, scores music-themed wine lists and seeks out boundary-breaking winemakers



Wine Spectator's Straight Talk Podcast
Episode 7: Wine & Wellness

Chef Marcus Samuelsson and Bobby Stuckey



News

Silicon Valley Bank and Its Wine Division Have a New Home



Seasonal Entertaining

Deviled Eggs with Grubenes from Zach Engel of Galit



News

Champagne Maneuvers: Nicolas Feuillate Owner Buys Henriot




Tasting Highlights

10 Spirited Sparklers From Around the Globe



Sponsored

Wine and Sustainability



Ad by Ohio Wines

Win the ultimate wine weekend!

Take the "Which Ohio wine are you quiz" & be entered to win the Ohio Wine Experience.



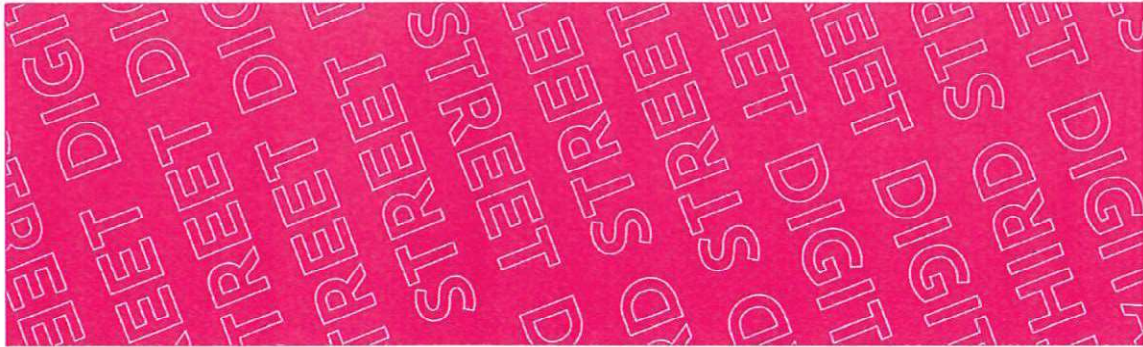
Enter to Win

Programmatic display and video capabilities utilize data across multiple tactics like website retargeting, keyword search retargeting and audience demo and psychographics.

Programmatic Tactics:


- Audience Targeting: wine, food and travel enthusiasts
- Website Retargeting
- **189,000 estimated impressions/month**

Investment: \$3,000/month



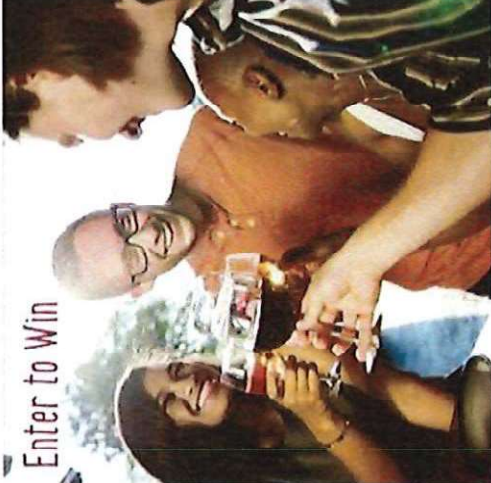
SOCIAL MEDIA

SUB TITLE

**Ohio Wines**
Sponsored

The ultimate Ohio Wine Vine Experience could be yours! Take the quiz & enter to win!

Enter to Win



woorise.com

QUIZ: Which Ohio wine are you?

[Learn more](#)

96

3 Comments 12 Shares

Like Comment Share

Facebook, Instagram and TikTok!

Facebook and Instagram Reach Campaign

- Geo targeted to regional markets
- Intended to get as many eyes on the ads as possible, extending your reach in the markets

Facebook and Instagram Traffic Campaign

- Geo targeted to regional markets
- Intended to get as many users on the website as possible, increasing site traffic and visibility to all Ohio Wineries

TikTok

- Geo targeted to regional markets
- Intended to expand into a new social channel and increase engagement with video

Social Creative Design

Investment: \$4,500/month



3

40% OF TIKTOK USERS DON'T HAVE FACEBOOK

Which means they aren't finding, learning, or engaging with your Facebook page.

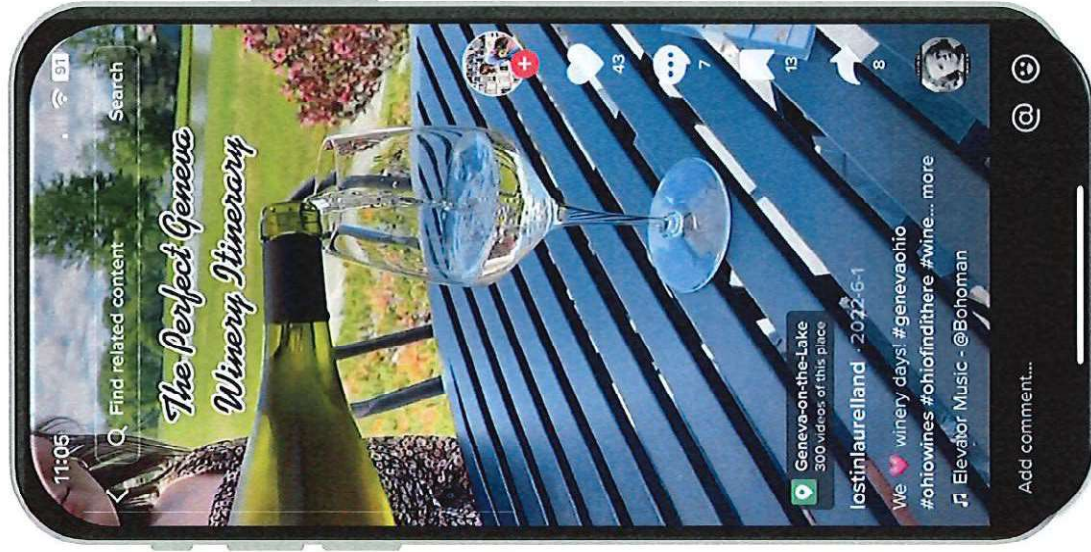


TIKTOK

Creative
How-Tos

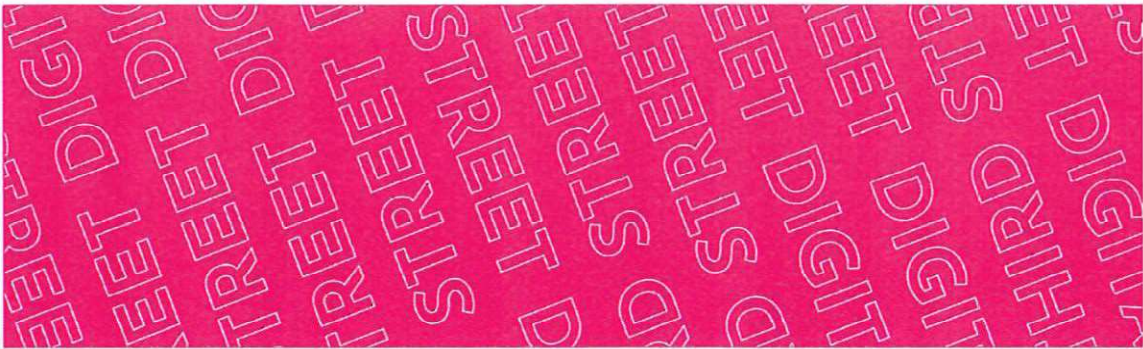
Authentic,
Entertaining,
Relatable,
Shareable

Perfection has no place here! TikTok users are looking to connect with people, brands, and organizations in a real way, and Ohio Wines already has plenty of Instagram video content that can easily be repurposed for TikTok creative.

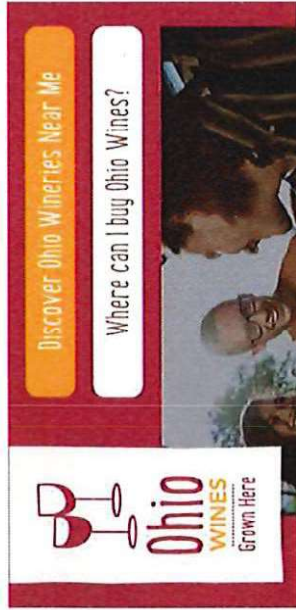


BIG IN 2023:

- 01** Making space for joy
- 02** Story telling
- 03** Indulging in small luxuries at all budgets
- 04** Community building based on shared interests
- 05** Learning through info sharing and problem solving
- 06** Day-to-day happenings and behind the scenes



EMAIL



Which Ohio Wine Are You?

The ultimate Ohio Wine Vine Experience could be yours!

Take the personality quiz to find the wine that matches your taste, and be entered to win the ultimate Ohio Wine Vine Experience for you and 3 guests!



Using a conquest list of email addresses we will target wine, food, and travel enthusiasts across Ohio who have opted in to be marketed this type of content. Our email is 100% can-spam compliant and consistently sees higher than average Open and Click-thru rates.

Lead Nurturing Email Journey

Third Street will deploy an email to 75,000 targeted subscribers. We'll follow that up with a redeploy to those who opened the original email, and follow with 100,000 IP-targeted display impressions using the IP addresses of the email subscribers. This is a great retargeting tactic to stay engaged with those who have actively asked to receive content about wine.

Investment: \$6,250 each deployment

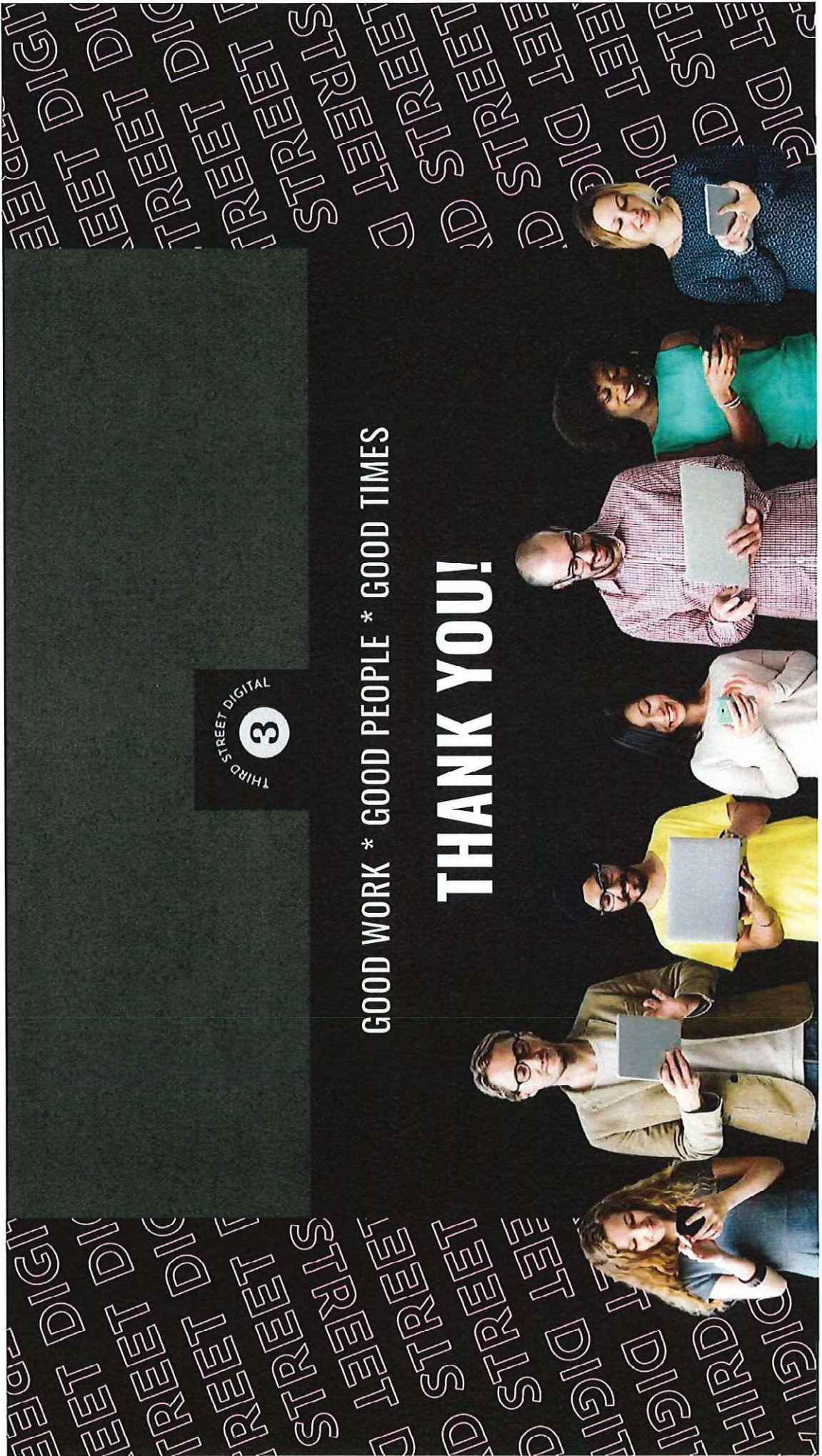
STRATEGY INVESTMENT

	Unit/Size	Dates	IMPs	Net CPM	Net Total	Notes
PPC	terms including "local wineries near me, wine tours, wine tastings," etc	September-November	n/a	n/a	\$8,750	
Programmatic Display	Audience Targeting + Site Retargeting	320x50, 300x250, 728x90, 160x600, 300x600	250,000	\$12.00	\$3,000	targeting wine/food/travel enthusiasts in Ohio
Social	Facebook, Instagram and TikTok	image carousels and video	n/a	n/a	\$4,500	targeting wine/food/travel enthusiasts in Ohio
Email	75k-subscriber list, redeploy to openers, IP-targeted display impressions	Email + Display	175k+	n/a	\$6,250	targeting wine/food/travel enthusiasts in Ohio
PPC	terms including "local wineries near me, wine tours, wine tastings," etc	September-November	n/a	n/a	\$8,750	
Programmatic Display	Audience Targeting + Site Retargeting	320x50, 300x250, 728x90, 160x600, 300x600	250,000	\$12.00	\$3,000	targeting wine/food/travel enthusiasts in Ohio
Social	Facebook, Instagram and TikTok	image carousels and video	n/a	n/a	\$4,500	targeting wine/food/travel enthusiasts in Ohio
Email	75k-subscriber list, redeploy to openers, IP-targeted display impressions	Email + Display	175k+	n/a	\$6,250	targeting wine/food/travel enthusiasts in Ohio
					\$45,000	



GOOD WORK * GOOD PEOPLE * GOOD TIMES

THANK YOU!





CAPABILITIES



TARGETED DISPLAY AND VIDEO

Programmatic display and video capabilities utilize deep data across multiple tactics like website retargeting, search retargeting, contextual, keyword, website, app, and IP targeting.

We work directly with you to find the best data targets for your campaign and to curate custom/lookalike audiences while implementing campaign tracking.



MOBILE GEO FENCING

Addressable mobile geo fencing campaigns allow us to target someone who has recently been to or frequents a specific brick and mortar location and/or event.

CAPABILITIES



PAY PER CLICK

PPC is a direct response tactic that results in conversions. We look at the full scope of the campaign from ad copy to landing page to build the most efficient campaigns possible while making daily optimization for ultimate performance.



SEARCH ENGINE OPTIMIZATION

If your business is looking to drive critical website traffic, you must have a strong SEO strategy. We don't believe in SEO packages. Our process starts with a full website audit so we know exactly what needs to be addressed with both onsite and offsite SEO.

CAPABILITIES



STREAMING AUDIO

Streaming audio campaigns at scale! Run across multiple music streaming platforms like Spotify and iHeart while also gaining exposure programmatically on podcasts.

NATIVE SPONSORED CONTENT

Content that looks and feels like an article across a large network of websites and apps. Native sponsored content sees 3x the engagement of traditional display ads and gives you a unique way to position your product and/or brand.



CAPABILITIES



EMAIL MARKETING

Use our double opt-in, highly targeted data base to run strong conquest campaigns and connect directly to your consumers and prospects.

OTT / CONNECTED TV

We've tested the top OTT providers and have a deep understanding of which options to select based on your campaign goals. Connected TV should be strategic, trackable, and built on the foundation of high-quality, top-funnel inventory.





SOCIAL MEDIA

PAID SOCIAL STRATEGY



LINKEDIN

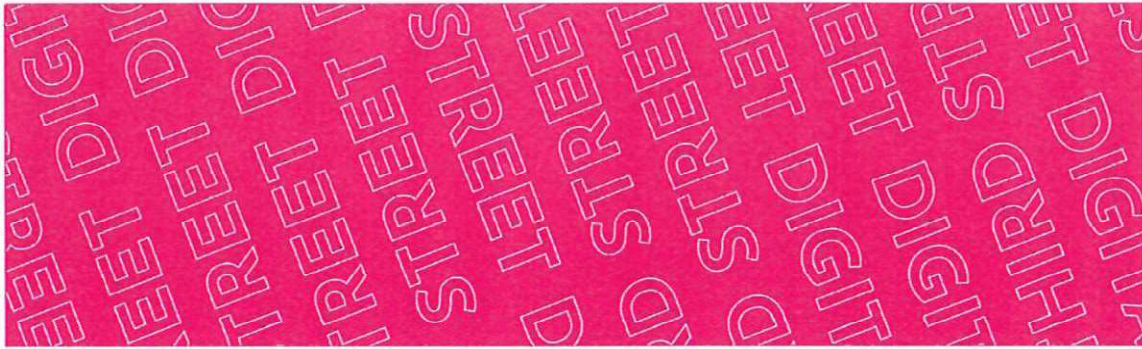


FACEBOOK



INSTAGRAM





SOCIAL MEDIA

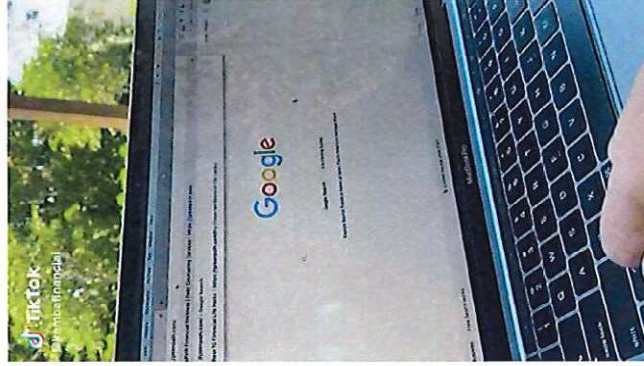
PAID SOCIAL STRATEGY



PINTEREST



TIKTOK



SNPACHAT





SOCIAL MEDIA

ORGANIC SOCIAL STRATEGY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3/27	3/28	3/29	3/30	3/31	4/1	4/2
	Greenpath	Monopack Message Scholarship	Employee Spotlight	Brand Tik Tok	Financial Literacy Month	
4/3	4/4	4/5	4/6	4/7	4/8	4/9
	Auto Loan	KEMBA Live Financial Literacy Month	Employee Spotlight Columbus Business First	Greenpath Tik Tok	Review	
4/10	4/11	4/12	4/13	4/14	4/15	4/16
	Greenpath	Mortgage	Employee Spotlight Financial Literacy Month	Tik Tok	Credit Card	
4/17	4/18	4/19	4/20	4/21	4/22	4/23
	Review	Greenpath	Employee Spotlight Columbus Business First	Tik Tok	Financial Literacy Month KEMBA Live	
4/24	4/25	4/26	4/27	4/28	4/29	4/30
	Greenpath	Financial Literacy Month Brand	Employee Spotlight	Tik Tok	Auto Loan	





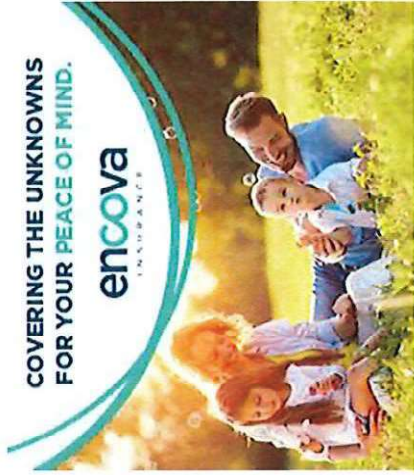
CREATIVE SERVICES

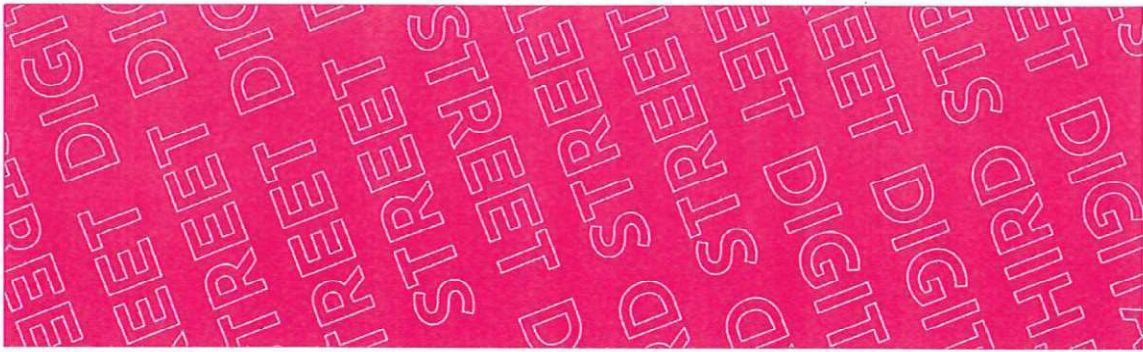
Strong digital marketing campaigns and smart strategy integrates with creative. We develop creative that helps brands connect with their customers in a purposeful way. Our nimble creative services and quick turnaround times gives you the ability to A/B test throughout your campaigns.





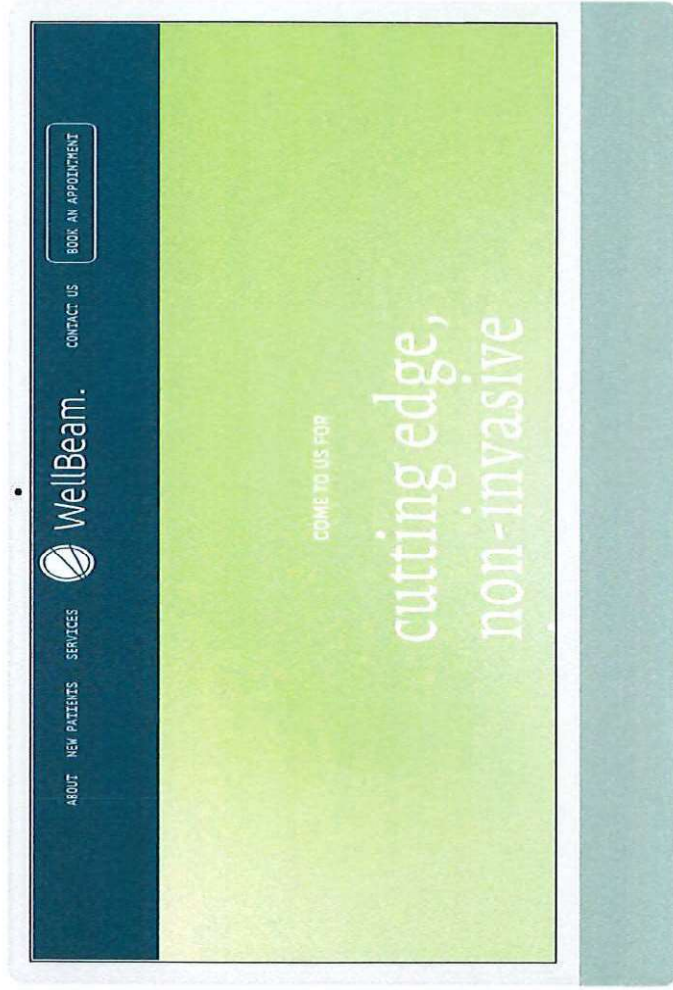
CREATIVE SERVICES

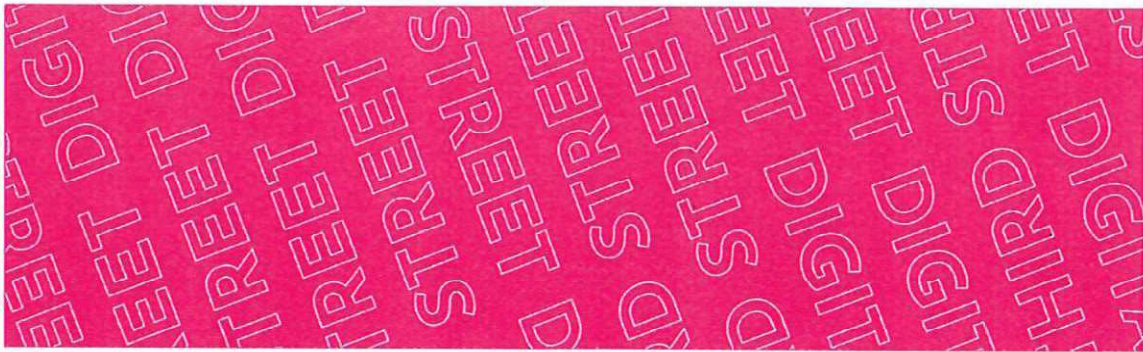




CREATIVE SERVICES

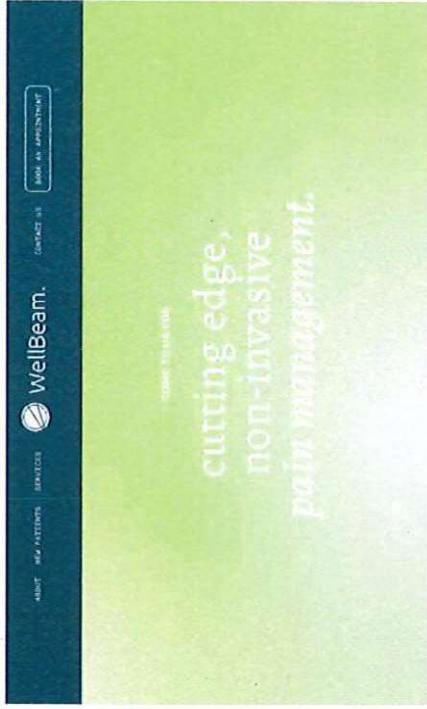
WEBSITE DESIGN





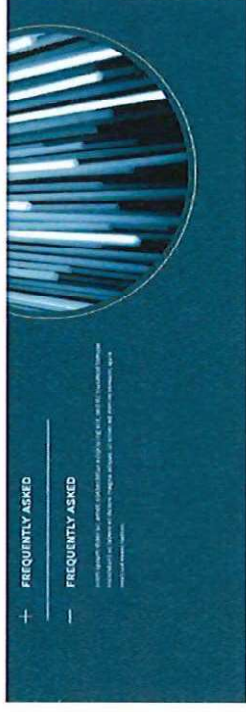
CREATIVE SERVICES

WEBSITE DESIGN



LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT. SED DO
SMOD TEMPOR INCIDIDUNT EXERCITATION
ULLAMCO LABORIS NISI UT ALIQUIP EX EA
COMMODO CONSEQUAT.

BOOK AN APPOINTMENT



MEET YOUR DOCTOR

Dr. Cullison

Dr. Cullison is your trusted chiropractor and is very passionate about helping the most uncomfortable and painful of his patients.

EDUCATION

- Doctor of Chiropractic, Logan College of Chiropractic
- Bachelor of Science in Health Sciences, University of Illinois
- Bachelor of Science in Health Sciences, University of Illinois

TECHNICAL TRAINING

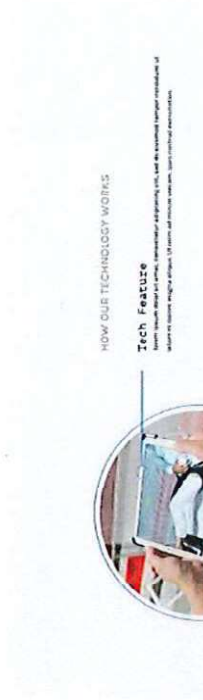
- American Chiropractic Association (ACA)
- American Association of Chiropractic Colleges (AACCC)
- American Association of Chiropractic Colleges (AACCC)

LEARN MORE ABOUT GREENE COUNTY CHIROPRACTIC



Relief. Recovery. Rehabilitation. Results.
Pain management starts here.

BOOK AN APPOINTMENT



FIRST AMENDMENT TO AGREEMENT FOR SERVICES

This First Amendment to the Agreement (hereinafter “First Amendment”) is made and entered by and between the Ohio Grape Industries Committee (hereinafter “OGIC”), 8995 E. Main Street, Reynoldsburg, Ohio 43068, and Third Street Strategy, LLC (hereinafter “Contractor”), 799 South 3rd Street, Columbus, Ohio 43206.

RECITALS

WHEREAS, OGIC and Contractor entered into and executed an agreement on August 28, 2023, which is titled “Agreement for Services”, which is attached hereto as Exhibit 1;

WHEREAS, OGIC and Contractor desire to modify certain provisions of the Agreement executed on August 28, 2023.

NOW THEREFORE, in consideration of the mutual promises and obligations contained herein, OGIC and Contractor agree by and between themselves as to amend said Agreement as follows:

STATEMENT OF THE AGREEMENT

1. Article II – Compensation

Paragraph 1 of Article II shall be amended to reflect adjusted compensation. The modified terms are indicated by underlining.

1. In consideration of the promises of Contractor herein, OGIC agrees to pay Contractor Sixty-Five Thousand Dollars and 00/100 Cents (\$65,000.00) in FY2024.

The total compensation to be paid to Contractor under this Agreement shall not exceed Sixty-Five Thousand Dollars and 00/100 Cents (\$65,000.00) in FY2024.

It is expressly understood by the parties that none of the rights, duties, and obligations described in this Agreement shall be binding on either party until all statutory provisions under the Ohio Revised Code, including but not limited to Section 126.07, have been met and until such time as all necessary funds are made available and forthcoming from the appropriate state agencies, and, when required, such expenditure of funds is approved by the Controlling Board of the State of Ohio or, in the event that federal funds are used, until such time that the OGIC gives Contractor written notice that such funds have been made available to the OGIC, by the OGIC’s funding source.

2. Except as amended herein, the Agreement for Services and First Amendment shall remain in full force and effect in accordance with its terms.

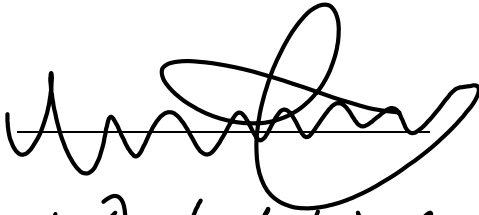
SIGNATURES CONTINUE ON NEXT PAGE

NOW THEREFORE, through their authorized representatives, the parties have caused this First Amendment to be executed on the last day and year set forth below.

CONTRACTOR

Third Street Strategy, LLC

By: _____



Date: _____

10/17/23

STATE OF OHIO

Ohio Grape Industries Committee

By: _____

Signed on behalf of
Brian Baldrige

E-SIGNED by Tracy Intihar
on 2023-11-16 15:24:24 EST

Brian Baldrige, Chair

Date: _____

2023-11-16 15:24:24 UTC