

EXHIBIT C
Form of Statement of Work

Statement of Work NO. 3
[SOWs are to be consecutively numbered]

This Statement of Work No. 3 (“SOW”) between Diamond Digital Marketing Co. (the “Consultant”), for the benefit of City of Sonora (the “Client”), is effective as of July 1, 2025 and is attached to and part of that certain Professional Services Agreement entered into between the parties on December 28, 2023 (the “**Agreement**”). All of the terms and conditions of the Agreement are incorporated herein by reference. Capitalized terms used herein without definition shall have the meanings ascribed to them in the Agreement. To the extent of any conflict between this SOW and the Agreement, the terms of this Statement of Work shall prevail.

(A) Description of Services.

Management of paid and organic social media marketing; creation and distribution of press releases and press communication services; creation, management and distribution of Quarterly Newsletter.

The goal of expanded services would be to have a greater emphasis on Measure Y funded projects, increase collaboration with other city agencies such as Police Department and Fire Department, improve City Council communication, and implement regular press coordination and communication to keep the public better informed.

(B) Deliverables.

1. Social media management

a. Maintain City of Sonora Facebook, Instagram, TikTok, Twitter/X, YouTube and LinkedIn

- Minimum number of posts per month on the various platforms: 32
- Maximum number of posts per month on the various platforms: 38
- Minimum number of stories on Facebook and Instagram per month: 12
- Maximum number of stories on Facebook and Instagram per month: 18
- Create and upload up to 6 Short Videos per month to be uploaded to Instagram reels, Facebook reels, TikTok, YouTube Shorts and other platforms (as see fit)
- Monitor all accounts and interact with audiences via comments and DMs
- Monthly analytics report
- Create and run up to 1 paid ad campaign.*
- Weekly Check-ins via email

- One (1) meeting with Tiffany per month, up to 1 hour

Included:

- Copy writing for all posts and ads
- Hashtag and key word strategy
- Social listening and moderation to posts, events, ads etc with maximum response time of 48 hours

2. Management, organization, coordination, creation and distribution of City of Sonora Quarterly Newsletter

3. Public Relations Services:

- Up to two (2) press releases/press coordinations per month

(C) Timetable for Performance of Services.

July 1, 2025 – June 30, 2025

(D) Fees and Expenses.

Total Service Fees: \$2600/month

Up to \$200/month ad spend (to be invoiced after spent as reimbursable expense item)

Max Monthly Cost for Above Scope of Work: \$2,800

All services beyond this scope of work will be billed at hourly rate of \$150.

TOTAL YEARLY ESTIMATED COST: \$33,600. Not to exceed \$36,000.

(E) Commencement Date

July 1, 2025.

///signatures on following page///

This Scope of Work Agreed to by the undersigned:

CONSULTANT

Diamond, Inc.,
a California corporation, doing business as
Diamond Digital Marketing Co.

CLIENT:

City of Sonora

By: _____
Tiffany Phillips, CEO

Melissa Eads, City of Sonora Administrator