vynzomedia

Business Proposal and Strategic Partnership

Date / November 8 , 2026

Company/ Sheraton Dhaka

Prepared specifically for authorised review by **Sheraton Dhaka**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Sheraton Dhaka
Dhaka, Bangladesh

Date of Issue: September 11th, 2026
Reference: VM/SHRT/IMO/110826

Dear **Sheraton Dhaka Management,**

Following our independent research, review of Sheraton Dhaka's current marketing presence and the strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support Sheraton Dhaka not as an isolated external agency, but as an extension of the hotel's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across Sheraton Dhaka's marketing activities, improve visibility across digital and search channels, and better connect the hotel's service capabilities with guest and public communication.

Sheraton Dhaka will retain final authority over service information, sensitive communication, guest related matters, major brand decisions, budgets and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove Sheraton Dhaka's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/CONT/IMO/0902266

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with Sheraton Dhaka. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Sheraton Dhaka that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace Sheraton Dhaka's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. Sheraton Dhaka will retain final authority over service information, sensitive communication, major brand decisions and approved budgets. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and guest needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Sheraton Dhaka and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Sheraton Dhaka priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Sheraton Dhaka approval.

2. Our Understanding of the Requirement

Sheraton Dhaka requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, chef communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, hotel visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because Sheraton Dhaka has strong service capabilities and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed collection of isolated services.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around Sheraton Dhaka services, chefs and guest needs.
- Improve the connection between awareness, search, consideration, chef discovery, booking intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and chef discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Sheraton Dhaka does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Sheraton Dhaka access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for Sheraton Dhaka so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Sheraton Dhaka services, brand context, communication priorities, hotel requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Guest journey review	Review visible touchpoints from discovery and consideration through chef search, enquiry, booking, visit and follow up to identify communication gaps and opportunities.
Service and chef mapping	Map priority services, chefs, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant service, brand, budget and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Service and chef visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Guest discovery, consideration and booking touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch period will include an initial coordinated production session to capture current chef, service, venue, institutional and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Sheraton Dhaka.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where guest attention appears to be changing and where Sheraton Dhaka should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which services, chefs, campaigns or guest segments should receive greater focus next?
Identify friction	Where is the guest journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Sheraton Dhaka management, service or budget approval before the next cycle begins?

Monthly operating cycle

Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated hospitality marketing operation. The structure is intentionally configurable. Sheraton Dhaka may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be confirmed commercially before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, chef talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, chef videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Chef shoots, portraits, service photography, venue photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, chef discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration

The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may be more frequent to understand Sheraton Dhaka's management team, departments, chefs, approvals and current operating rhythm. Once the working model is established, the POC will normally coordinate hotel visits when mutually agreed and operationally useful, with additional visits where operationally necessary.

Content mix

- Sheraton Dhaka may add an ongoing specialist where the need is recurring and strategically important.
- Sheraton Dhaka may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the agreed priorities and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Agreed Production Approach
Social content	Strategic social storytelling and campaign assets Aligned with approved scope
Additional design	Responsive creative design requirements within the mutually agreed production scope
Video production	Video shoots guided by approved priorities
Photography	Photography shaped by campaign priorities

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Reactive production	Responsive shoot requirements as agreed subject to capacity and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Marketing audit and priority review aligned with scope
Reporting	Performance reporting aligned with project needs

Content mix
Monthly content may include chef content, service communication, educational content, campaigns, hospitality awareness, corporate communication, LinkedIn communication, event communication, trust building content and other approved marketing priorities. The content mix follows the mutually approved campaign plan. Creative may be thoughtfully adapted for relevant platforms and different audience expectations.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, chef announcements, recruitment creative, simple brochure requirements and presentation visuals. These requests follow the mutually agreed production scope.

Production capacity
Video and motion production may cover chef led content, educational content, service videos, interviews, venue content, campaign content, brand communication and PR related production.
The creative output and production methods will follow agreed project requirements.
Photography may include chef portraits, venues, teams, corporate imagery, campaigns and visual library development.

Photography may also include chef portraits, venue photography, service photography, team photography, corporate imagery, campaign imagery and visual library development.
Reactive shoots can be arranged as approved by the hotel and available production team.
If urgent requests affect the approved monthly plan, activities may be adjusted by mutual agreement.
Significant scope changes require agreement before work begins.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- Chef discoverability
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Chef communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Hotel visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External approval collection and approved supplier coordination

Where an activity needs external partners, Sheraton Dhaka will review the proposal before approval. Sheraton Dhaka approval before material expenditure is committed. Following approval, Vynzo Media may manage the selected supplier and execution together with the property team.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. Sheraton Dhaka will normally provide reasonable access to the relevant venue, chef, staff member or location under its control. Specialist equipment, studio arrangements, professional talent and exceptional logistics will be assessed and arranged only within approved project requirements.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Scope review	Relevant supplier scope and requirements are reviewed.
Approval	scope where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

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Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Sheraton Dhaka.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Sheraton Dhaka may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised commercial structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project through a separately agreed scope.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, chef production pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, chef media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, hospitality awareness activation or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New service launch, new venue launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work may be delivered through an agreed project scope and written mutual approval subject to the relevant requirements.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary operational campaign responsibilities are aligned with approved work.
active.

Campaign Activity and Priority	Vynzo Media Support Model
Discovery and planning	As mutually agreed
Creative readiness	As mutually agreed
Tracking and reporting	As mutually agreed
Optimisation and review	As mutually agreed
Integrated campaign support	Subject to scope and campaign complexity and written mutual approval

Campaign setup, technical readiness and tracking will follow the approved scope and access. Existing technical configuration will be reviewed before any work is scheduled.

Paid media operating principle

Media activation requires property approval and appropriate campaign readiness.
remains separate and is always subject to Sheraton Dhaka budget approval.

12. Governance, Approval and Performance Principles

Sheraton Dhaka approval retained

- Service information
- Sensitive service communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Guest related sensitive content
- Additional external budgets
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Sheraton Dhaka responsibilities

- Timely approvals
- Accurate service information
- Service validation
- Relevant chef and team availability
- Venue access
- Required platform access
- Internal coordination
- Guest permission where applicable
- Approved external budgets

Where a required Sheraton Dhaka dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved budget, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising requirements, platform changes, service availability, offers, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, guests, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Sheraton Dhaka information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Guest journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Sheraton Dhaka specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Sheraton Dhaka confidential competitive strategy.
- Sheraton Dhaka data and custom audiences will not be reused for another client.
- Sheraton Dhaka confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Hospitality communication discipline

Sheraton Dhaka retains service authority over property and guest information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Sheraton Dhaka. Service claims and sensitive service communication should be reviewed by the appropriate Sheraton Dhaka representative before publication where required.

Guest related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to guest information where that information is not required for marketing execution.

Confidentiality principle

Sheraton Dhaka specific intelligence stays Sheraton Dhaka specific.

14. Separate Technology Support

Where Sheraton Dhaka requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media's marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and separate agreement.

Potential areas of support

Capability	Hotel Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Guest facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Guest portals, internal tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to Sheraton Dhaka is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

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15. Partnership Scope and Key Terms

Integrated Marketing, Brand & Growth Office Partnership

Scope subject to mutual agreement

The recommended approach is based on an adaptable operating scope, approved collaboratively.
Specialist support and service priorities remain flexible within mutually approved requirements.
Changes to recurring specialist capacity or deliverables require written mutual agreement.

Proposed areas of collaborative work

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Social content guided by agreed priorities
- Responsive design according to scope
- Production shoots according to scope
- Photography according to scope
- Flexible production subject to agreed feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, ground coordination and vendor management
- Monthly audit, reporting and ongoing account planning

Activities subject to separate approval

- Advertising planning and media oversight
- Activation management where approved
- ATL placement and channel coordination
- Printed collateral and production coordination
- Creator and influencer coordination
- Specialist talent and production coordination
- Venue requirements and access
- Field team and promoter coordination
- Major event staffing and logistics
- Outdoor media sourcing and coordination
- Specialist PR support where approved
- Crisis communications specialists
- Specialist studio and production needs
- Complex production teams and sets
- Additional travel and field logistics
- Large campaign activation requirements
- Specialist technology support through Leznit Software Corp.
- Other approved external specialist requirements

Final service agreement

The final agreement will confirm scope, approvals, confidentiality, privacy and data access.
It will address intellectual property, responsibilities, third party coordination and scope changes.
Client dependencies, platform access and reasonable liability provisions will be addressed.

The agreement will also describe termination and transition responsibilities.

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16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant Sheraton Dhaka representatives, confirmation of priority services and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Sheraton Dhaka's priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media’s recommended commercial, operational and service structure for Sheraton Dhaka based on the scope currently discussed and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, scope terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

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