

# Branding. Content. Strategy. Creativity.

## RATES AND SERVICES

Turning your big dreams into manageable realities since 2010.

*We specialize in creating paperless business operations = ask us!*

### Complete Brand Packages & Services

#### Nonprofit Organization Creation

\$5,000

*(3 month project; 20 hours per week includes staff training; 2 staff members - \$1666 per month)*

- Incorporation procedures including;
- Creation of documents necessary for compliant operations
- New logo design
- Corporate style guide
- 5-6 page website with domain connection, , includes SEO maximization
- Custom email address creation
- Social media and online fundraising third party app creation
- Online fundraising tutorials of social media staff; includes training in the basics of Facebook, GooglePlus, Twitter, Instagram, LinkedIn pages as well as GoodSearch, Amazon Prime, NetworkforGood, Guidestar
- One advertising campaign
- One booth space (10x10)

#### Complete Company Creation - from scratch!

\$25,000

*(6 month project; 25 hours per week includes staff training; 3 staff members - \$4166 per month )*

- Includes all services noted below:
- Incorporation procedures
- Logo Design
- Website creation, up to 20 pages, includes SEO maximization
- Writing and Business Services include Business Plan
- Operations Manual and up to a dozen business forms
- Policy and Procedure Manual
- Custom email address creation
- Domain and internal operating systems
- Email Marketing
- Social Media Set-up and training
- One advertising campaign
- One booth space (10x10)

#### Revamp or MiniBrand

\$12,000

*(3 month project; 20 hours per week includes staff training; 2 staff members - \$4000 per month)*

- Includes all services noted below:
- Logo Design
- Website creation, up to 4 pages
- Writing and Business Services, up to 5 forms
- Custom email address creation
- Custom domain connection
- Social Media Set-up (three sites)

***Retainer of services one month in advance required; minimum 90-day contract.***

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***In all complete brand packages we handle and absorb third party fees within costs quoted above with the exception of foiled and/or embossed stationery and marketing materials, trade show booth fees, trade show booth design exceeding 10x10, WordPress web design (we have a referral for this service), Advertising Campaigns, Fundraising Campaigns. Event Planning is not offered within our complete brand packages but is available below in A La Carte Services.***

### A La Carte Services

**Advertising Campaigns** (\$500 per month) \$6000

One year of strategized ads; includes 12 original images usable online or printed materials  
Advertising costs to third-parties not included

**Event Planning** (\$833 per month unless rushed) \$5000

90 day minimum; 6 months preferred  
Includes but not limited to film premieres, member annual appreciation parties, fundraising events, company launch events)  
Includes custom printed and online marketing materials, giveaways items, customized tickets, flyers, invitations, thank yous, etc.

NOTE: Does not include event staffing, catering costs, venue rental fees or third-party advertising costs.

If interested in this service, please contact us to help you meet your specific goals.

**Website Design and Development** \$3000-5000 per site

Low end cost is for 5-6 page site; additional pages to be negotiated prior to web production contract

Includes:

Basic e-commerce (third-party linked); NOTE: hosted e-commerce results in higher third-party fees

FTC Compliant Newsletter capture included (subject to third-party fees)

Membership capture

**Logo Design** \$2000 per logo

Four original art creation drafts and three changes to one draft (additional drafts at a rate of \$75 per change)

Corporate Style Guide

**Trade-show Booth Design** \$2000 per booth

Includes two banners and one step-repeat for one 10x10 space

**Writing and Business Operations Services** \$100 per hour

Slogans, Mottos, Business Plan, Operations Manual, Policies & Procedure Manual, Custom Invoices, Custom Contracts, Liability Waivers, Press Releases or any other Operational Business Forms

**Social Media Training Tutorials** \$100 per hour

Includes training in the basics of Facebook, GooglePlus, Twitter, Instagram, LinkedIn pages

Hashtag maximization

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### A La Carte Services (cont.)

<b>Online Fundraising Campaigns</b> 90 day minimum	10% of funds raised
<b>SEO (Search Engine Optimization Services)</b>	\$300 flat rate
<b>Corporate Consultation</b>	\$200 per hour
<b>Small Business Consultation (2-hours)</b>	\$100
<b>Advertisements</b> Up to one full page ad (7 1/2" x 9 5/16") Spreads increase cost (16" x 9 5/16")	\$500 per ad
<b>Third-party Web Page Design</b> Includes design using your style guide, logo We create content and/or code in accordance with third-party specs (ex. KABC radio show, online advertising, etc)	\$500 per page
<b>Billboard Design</b> Includes design using your style guide, logo We create content and/or code in accordance with third-party specs Animated images result in higher fees	\$500-800 per billboard
<b>FTC Compliant Newsletter Design</b> Includes design using your style guide, logo Does not include data entry	\$250 flat rate
<b>Nonprofit Consultation (2-hours)</b>	\$50
<b>Nonprofit Compliance Review</b> <i>(30 day project; 4 hours per week includes staff training; one staff member of WTD)</i> Review of existing documents (articles, mission statement, board meeting minutes) Compliance check and review Recommendations for legally compliant changes Online fundraising tutorials of social media staff (2-hours total plus 30 minute Q&A)	\$800

***Thank you for the opportunity to collaborate!***