



SAVAGE SOLUTIONS

ProjectProposal:

2018 Content Engagement

City of Waukesha

8/1/17



PROJECT OVERVIEW

Client Name: City of Waukesha

Location: Waukesha, WI

URL: dtwaukesha.com

Project Name: Continued Engagement

Job#: WAUK1708-1 - Content Engagement 2018d

Project Coordinator: Lauren Wieloch

Creative Lead(s): Lara Eucalano / Joel Hermanson / Cory Savage

Client Contact(s): Jennifer Andrews



PROJECT SCOPE & COST:

Below is a breakdown of the scope and deliverables for your project.

The goal of this campaign is to get people actively engaged with the Downtown Waukesha website and Facebook account through an extensive content plan and great promotional material.

Creative Services Retainer	\$44,704
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- > Social Media
 - > Social Strategy
 - > Content Calendar
 - > Messaging Guidelines
 - > Copywriting of Social Posts
 - > Coordination with City of Waukesha on Posts

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- > Photography and Video
 - > Ongoing photography and video projects
 - > Includes editing and posting to social / web platforms

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- > Additional Graphic Design
 - > Ongoing graphic design as needed

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- > Content Development
 - > Continuous content development for dtwaukesha.com
 - > Includes brainstorms with Waukesha staff on appropriate content ideas and implementation

Timeframe = 2018 (January – December)

Project Management	\$4,000
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- > One(1) Dedicated Project Coordinator
 - > Frequent project meetings, check-ins, presentations to City with appropriate Savage team members

Timeframe = 2018 (January – December)



PROJECT SCOPE & COST CONTINUED:

Web Hosting [Flat Rate]	\$1,296
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- > Web Hosting
 - > 12 months @ \$20/month (January 1, 2017 – December 31, 2017)
 - > Routine Server Maintenance Performed by LiquidWeb
 - > Weekly Off-Site Backups

- > CMS Security Software & Monitoring
 - > 12 months @ \$50/month
 - > Monitoring of Security Notifications + Action Taken as Needed

- > WordPress & Plug-In Updates
 - > 12 months @ \$50/month
 - > Monthly Plug-In & WordPress Updates
 - > "Quick Fixes" Associated with Regular Updates

10% Discount for Billing Annually = \$-144



CLIENT APPROVAL

BUDGET OVERVIEW

Creative Services Retainer	\$44,704.00	<i>Retainer of Hours</i>
Project Management	\$4,000.00	<i>Flat Rate</i>
Web Hosting & Maintenance	\$1,296.00	<i>Flat Rate</i>
Estimated Total:		\$50,000.00

PAYMENT PLAN

The payment plan below is for fixed costs only. Any additional project components will be billed separately under independent contracts.

- > **Payment Schedule:** Monthly Recurring Payment [12 Months] = \$4,166.67

PROJECT AUTHORIZATION

An authorized representative is required to sign and return Insertion Order / Project Initiation Form. Once executed by signing and returning to Savage Solutions, LLC, this document is a binding contract. By executing this contract, Customer hereby enters into this contract with full understanding and acceptance of all terms, conditions and policies as stated in their Agreement for Services contract. This contract is valid for 30 days.

Signature:	_____	<i>Cory Savage</i>
Printed Name:	_____	Cory C. Savage
Company:	_____	Savage Solutions, LLC
Title:	_____	President
Date:	____/____/____	8/1/17

Should you have any questions or additions, please do not hesitate to reach out to Cory Savage at cory@savage-solutions.com or 414.982.6900.