



SAVAGE SOLUTIONS

Project Proposal:

Downtown Brand Reveal

City of Waukesha

2/29/16



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PROJECT OVERVIEW

Client Name:	<i>City of Waukesha</i>
Location:	Waukesha, Wisconsin
URL:	http://www.ci.waukesha.wi.us/web/guest/waukesha
Project Name:	Downtown Brand Reveal
Job#:	WAUK1602-1
Project URL:	TBD
Account Manager:	Cory Savage
Account Executive:	Jacob Nelson
Project Coordinator:	Andy Lueneburg
Creative Lead:	Joel Hermanson
Digital Lead:	Jackie Michl
Client Contact(s):	Jennifer Andrews / Jeff Fortin



PROJECT SUMMARY

As the excitement around the approval of the brand creation for the City of Waukesha continues, it's time to plan the roll-out to the public as what we are calling Phase II of a long-term partnership between Savage Solutions and the City of Waukesha.

With that, we will work in tandem with the City to build a rollout plan that draws attention to the new brand. This rollout will include planning and preparation for a brand/launch event to coincide with one of the Friday Night Live events in Downtown Waukesha. At this event, we will look to get the brand in as many hands as possible via material such as t-shirts, coffee mugs and some other initiatives to draw attention to the new imagery. Part of the brand launch will also include a brand reveal video and other "must have" executions such as street banners and other items that will be determined at the initial discovery meeting.

We will look to drive people to a "microsite" that further explains the brand, highlights a roll-out plan for years to come and will include the opportunity for people to get their hands on the brand to use within their own businesses. This "microsite" will house an animated video that highlights what the brand stands for as well as how it will be displayed throughout the City.

In order to properly build a microsite within budget and within the tight timeframe, Savage is proposing a discovery meeting to forecast needs, scope and overall functionality within a confined budget. A separate project plan would be presented post discovery for the website specifically.

Launching a brand can be such a great experience and we are all extremely excited to get this brand out into the public eye!



PROJECT SCOPE & COST

Below is a breakdown of the scope and deliverables for the *Downtown Brand Reveal* for the *City of Waukesha*.

Strategic Roll-Out Communications [12 Hours]	\$1,500
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- > Discovery Meeting [2 hrs]
Key Waukesha team members and Savage Solution team members to go over strategic roll-out, define executions, and determine web needs

- > Savage Solutions Internal Roll-Out Exercise Meetings [4 hrs]
These meetings are to prep and present the project brief and timeline developed from the Discovery Meeting

- > Written plan with roll-out schedule guiding towards the launch event [6 hrs]
Plan will include definitive tactics and project timelines

Partnership / Project Management [70 Hours]	\$6,000
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- > Project execution with entire Savage team [30 hrs]
Includes all additional post Discovery meetings both internal and external with the City of Waukesha and multiple Savage Solutions team members.

- > Coordination with local merchants [20 hrs]
Communication with downtown businesses for participation of brand reveal
Participating merchants will be provided material to promote new brand

- > Vendor management and day-of brand launch facilitation [20 hrs]
Includes sourcing vendors for collateral, promotional material and signage
Upon approval by the City of Waukesha for all purchases, Savage will coordinate production and installation of branded material



PROJECT SCOPE & COST (continued)

Collateral / Promo Material / Signage Design [25 Hours]	\$3,600
<ul style="list-style-type: none">> Graphic design for all collateral material [5 hrs] Will include design for, but not exclusive to material such as business cards, letterhead and envelopes for City of Waukesha employees	
<ul style="list-style-type: none">> Design hours for all potential promotional material [10 hrs] Will include design for, but not exclusive to products such as t-shirts, mugs and posters	
<ul style="list-style-type: none">> Design hours for all potential signage [5 hrs] Will include design for, but not exclusive to street banners, pull up banners, event signage and way finding	
<ul style="list-style-type: none">> One (1) to Two (2) rounds of revisions [5 hrs] Collateral, promotional material, and signage needs to be defined in the project brief post Discovery All designs to be presented to the City of Waukesha and approved prior to production	

Brand Reveal Video [72 Hours]	\$13,200
<ul style="list-style-type: none">> Graphic design of branded images [8 hrs] Design of graphics and branded images to feature in video	
<ul style="list-style-type: none">> Photography and processing of images featured throughout the video [24 hrs] Two (2) full days of photography to be executed prior to brand reveal event One (1) full day of photography to be executed the day of the event Processing and editing of all images Photo library to be provided to the City of Waukesha for future use	
<ul style="list-style-type: none">> Animations, editing and final file production [22 hrs] Includes all necessary animations, editing hours and final file delivery May include drone footage	
<ul style="list-style-type: none">> Music track license [TBD] Music track to be approved by the City of Waukesha prior to purchase Cost not included in estimate	
<ul style="list-style-type: none">> One (1) to Two (2) rounds of revisions [10 hrs]	



PROJECT SCOPE & COST (continued)

Digital Discovery [10 Hours]	\$1,500
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- > Discovery to determine digital/web needs [2 hrs]

- > Includes detailed brief and coinciding sitemap [8 hrs]

Microsite [Flat Fee]	\$15,000
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- > **Disclaimer:** Separate website project plan will be presented to the City of Waukesha based on the findings from the discovery meeting
Scope of work will be determined by needs and within identified budget

Material & Production Costs [Not Part of Contract]	\$38,000
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- > Budget to incorporate production and fulfillment for collateral, promotional material and signage

- > **Disclaimer:** Material and production costs are estimated. Estimates to be provided to the City of Waukesha and approved prior to purchase.

This scope identifies the anticipated number of hours per task. After the initial project discovery meeting, it may be determined that hours may need to shift between tasks, but not to exceed the total number of hours and cost.



CLIENT APPROVAL

BUDGET OVERVIEW

Savage Marketing Services [Contract]	\$40,800	<i>Fixed</i>
Material and Production Costs [Related But Not Part of Contract]	\$38,000	<i>Estimated</i>
Fixed Total:	\$40,800	

PAYMENT PLAN

This payment plan is for fixed costs only. Project components such as material and production costs are estimates only and not part of the contract. The City of Waukesha will work along with Savage Solutions to secure goods.

- > **Payment 1:** Upon Contract Signing [50%] = \$20,400
- > **Payment 2:** Upon Completion of Brand Reveal Event [50%] = \$20,400

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: _____
 Printed Name: _____ Cory C. Savage
 Company: _____ Savage Solutions, LLC
 Title: _____ President
 Date: ____/____/____ 2/29/15

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.