

# AGENCY:ETA

## SBCERA

Item	Description	Estimated Costs
Logo Development	Logo design to include design and development of 3 concept logos for review; up to 3 revisions on selected logo design, 1 final logo in multiple electronic formats to use as necessary. Cost includes project management for coordination and management of all aspects of the project.	<b>\$15,000</b>
Copywriting	Development of copy to support brand messaging across collateral pieces.	<b>\$20,000-\$30,000</b>
Brand Style Guide	Brand guidelines manual to include logo standards, color palettes and typography. Up to 3 revisions included and delivery in electronic format. Cost includes project management for coordination and management of all aspects of the project.	<b>\$25,000</b>
Identity Package	Design of templates for business cards, letters (letterhead & envelopes of various sizes), forms, email signatures, member statements and web icons. Cost includes project management for coordination and management of all aspects of the project.	<b>\$10,000</b>
Photography	Custom photography quoted separately based on approved/final brand guidelines.	<b>TBD</b>
Retirement 101 Videos	Development of three :60 how-to video concepts including storyboards and scripts. Cost includes project management for coordination and management of all aspects of the project. <i>Cost does not include talent, location or voice over fees.</i>	<b>\$35,000+</b>
Handouts	Design of 5 handout templates based on approved/final brand guidelines. Use for tables, checklists and fact sheets. Cost includes project management for coordination and management of all aspects of the project. <i>Cost does not include stock or custom photography. Printing costs not included.</i>	<b>\$10,000</b>
Brochures and Booklet	Design of one (1) four-fold and one (1) tri-fold brochure and one (1) booklet template based on approved/final brand guidelines. Cost includes project management for coordination and management of all aspects of the project. <i>Cost does not include stock or custom photography. Printing costs not included.</i>	<b>\$15,000</b>
Email Template	Design of five (5) email template based on approved/final brand guidelines.	<b>\$20,000</b>
Presentation Template	PPT template design for front page and interior page based on approved/final brand guidelines. Cost includes project management for coordination and management of all aspects of the project.	<b>\$5,000</b>
Milestone Postcards	Redesign of milestone postcards based on approved/final brand guidelines. Cost includes project management for coordination and management of all aspects of the project.	<b>\$4,000 per postcard</b>

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Annual Report	Redesign of 50-page annual report based on approved/final guidelines. Final file format to be used for printing and digital distribution. <i>Cost does not include stock or custom photography. Printing costs not included.</i>	<b>\$30,000</b>
Quarterly Newsletter	Redesign of quarterly newsletter based on approved/final brand guidelines. Final file format to be used for printing and digital distribution. <i>Cost does not include stock or custom photography. Printing costs not included.</i>	<b>\$25,000</b>
Brand Refresh Announcement	Development of sponsor and internal stakeholder communication piece announcing updated branding. Cost includes project management for coordination and management of all aspects of the project.	<b>\$5,000</b>
Building Signage	Re-design of building signage based on approved/final brand guidelines. Cost includes project management for coordination and management of all aspects of the project. <i>Printing/fabrication/production costs not included.</i>	<b>\$4,000</b>
Booth Design	Re-design of seminar and meeting booth collateral including signage based on approved/final brand guidelines. Cost includes project management for coordination and management of all aspects of the project. <i>Printing/fabrication/production costs not included.</i>	<b>\$10,000</b>
Social Media Strategy	Development of social media strategy deck detailing tone, goals, objectives and example posts. Cost includes project management for coordination and management of all aspects of the project.	<b>\$6,500</b>
Social Media Content and Management	Monthly management of social media including content design/development.	<b>\$3000- \$5,000/month</b>
Social Media Videos	Development of whiteboard or testimonial type videos for specific use across social media. Cost includes project management for coordination and management of all aspects of the project. <i>Cost does not include talent, location or voice over fees.</i>	<b>\$3000- \$5,000/month</b>
Infographics	Development of infographics to highlight data/key points.	<b>\$3,000-\$4,000 per infographic</b>
Email Marketing Communication Strategy	Development of email marketing strategy detailing messaging and schedule per identified target audience. Cost includes project management for coordination and management of all aspects of the project.	<b>\$10,000</b>