



Date: 1/31/2020

Customer Name: Joint Economic Community Development Board

Quoted Project Description: Brand and Marketing Strategy for the Crossville-Cumberland County Region

DESCRIPTION OF DELIVERABLES	ESTIMATED HOURS
Keyword Research & Organization	16
Board Meetings (9-11 meetings x 1 to 1.5 hours each)	16.5
Board/Focus Group Meetings (1 meeting x 1.5 to 2 hours)	2
Focus Group Meetings (3 meetings x 1 to 1.5 hours each)	4.5
Survey - Organize Questions, Setup and Compilation	14
Competitive Analysis on 3-4 areas - Compare various aspects (websites, social, search)	12
Creation of Logos, Taglines and Slogans	22
Campaign Messaging and Style Guide	16
Brand Positioning and Naming	5
Marketing Strategy including Implementation Plan	14
Website Design (homepage, 2-3 internal pages) and Framework Layout	50

Marketing Collateral Breakdown:

Survey - Print Design, Online Setup/Link, Radio Spot, 2 Facebook Ads and 2 Instagram Ads	12
Printed Collateral - 2 8 1/2"x11" Flyers, Tri-fold Brochure, 5.5"x8.5" Postcard, Letterhead, Outdoor Banner, Billboard, Newspaper Ad, Window Cling, Decals & Yard Signs	24
Digital Assets - Search and Social Campaigns (outlined below), Digital Signage Creative (if needed)	18
Search Campaign - Text Ads: one local, geotargeted to Cumberland County, one US or select states to target for tourism Banner Ads: 10-12 Sizes of banners ads built and setup to serve through the Google Display Network to target people within the Cumberland County area. These can also be utilized on various websites associated with Crossville.	
Additional Creative: Pens, Shirts and Hats	4
3-4 Videos - Editing Current Video and Photography Assets for Social Media and Website Promotions	20
Total Estimated Hours	250


Contact: Dustin Mullinax

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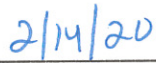
Email: dustin@goodfolkscreative.com

A total of 250 is estimated to complete this project at a quoted rate of \$27,500. Any additional time will be charged at a rate of \$75 per hour with a budget cap of \$38,000.


Good Folks will use its best commercially reasonable efforts and professional judgement in completing the activities outlined in this agreement. Please indicate your acceptance of these terms by signing below. We can begin work upon approval of this proposal.



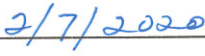
Dustin Mullinax, Owner
Good Folks Creative



Date



Name, Title
JECD B
JECD B Representative



Date