

Petersen Games Development Services Agreement

9Bit Studios Professional Services

Executive Summary

This agreement formalizes ongoing development services for Petersen Games' comprehensive content strategy, site architecture, and design system implementation. The engagement builds upon months of foundational work to accelerate content marketing and e-commerce optimization.

Phase 1: Strategic Foundation Completion

Status: Nearing Completion | **Total Fee:** \$3,000 | **Balance Due:** \$2,200

Completed Deliverables

- **Brand-Aware Content Strategy Framework** (2-day implementation plan)
- **Site Architecture Implementation Guide** (technical specifications)
- **Content Taxonomy & Navigation Structure** (Big 3 games focus)
- **Social Media Integration Strategy** (platform-specific plans)
- **Newsletter Opt-in Funnel Development** (lead magnets & automation)
- **Analytics Framework Setup** (Grid/Notion integration)
- **Design System Foundation** (798 token sources analysis)
- **TypeScript Infrastructure** (service standardization)
- **Apple HIG Compliance Framework** (validation tools)

Payment Terms - Phase 1

- **Total Investment:** \$3,000

- **Previous Payment:** \$800 (credited)
 - **Balance Due:** \$2,200
 - **Due Date:** Within 7 days of agreement execution
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Phase 2: Advanced Implementation & Launch

Duration: 4 weeks | **Investment:** \$3,000

Core Deliverables

Monster Miniatures Showcase Blog Setup (\$500)

- **Monster Miniatures Showcase Blog Series** (content calendar)

Landing Page Collection (\$1,000)

- **Cthulhu Wars Premium Landing Page** (flagship experience)
- **Planet Apocalypse Luxury Landing Page** (art-focused)
- **Hyperspace New Launch Landing Page** (innovation spotlight)
- **The Gods War Strategy Landing Page** (mythology focus)
- **8 Bit Attack Accessible Landing Page** (broad appeal)

Custom Homepage Design (\$500)

- Hero section with video integration
- Featured games grid with interactive elements
- Monster miniatures showcase integration
- Social proof and community features
- Newsletter opt-in with lead magnets

Custom Product Page Template (\$500)

- Enhanced product display system
- Lore deep-dive integration

- Miniature gallery showcase
- Community content sections
- Conversion-optimized purchase funnels

Brand-Specific Features (\$500)

- Sandy's Glyphs integration system
- Thematic tag visualization
- Game stats display components
- Community showcase templates
- Social media feed integration

Payment Terms - Phase 2

- **Total Investment:** \$3,000
 - **Milestone 1** (50%): \$1,500 due at project start
 - **Milestone 2** (50%): \$1,500 due upon completion
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Ongoing Retainer Options

Choose Your Engagement Level

Option A: Growth Acceleration Retainer

Monthly Investment: \$2,000 | **Payment Schedule:** 75% on 1st, 25% on 15th

Monthly Deliverables

- **Content Marketing** (2 blog posts, social media content)
- **Performance Optimization** (analytics review, conversion improvements)
- **Technical Maintenance** (bug fixes, updates, monitoring)
- **Strategy Refinement** (monthly growth recommendations)

Quarterly Upgrades Available

- Advanced email automation sequences
- Conversion funnel optimization
- SEO content strategy expansion
- Community building programs

Option B: Technical Excellence Retainer

Monthly Investment: \$2,000 | **Payment Schedule:** 75% on 1st, 25% on 15th

Monthly Deliverables

- **Design System Expansion** (new components, token validation)
- **Platform Integration** (Shopify enhancements, API connections)
- **Performance Optimization** (site speed, mobile experience)
- **Security & Maintenance** (updates, backups, monitoring)

Quarterly Upgrades Available

- Advanced design system features
- Custom Shopify app development
- Third-party service integrations
- Mobile application development

Option C: Digital Product Expansion

Monthly Investment: \$2,000 | **Payment Schedule:** 75% on 1st, 25% on 15th

Monthly Deliverables

- **STL Membership Portal** (My Mini Factory integration)
- **Digital Product Creation** (rule books, guides, exclusive content)
- **Community Platform Development** (Discord integration, forums)
- **Subscription Service Setup** (recurring revenue streams)

Quarterly Upgrades Available

- Advanced membership tiers
- Custom mobile applications
- AR/VR product previews
- Interactive game tools

Option D: Comprehensive Growth Partnership

Monthly Investment: \$3,500 | **Payment Schedule:** 75% on 1st, 25% on 15th

Combines All Above Options

- Full-spectrum development and marketing support
- Priority access to new technologies and strategies
- Dedicated account management
- Quarterly strategic planning sessions

Future Initiative Menu

Select Additional Services as Needed

Social Media Management Package

Investment: +\$800/month

- Daily content creation and posting
- Community management and engagement
- Influencer partnership coordination
- Brand ambassador program management

E-commerce Optimization Suite

Investment: +\$1,200/month

- Shopify sales campaign development
- A/B testing and conversion optimization
- Advanced analytics and reporting

- Customer journey optimization

Content Acceleration Program

Investment: +\$1,000/month

- Weekly Monster Miniatures showcases
- Lore deep-dive article series
- Video content creation
- Podcast development and production

Technical Innovation Lab

Investment: +\$1,500/month

- Cutting-edge technology integration
- AI-powered personalization
- Advanced automation systems
- Custom application development

Payment Terms & Conditions

Standard Terms

- **Monthly Retainer Payment Schedule:** 75% due on 1st of month, 25% due on 15th
- **Payment Methods:** Bank transfer, check, or approved payment platform
- **Late Payment:** 2% monthly fee on overdue amounts
- **Scope Changes:** Additional work quoted separately at \$150/hour

Agreement Terms

- **Minimum Commitment:** 3 months for any retainer option
- **Cancellation:** 30-day written notice required
- **Intellectual Property:** Client owns all deliverables upon payment

- **Confidentiality:** All proprietary information protected

Success Guarantees

- Monthly performance reports with key metrics
- Quarterly strategy reviews and optimizations
- 48-hour response time for critical issues
- Access to 9Bit Studios' full technology stack

Next Steps

Immediate Actions Required

1. **Review and approve** this service agreement
2. **Select retainer option** for ongoing engagement
3. **Submit Phase 1 balance payment** (\$2,200)
4. **Schedule Phase 2 kickoff meeting**

Within 7 Days

- Finalize Phase 1 deliverable handover
- Execute Phase 2 project plan
- Begin first month of selected retainer option
- Establish regular communication cadence

Investment Summary

Phase	Investment	Status	Payment Due
Phase 1 Completion	\$3,000	95% Complete	\$2,200
Phase 2 Implementation	\$4,000	Ready to Start	\$2,000 (50%)
Monthly Retainer (Selected Option)	\$2,000-\$3,500	Ongoing	Per schedule

Total Initial Investment: \$6,200 (Phase 1 balance + Phase 2 start)

This agreement represents months of strategic development work culminating in a comprehensive growth platform for Petersen Games. The retainer structure ensures consistent progress while providing predictable costs and clear outcomes.

Agreement prepared by: 9Bit Studios

Date: September 4, 2025

Valid for: 30 days from date of issue