



COMMUNICATIONS PROPOSAL

Project proposal: **Public Relations | Communications**

Client: **Taylor Construction Management**

Delivered on: **June 10, 2021**

Submitted by: **Velma Trayham**



WARM WELCOME

Dear Kelley,

Thinkzilla PR & Consulting Group is pleased to present a Proposal to Contract Agreement for Taylor Construction Management.

We are focused on a Communications strategy that will propel your brand to new heights. We are problem solvers who are passionate about identifying the uniqueness of products and services and then powerfully communicating that message to your potential customers

The success of growing Construction Management firms like Taylor Construction Management depends not only on having a great product or service, but also on your ability to communicate your brand's unique differentiators to the market. Our wealth of expertise helping organizations succeed mean we can offer comprehensive, results-generating, end-to-end marketing and lead generation services. We base our consulting services on your company needs, delivering the right activity to effectively get your message in front of the right target audience.

We've considered the objectives we discussed and have designed a proposed work stream that we believe will best enable Taylor Construction Management to achieve your ambitious growth goals. We're looking forward to supporting you on this journey.

The offerings within this proposal are good for seven (7) days. For your convenience, an agreement is attached to the back of this proposal. If you should have any questions, please don't hesitate to ask.

Sincerely,
Velma Trayham
CEO
Thinkzilla Consulting Group

SCOPE OF SERVICES

Program Objectives

- Position the Brand & Company Leaders as thought leaders
- Develop Content Marketing that gets Results
- Execute PR Program that builds widespread awareness
- Creative Services Ongoing
- Linkedin Optimization

Thinkzilla Consulting Group is a leader in strategic communications and marketing solutions, ranging from PR, brand communications, and content marketing to social media and reputation management.

As a trusted partner to our clients, we keep up with the latest industry trends, continuously nurture our relationships with key media influencers and reporters, and maintain a firm grasp on how to get important decision makers, such as consumers, procurement leaders, intermediaries and B2B decision makers, to engage and take action.

Thinkzilla: Social Media Optimization Approach

- Social Media Profile Optimization
- Our team will implement content Strategy, analyze performance, and grow connections
- Develop communications templates for Taylor Construction Management outreach

Thinkzilla: PR / Communications Approach

- Press Release Writing | Distributing| Pitching
- Message Creation
- Website Content Overhaul
- SEO/ Keyword Optimization
- News Story Creation
- Brand Recognition
- Messaging and Media Delivery

- Contributed Content
- Coverage Optimization
- Internal Communications
- Thought Leadership Feature Positioning in top media Outlets



YOUR INVESTMENT OPTIONS

Investment Option .. Client can customize by adding or removing services from below.

Additional Expenses

Client will pre-approve any additional expenses not covered by this agreement (e.g. video production, press release distribution, radio production, travel, printing, etc...). Payment for additional expenses is due within 10 days of the approval from client.

Recommended

This option shows the program we believe will best achieve Taylor Construction Management objectives

DESCRIPTION	PRICE	QTY	SUBTOTAL
Social Media Optimization Social Media Management Instagram Facebook Dedicated Social Media Manager	\$1,500	6 months	\$9,000
Public Relations Press Release Writing Media Relations, Securing Interviews & thought Leadership Features Regional & National Publications	\$7,500	6 months	\$45,000
Overhaul Website copy+ Keywords Integration Write copy and shape website drive engagement, creation call to Actions, Create Brand Guide	\$5,000		\$5,000
Subtotal			\$59,000
Customer Referral Discount (-5%)			-\$2,950
Total			\$56,050

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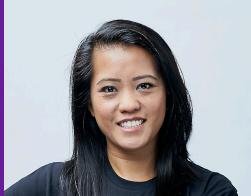
YOUR PROJECT TEAM



DR. VELMA TRAYHAM

role: executive leadership and ideation

Velma Trayham is a digital strategist, innovation consultant and CEO of Thinkzilla Consulting. She has two decades of experience across marketing, communications, public relations and multicultural strategy. Velma is an unshakable optimist who believes in the power of marketing to connect deeply with consumers, shift perceptions and start conversations. Velma will be the strategic lead on this project.



IVY LEAGUE

role: project management and production

Ivy League is a senior-level account director with experience managing multi-million dollar programs. She's managed both B2B and B2C programs for some of the world's largest agencies. Melissa is an expert in production, campaign, budget, and overall program management.



ANTHONY STILLWELL

role: design and digital development

Anthony Stillwell is a digital designer with over 10 years experience developing custom digital content and websites for non-profits and growing businesses. Anthony's skills include logos, websites, advertising, social content and more. Anthony is particularly skilled at crafting experiences that inspire prospects to engage, communicate and take action.



ASHA RAMIREZ

role: copywriting and content

Asha Ramirez is a content creator and corporate communications professional. For over a decade, she has worked with Fortune 500 companies -- including Dentsu Aegis Network, Verizon, and JPMorgan Chase -- to produce strategic communications and culturally-relevant marketing campaigns. Asha specializes in multicultural copywriting and digital content.



LIZ DOLINSKI

role: strategy and analytics

Liz Dolinski is a marketing strategist and analyst with over 20 years of experience at organizations from start-ups to global brands (Citibank, CapitalOne, Centrica, IBM). In addition to her US experience, Liz has experience planning multi-country campaigns across Europe and Asia. Liz specializes in brand positioning, digital media, and metrics.



eva corpus

role: operations

Eva Corpus is Thinkzilla's operational coordinator. She supports all our project teams and ensures that projects run smoothly. Eva researches markets, tracks project schedules and manages influencer/journalists contacts lists to make sure that all engagement activities are delivered on time. With a strong attention to detail, Eva makes sure that nothing falls through the cracks in Thinkzilla's fast-paced creative environment.



WHY THINKZILLA?

Thinkzilla Consulting Group is more than a content marketing and public relations agency. We help organizations leverage high impact strategic communications and marketing techniques to solve their most difficult challenges and activate growth opportunities.

A History of Success

Thinkzilla has a proven track record for helping organizations grow and spread their message. Our services help clients gain exposure to contacts, new leads that result to conversion and new audiences that they wouldn't be able to access on their own. Our marketing strategies have helped local organizations grow national and national organizations spread globally.

Champions of Relevant Messaging

By drilling down to the true essence and core beliefs of your organization, we create accurate mission statements, authentic content, meaningful logos, action-oriented websites and other marketing materials that truly emanate your values and engage your audience. We develop messaging that is culturally-aware, connecting to your audiences in a authentic, personal, and relevant way. We know how to craft messages that attract the attention of press and key influencers, while remaining true to your mission.

Pursuing Purpose Together

Thinkzilla has deep experience in building purpose-driven brands. Growing a purpose-led brand requires a specific combination of strategies and skills. Effective marketing strategies draw from the disciplines of not-for-profit branding, but also leverage techniques used the corporate space, such as digital marketing and public relations. Thinkzilla is one of the only marketing firms in the market today that combines passion for purpose with a results-oriented approach.

STATEMENT OF WORK & CONTRACT

Date: June 10, 2021

Between "Company", Thinkzilla Consulting Group, and "Client", Taylor Construction Management

You Taylor Construction Management, located at 1301 Texas Avenue are hiring Thinkzilla Consulting, located at 3355 Lenox Road, Ste. 750, Atlanta, GA 30326 to perform Communications for the estimated total price of \$56,050.00.

1.0 Services Rendered

1.1 Brand Engagement Services

We'll deliver all services as outlined in this proposal. You'll have weekly opportunities to review our work and provide feedback. If, at any stage, you're not happy with the direction our work is taking, you will pay us in full for everything we've produced up to that point and then cancel this contract per the cancellation terms outlined in 4.0.

1.2 Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectation on the services outlined in the proposal. You agree to aid us by making available to us needed information pertaining to your company and to cooperate with us in expediting the work.

2.0 Terms of Payment

2.1 Billing Schedule

The total budget for this project: \$56, 050

Payment #1 \$11,210 - 06-21- 2021

Payment #2 \$8,968 - 07-21-2021

Payment #3 #8,968 - 08-21-2021

Payment #4 \$8968 - 09-21-2021

Payment #5 \$8968 - 10-20-2021

2.2 Client Agreement to Pay

You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, Company will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs Company pays for carrying overdue invoices from Client. In addition, Company reserves the right to stop work until payment is received.

ALL PAYMENTS ARE 100% NON-REFUNDABLE FOR ANY REASON. BY PAYING EACH INVOICE YOU AGREE TO THIS TERM.

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

3.0 Representations and Warranties

3.1 Indemnity

(a) Client and Company hereby represent and warrant that (i) Company and Client have the full right and authority to enter into this Agreement and participate in the activities as required hereunder and all tangibles and intangibles such as photos, video or audio recordings, biographical materials, press write ups, awards and personal achievements, suggestions and ideas of every kind and any other information furnished by Client in connection with these services (collectively, "Material") is and will be wholly original, truthful, and/or accurate from Client and no part thereof is or will be taken from, based upon, or adapted from any other work (other than material specifically in the public domain or obtained by written authorization) and such Material, (ii) and all activities rendered by Client hereunder, shall comply with respective rules and policies and shall not violate or infringe upon any right of any kind or nature whatsoever of any person or entity including, without limitation, any copyright or right of privacy or publicity; and (iii) Company and Client will comply fully with all applicable international, national, federal, state, local and industry laws, rules and regulations (including, without limitation, obtaining and maintaining at all times during the Service Term [and any extension thereof] any and all passports, licenses, certifications, work permits and/or immigration clearances necessary to enable Client to participate hereunder).

Company and Client hereby agree to at all times defend and indemnify their respective parent companies, subsidiaries, affiliates, licensees or assigns, from any and all claims, demands, losses, damages, costs, expenses, or other liabilities, (including, without limitation, reasonable counsel fees and disbursements) arising out of or in connection with any breach, act and/or omission by Company or Client of the Agreement, with the costs associated with any such defense to be reimbursed by either party respectively as such costs are being incurred. Company and Client further indemnify and hold harmless their respective parent companies, subsidiaries, affiliates, licensees or assigns, from any and all claims, demands, losses, damages, costs, expenses, or other liabilities, (including, without limitation, reasonable counsel fees and disbursements) arising out of Client's and/or Client's business' procedures and consultations. If it so elects, the indemnified party shall have the rights at its sole cost to engage its own counsel in connection with such claim or may assume defense on its own behalf in the event the indemnifying party fails to adequately defend or if the indemnified party's insurance carrier requires that such carrier defends any claim as a condition of coverage. The obligations under this paragraph shall survive the termination or expiration of this Agreement. No Derogatory Statements. In the event this agreement shall terminate or cancel due to breach by either party, both parties shall not defame, disparage or cast in an unfavorable light the other.

3.2 Confidentiality

Company and Client agree that in the course of this retainer, each party may acquire knowledge or information that the other party designates as confidential and proprietary, including but not limited to certain relationships or forthcoming business or other intellectual property. Each party agrees to hold all such information in strict Confidence, and not to disclose any such information to third parties or use such information either for its own benefit or at the expense of the other party.

3.3 Non-Compete – Non-Circumvent

Regarding any pending transactions existing at time of termination or cancellation, the intending parties hereby legally and irrevocably bind themselves into guarantee to each other three (3) years after the term of the contract, that they shall not directly or indirectly interfere with, circumvent or attempt to circumvent, avoid, by-pass or obviate each other's interest or the interest of relationship between "The Parties" without prior approval. All prior business relations, contacts, firm, company, associates, corporations, trusts, joint ventures, partnerships, divisions, subsidiaries, employees, agents, designees, or consultants prior to this agreement will not be affected by this agreement.

3.4 Assignment

Client shall not voluntarily or by operation of law assign or otherwise transfer the obligations incurred on its part pursuant to the terms of this Agreement without the prior written consent of Company, which will not be unreasonably withheld. Any attempted assignment or transfer of its obligation without such consent shall be wholly void. No assignment or transfer, even with the consent of Client, shall relieve Client of its obligations in pursuant to the terms of this Agreement.

4.0 Term and Termination

4.1 Service Term

This Agreement shall become effective as of Not yet accepted and shall continue until terminated by either party upon not less than 30 days' notice in writing given by either party to the other.

4.2 Cancellation

Either party may cancel this agreement within thirty (30) days upon written notice.

4.3 Termination

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material obligations under this Agreement. Either Party may terminate this Agreement as follows: Breach or default of any material obligation of offending party, which breach, or default is not cured within five (5) days of written notice from non-offending party.

5.0 General Provisions

5.1 Full Agreement

This Agreement terminates and supersedes all prior understandings or agreements on the subject matter hereof. This Agreement maybe modified only by a further writing that is duly executed by both parties.

5.2 Notices

All notices or other communications provided for by this Agreement shall be made in writing and shall be deemed properly delivered when (i) delivered personally, or (ii) by the mailing of such notice to the parties entitled thereto, registered or certified mail, postage prepaid to the party's registered business addresses (or to such address designated in writing by one party to the other).

5.3 Governing Law

This Agreement shall be governed by and construed and enforced in accordance with and subject to the laws of the State of Georgia.

NEXT STEPS

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below. Upon acceptance, you will be emailed a copy for your records.
4.  SIGNATURE _____
Sign in the box that pops up to make the acceptance official.
 SIGNATURE _____
Velma Trayham Kelley Taylor
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call

Velma Trayham

Kelley Taylor Taylor Construction Management