

SKY HAVEN INTERACTIVE PROPOSAL FOR SERVICES

For Independent Contractors

OVERVIEW

SKY HAVEN INTERACTIVE is pleased to submit this proposal for services to support Conder Agricultural in achieving its goals for improving customer satisfaction by revamping all company logos and marketing materials to appeal to a more tech-savvy modern audience. We are committed to creating a professional modern look and feel for your business by using our ten-year experience designing for multiple tech companies in the Midwest to increase your bottom line, drive traffic, and stand out among the crowd.

The Objective

- Increase your bottom line
- Drive traffic to your business
- Stand out among the crowd with a modern professional looking marketing campaign.

The Opportunity

- Generate stable business opportunities with our 3-month marketing campaign.
- Create an integrated social media presence and rework your existing website to be more modern.
- Produce long lasting relationships with clients with our approachable professional marketing campaign.

The Solution

- Our first recommendation is to revamp all your existing marketing materials including your logo.
- Second, we recommend that your website be updated by our services to look modern and professional.
- Third we recommend that we complete a multilayered marketing campaign spanning both traditional mediums and social media.

OUR PROPOSAL

Conder Agricultural has a well-established foothold in the field for its outstanding services and work. However, faced with changes in technology, inflation in the market place, changes in user consumption of information, and the way the average client views advertisements, Conder Agricultural faces a potential decrease in its bottom line due to customer perceptions of your company being out of touch with the modern world.

At SKY HAVEN INTERACTIVE we have developed solutions to help businesses stay relevant and appeal to modern customer trends and propose that Conder Agricultural implement a new marketing campaign focused on highlighting its unique use of technology and its ability to connect with its customers on a local level. Our solution easily illustrates the modern approach that Conder Agricultural takes with every one of its clients and customers helping reach out to

the customer at every step of the purchasing process. Most importantly, we provide the assets and training for our marketing campaign that will ensure your staff are able to consistently provide world class service in a modern professional way, raise your bottom line, and increase your impact on the modern consumer.

Rationale

- Our team leaves nothing undiscovered with our top of the line research techniques to gauge audience's desires.
- With our history in marketing we can deliver a multitiered approach to driving sales by targeting every marketing poll effectively and consistently.
- We are also dedicated toward providing customers with the same world class local services that you provide to live life with a better tomorrow.
- Using our industry leading technology and team we will to bring you one step closer toward making a lasting connection with your customers.

QUALIFICATIONS

SKY HAVEN INTERACTIVE is continually proven to be an industry leader for fresh, modern, and relevant graphic design in the following ways:

- Unlike other marketing companies we use every means of reaching out to the masses including interactive mediums like VR and the emerging gaming world.
- Our company is the leader in graphic design having serviced multiple indie startups and large tech companies along the Midwest.
- We have generated over 100 hundred multimillion-dollar marketing campaigns over the course of our company's rich history.

Execution Strategy

Our execution strategy utilizes industry leading technology, a tremendously proven team of personnel, and a highly reactive approach to marketing product. Following is an in depth look at our project methods, including our a to how the marketing campaign will be developed, a proposed timeline of events, and rational for why we suggest developing the project as described.

Technical/Project Approach

Our company is dedicated toward expressing Conder Agricultural's goals and mission. As such, we will provide you with the opportunity to be as hands on or off as you please with the project. Being our client, we wish to offer you the opportunity to view all the steps in the process of creating a logo from conception to completion. Similarly, we extend our hand for you to watch the whole process of our web development down to every last line visible on your website. Finally, we encourage every client to try every milestone build of the interactive experience from preproduction to delivery. By offering this approach it is our goal to mitigate any unwarranted approach toward meeting your goals and mission as a company.

Resources

Our company only fosters top of the line technology efforts toward providing the best solution. With our three corporate offices we can provide you with highly qualified and dedicated personnel over a wide market space. Utilizing industry leading technology, we can offer quick effective solutions providing you with more opportunity to provide feedback.

Project Deliverables

Following is a complete list of all project deliverables:

Deliverable	Description
A new logo	This will be a new logo that can be used for multiple marketing materials across all platforms that conform to Conder Agricultural's message and mission. Included in this deliverable will be a high-quality set of vector graphics that can be scaled to any size.
A new revamped website	We will deliver a new website that conforms to modern expectations of website design with fluid relevant approaches to drive traffic. Included will be a new set of high-resolution photos, logos, banners, and UI elements.
An interactive experience	To market toward a growing crowd, we will offer both independently and through the above site deliverable an interactive experience relating to Conder Agricultural. It will take the form of a small 30-minute interactive game that can be used to attract clients and explain the work that Conder Interactive accomplishes.

Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

Description	Start Date	End Date	Duration
Project Initiation	02/01/19	02/02/19	2 Days
Research Phase 1	02/03/19	02/17/19	2 Weeks
Research Phase 2	02/18/19	03/04/19	2 Weeks
Client Sign Off	03/05/19	03/06/19	2 Days

Marketing Stage 1	03/07/19	04/07/19	1 Month
Marketing Stage 2	04/08/19	05/08/19	1 Month
Client Sign Off	05/09/19	05/10/19	2 Days
Marketing Implementation Phase 1	05/11/19	06/11/19	1 Months
Marketing Implementation Phase 2	06/12/19	08/12/19	2 Months
Client Sign Off	08/13/19	08/14/19	2 Days

Supplied Material

Following is a list of materials that are to be supplied by Conder Agricultural for the project to be successful. For SKY HAVEN INTERACTIVE to meet deadlines and execute on deliverables, these materials must be supplied on schedule or as soon as possible. The due dates included in the following table represent our best estimate based on current proposed project dates:

Materials to be supplied by Conder Agricultural	Due Date*
All existing current assets used for marketing, web, and print media.	02/03/19
Technical documents describing the process of Conder Agricultural.	03/05/19
A market range composed of current and previous clients.	03/05/19

**We cannot be responsible for cost overruns caused by client's failure to deliver materials by agreed-upon due dates.*

EXPECTED RESULTS

We expect our proposed solution to Conder Agricultural's requirements to provide the following results:

Financial Benefits

- An increase in at least ten percent of current profit margins.
- An increase of customer satisfaction ratings toward Conder Agricultural
- An increase in customer traffic to Conder Agricultural's online website by twenty percent.

Technical Benefits

- Conder Agricultural will have a competitive website that will drive technologically inclined customers to its services.
- Using our interactive media implementation will provide a unique competitive advantage over competitors.
- Conder Agricultural's increased foot hold in social media will drive traffic to its services for many years to come future proofing any new marketing needs.

Other Benefits

Some other benefits your company can expect are the following.

- An increase in customer loyalty to your brand.
- Industry leading designs that stand out against competitors.
- Local support for the company's success.

PRICING

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for 30 days from the date of this proposal:

Delivery/Implementation Services Cost	Price
Website delivery and implementation	\$150,000.00
Interactive media development and implementation	\$200,000.00
Multi-tiered implementation of marketing schemes	\$50,000.00
Total Delivery/Implementation Services Costs	\$300,000.00
Personnel Services Cost	
On Site Facilities	\$1,000.00
License Fees	\$10,000.00 Initial \$5,000.00 Annual
6 Month Training	\$0.00
Travel	\$10,000.00
Marketing	\$5,000.00
Total Personnel Services Costs	\$26,000.00
Total	\$326,000.00

Disclaimer: The prices listed in the preceding table are to be considered estimates for final competition of goals and deliverables. This summary is not to be considered a quote or warranty of the total project costs. All project estimates have potential to change and this document is not subject to any legally binding agreement of price or otherwise. Cost variables may change due to client proposals that alter the scope of the project and are not final until a contract has been executed.

CONCLUSION

We look forward to working with Conder Agricultural and supporting your efforts to improve your sales cycle with new logos, a competitive website, and an interactive experience. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering an effective marketing solution.

If you have questions on this proposal, feel free to contact Colin Hite at your convenience by email at colin.examplemail@gmail.com or by phone at (801) - 555 - 5555. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

Colin Hite
Lead Graphic Designer at SKYHAVEN Interactive