

**From:****Jordan Lambrecht**

Pixel Bakery Design Studio

Agency / Franchise

(402) 413-8366

jordan@pixelbakery.co

**PIXEL BAKERY  
DESIGN STUDIO****Bill To:** **Jeremy Sherman**

jeremy@snacklins.com

**Project:** **SNACKLINS**

Type Other

Date TBD

Time TBD

Location TBD

## PROPOSAL: SNACKLINS – 2021 Q3 RETAINER

### Version 2

#### PROPOSAL

**SNACKLINS Retainer (3-months)**

QTY	UNIT	PRICE	TAX	TOTAL
<b>3.0</b>	<b>month</b>	<b>\$2,700.00</b>		<b>\$8,100.00</b>

This Retainer will go from August 1st, 2021 – October 31st, 2021.

There will be monthly check-in performance calls within 3 days of each month's expiration.

Content is flexible - monthly needs can change as long as swaps are comparable. For example, 1 email campaign may be equal to 1 photo social post. Content changes must be approved via email between at least one member of each party.

**August**

QTY    UNIT    PRICE    TAX    TOTAL

- + Content Planning
- Monthly Creative Check-Ins
- Events/Holidays Convo
- Monthly Product Focus
- Review of the previous month
- Monthly key audience analysis
- Monthly mood, tone, design direction

- + 4 Photos / gifs
- Unique and weird stuff
- Really yummy looking
- Personifies SNACKLINS bag

- + 5-6 Email Campaigns + 2-3 flow emails
- Work directly with Snacklin's new email marketing freelancer to produce emails that drive brand awareness and customers down the marketing funnel towards a purchase
- The email marketing freelancer will provide guidance on email ideas, copy, and optimal design

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## ♣ September

- + Content Planning
- Monthly Creative Check-Ins
- Events/Holidays Convo
- Monthly Product Focus
- Review of the previous month
- Monthly key audience analysis
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- + 4 Photos / gifs
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- + 7-8 Email Campaigns
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- + 1-2 TikTok/Instagram Reel Videos

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## ♣ October

QTY    UNIT    PRICE    TAX    TOTAL

- + Content Planning
- Monthly Creative Check-Ins
- Events/Holidays Convo
- Monthly Product Focus
- Review of the previous month
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### Perpetual

- + Dedicated Creative Director
- Will help develop shot lists and creative direction for photography/video shoots
- Will help guide overall creative direction to help hit a more cohesive look
- Will provide ideas/direction on graphics so that we're keeping a consistent content calendar
- + Brand guideline expansion and tweaking
- Continue building and exploring avenues of Snacklin's brand
- Build out patterns, etc
- Modify and adjust aspects of the existing guidelines as time passes and full understanding of the new brand identity reveals itself
- + Copywriting Assistance
- A dedicated copywriter will be added to Snacklin's account to help assist with hashtag research, Instagram captions, body copy, and any other content + copy needs associated with the work Pixel Bakery produces



### As Needed

QTY UNIT PRICE TAX TOTAL

+ Help with editing UGC  
 – Pixel Bakery will provide touch-ups, color grading, edits, and overlays for SNACKLINS' incoming UGC posts. The goal of this is to help create a brand attachment between content produced by Snacklin's influencer network and SNACKLINS brand standards

+ Ongoing 'Run & Gun' Photography  
 – Less curated and professionally composed, more of a 'fire from the hip' style that looks clean and on-brand, but more natural and organic  
 – These photos will be geared towards social posts, thus being less evergreen

+ Simple animation for social media

### ♣ One-Time

+ 2 Studio Shoots ( 80% Product-focused, 20% Lifestyle)  
 – Delivery of 10-20 product-focused photos  
 – Delivery of 10-20 lifestyle-focused photos in a studio setting  
 – Includes product photography featuring an emphasis on packaging, the crisps themselves, and/or both  
 – Generally shot on a solid colored backdrop or in a relative environment  
 – Rotoscope cutouts of packaging and crisps.  
 – The goal is to produce a content library of evergreen content that can be pulled for social media as needed

<b>Clerical</b>	<b>1.0</b>	<b>item</b>	<b>\$600.00</b>	<b>\$600.00</b>
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We're super big on transparency, so we want to break down that 'Clerical' section for you really fast. Due to rising maintenance costs, this price has raised for 2021 projects.

### ♣ Custodial Tasks

Meetings, emails, contract writing, filing, phone calls, scheduling, and all other day to day operational costs. We refuse to nickel and dime our clients, so we bundle the average at-cost amount that we've noticed we spend on projects and call it "good enough".

### ♣ Data Archival

This is the cost for project server storage space for three years. This means if you lose any files or want to make edits to your project, you can always obtain a master copy from us.

Subtotal:	<b>\$8,700.00</b>
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Discount:	<b>-\$600.00</b>
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**Total Amount:****\$8,100.00****PAYMENT PLAN**

1.	\$2,700.00	Aug 6, 2021	#98737-000209	UNPAID
2.	\$2,700.00	Sep 1, 2022	#98737-000210	UNPAID
3.	\$2,700.00	Oct 1, 2022	#98737-000211	UNPAID

Total Amount: **\$8,100.00****CONTRACT****SNACKLINS – 2021 Q3 RETAINER****Project Contract**

This Project Contract is entered into by and between Pixel Bakery LLC, a motion, design, and production studio, hereinafter referred to as “the Studio” and, SNACKLINS, represented by Jeremy Sherman, hereinafter referred to as “the Client” on Aug 2, 2021

WHEREAS, the project contemplated herein is of mutual interest and benefit to the Studio and the Client,

WHEREAS, a Master Services Agreement has been signed by the Client and the Studio prior to this contract,

NOW, THEREFORE, in consideration of the premises and mutual covenants contained herein, the parties hereto agree that the following is legally binding and is as follows:

**I. Statement of Work**

The purpose of this document is to establish that the Client desires to have the Studio undertake a project entitled “2021 Q3 Retainer”. The Studio agrees to use reasonable effort to complete the project described therein, hereafter referred to as “the Project.”

## II. Period of Performance

The Project will commence after the Studio receives all materials needed to begin the project. Preparation for the project will begin on the date of contract delivery. The due date of the first invoice is. If payment for the first invoice is not received by the due date, the Project will be put on hold by the Studio until payment is received and the Project's final delivery date may be subject to change at the discretion of the Studio.

## III. Payments

In consideration of the Work performed by the Studio, the Client shall pay to the Studio a base fee of \$8,100.00. The Client acknowledges that the Studio may make only pre-approved, necessary purchases for the Project and that the Studio will receive reimbursement for purchases, which may be subject to a 20 percent purchasing fee. The Client agrees to adhere to the terms of payment as stated in the final invoice. Payment will be paid in full no later than 15 days of the invoice date, or unless otherwise stated. If payment for the final invoice is not received on the due date, the Client is subject to a late penalty fee of 5% of the total project cost.

## IV. Milestones & Timeline

Here is a list of project milestones and payment schedules that have been mutually agreed upon. Client sign-off is required before moving on to the next phase of production. Sign-offs and established rounds of revisions empower us to create a body of work that matches your expectations perfectly and ensures that milestones/timelines stay on track.

MILESTONE 01: Pre-Production (1 week)

MILESTONE 02: Production (1 Day)

MILESTONE 03: Post-Production (2 Weeks)

MILESTONE 04: Revisions & Polish (1 week)

## V. Payment Schedule

33% of the total due on Aug 06, 2021, in the amount of \$2700.00

33% of the total due on Sep 01, 2022, in the amount of \$2700.00

33% of the total due on Oct 01, 2022, in the amount of \$2700.00

## VI. PROJECT TIMELINE Jul 18, 2021 – Oct 1, 2022

## VII. Revisions

Any additional revisions of Step (1,2,3) must be documented, outlined, and approved in detail by both the Client and the Studio. If Client agrees to said revisions and the Project moves forward to Step (2,3,4), then any additional work requested by the Client falling into the description of previous step may be subject to an additional hourly charge. The Client will be notified by the Studio before any additional work that falls into this category is executed, and the scope of additional work will be approved by the Client before the additional charge is applied.

## VIII. Scope of Work

### SNACKLINS Retainer (3-months)

**This Retainer will go from August 1st, 2021 – October 31st, 2021.**

**There will be monthly check-in performance calls within 3 days of each month's expiration.**

**Content is flexible - monthly needs can change as long as swaps are comparable. For example, 1 email campaign may be equal to 1 photo social post. Content changes must be approved via email between at least one member of each party.**

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- **October**

- + Content Planning

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- **Data Archival**

This is the cost for project server storage space for three years.

This means if you lose any files or want to make edits to your project, you can always obtain a master copy from us.

## IV. Appendix

- Pixel Bakery is morally obligated to protect the health and happiness of any animals or actors used in production shoots and reserves the right of refusal towards any actions otherwise.

## X. Signatures

"The Studio", Pixel Bakery, LLC.

I am an authorized emissary of the company above and am legally permitted to enter the company I represent into this contract. I hereby agree to all terms and conditions laid out above and agree to carry them out to my utmost ability. I hereby acknowledge the terms presented in the additionally signed Master Services Agreement and understand that those terms are applicable to this contract and this scope of work

Printed Name & Title Jordan D. Lambrecht, Managing Partner

Email Address jordan@pixelbakery.co

Physical Address 2124 Y st ste 208, Lincoln, NE 68503

Phone Number 4023020323

Today's Date Aug 2, 2021

"The Client", SNACKLINS

I am an authorized emissary of the company above and am legally permitted to enter the company I represent into this contract. I hereby agree to all terms and conditions laid out above and agree to carry them out to my utmost ability. I hereby acknowledge the terms presented in the additionally signed Master Services Agreement and understand that those terms are applicable to this contract and this scope of work.

Printed Name & Title \_\_\_\_\_

Email Address jeremy@snacklins.com

Physical Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Today's Date Aug 2, 2021

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Jordan Lambrecht

TBD

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Jeremy Sherman

TBD

jordan@pixelbakery.co | <https://pixelbakery.com/> | (402) 302-0323 | 2124 Y St. Flat #208, Lincoln, 68503