



## HuntLand Brand Startup

HuntLand

Reference: 20250812-211345375

Quote created: August 12, 2025

Quote expires: September 11, 2025

Quote created by: Kathryn Good

President

kg@goodcirclemarketing.com

Caleb Thorne (thornecaleb@gmail.com)

thornecaleb@gmail.com

## **Comments from Kathryn Good**

**Objective:** Position HuntLand as a credible, professional firm with a quiet, low-profile presence that validates expertise for client and municipal relationships.

## **PACKAGE: *Good Start Minimal***

### **Included Deliverables**

#### **1. Brand Development**

- Clarify HuntLand's positioning, values, and differentiators
- Establish a consistent **voice & tone** to guide all written materials

#### **2. Business Summary & Messaging**

- One polished business summary
- Landing page content based on approved brand voice

#### **3. Landing Page**

- One-page, professionally designed site including:
  - Existing HuntLand logo and brand styling
  - Business summary and service overview
  - Resume section or downloadable PDF
  - Professional headshot
  - Contact form and direct contact info
  - LinkedIn link
  - Local SEO optimization for Wilson County
  - Domain setup and 1 year hosting

## **TIMELINE**

4–6 weeks, depending on feedback and approvals.

## **INVESTMENT**

- **Base Package:** \$4,000
- **Payment:** 50% upfront / 50% at completion

## **Products & Services**

Item & Description	Quantity	Unit Price	Total
Good Start Minimal	1	\$4,000.00	\$4,000.00

One-time subtotal

\$4,000.00

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Total

\$4,000.00

## **Purchase terms**

This Agreement is between Good Circle Marketing Consulting ("Consultant") and HuntLand ("Client"). WHEREAS the Client intends to pay the Consultant for the services provided under the following terms and conditions:

**Scope of Services:** The Consultant agrees to provide the above services.

**Payment:** Client agrees to pay Consultant the quoted fee.

**Changes:** If the scope of the Work changes, Consultant may choose to negotiate an hourly rate with the Client for work performed outside the scope of work defined in the contract.

**Term:** This contract will conclude when services are complete, and payment is fulfilled.

**No Guarantee of Results:** Client acknowledges and agrees that the Consultant cannot guarantee the results or effectiveness of any of the Services. Consultant agrees to conduct operations and provide the Services professionally and per good industry practice and all federal, state, and local laws. Consultant will use its best efforts and does not promise or guarantee results. Any projections or predictions that the Consultant may have made are based on estimates, assumptions, and forecasts that may prove incorrect. No assurance is given that the Client's actual results will correspond with any projected results. Client acknowledges that any results obtained by Consultant for other clients are not necessarily typical and are not a guarantee that Client will obtain the same or similar results by using Consultant's services.

**Confidentiality:** Each party agrees that it shall not disclose to any third party any confidential or proprietary data, reports, or other information or materials concerning any party hereto without the prior written consent of the party whose information is to be disclosed, except as otherwise required by applicable court or administrative order, law or regulation. Upon the termination or expiration of this Agreement, each party shall have the right to retain all of its proprietary information.

**Copyrights:** Upon creation of any original illustrations, graphic images, or custom code for this project, Federal law grants the creator with Federal Copyright Protection, Ownership, and Intellectual property rights of those elements. The transfer of copyrights of the final deliverables will be assigned to the Client conditioned upon and at the time of receipt of payment in full for the work described and accepted by the signing of this Agreement. This copyright term does not apply to original content provided by the Client.

**Publicity:** Client agrees that Consultant may use the Client's name, logo, and/or image (but not contact information or personal information) and materials created by Consultant in performance of the Services in Consultant's advertising or promotional literature and may publish articles, blog posts or other advertising and promotional material relating to the Client and the Services. Consultant agrees to limit selection, timing, and method of release of any materials under this section as requested by Client. Client releases Consultant from any and all liability, including but not limited to infringement of any right to privacy or right to publicity relating to or arising out of publicity of Client's name, logo, and/or image as permitted in this section.

**Governing Law:** This Agreement shall be interpreted under, subject to, and governed by the substantive laws of the State of Tennessee without giving effect to provisions thereof regarding conflict of laws.

**Signature**

Choose a profile to start the e-signature process.

Caleb Thorne (thornecaleb@gmail.com)

thornecaleb@gmail.com

**Payment Schedule**

Name	Due	Amount
Payment 1	Upon receipt	\$2,000.00
Payment 2	September 15, 2025	\$2,000.00

**Questions? Contact me**

Kathryn Good  
President  
kg@goodcirclemarketing.com

Good Circle Marketing  
106 Public Square, Suite 117  
Gallatin, TN 37066  
United States

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