



STATEMENT OF WORK

Bucyrus City School District: Communications/Marketing Critical Needs Materials February 22, 2018

Description

300m will develop the Critical Needs materials outlined in Chris Stone's action plan:

Directed media

- Website: Built on the business catalyst platform. 300m will layout and design the site based on an approved wireframe. BCSD will provide the content, 300m will edit as necessary.
 - Brochure template: 300m will design a brochure template and front covers for up to 15 value propositions, BCSD will develop content and insert content into the templates. Includes training Chris Stone in use of InDesign.
 - Letterhead and business cards: 300m will design the overall look for letterhead first and second page, and business cards template.
 - Flyers: 300m will design the template for a two-sided, 8.5 x 11 inch full color flyer.
- Agency fee for Directed media materials \$16,200.00

Internal media

- Wallet card with flyer: 300m will write content for, and layout and design for a wallet card and flyer to carry Vision statement to teachers.
 - Break room poster template: 300m will design a poster template for carrying value propositions and re-purposed content to teachers' attention.
 - Posters and displays in each building: 300m will write content for and design 3 oversized posters for creating school spirit for the vision.
 - Backdrop for videos and photo shoots: 300m will design a backdrop that may be used for consistency in all media.
- Agency fee for Internal media materials \$3,000.00

Grand Total..... \$19,200.00

Authorization to Proceed

Bucyrus City School District

Date

Billing and Invoicing Notes: All costs are estimates and will not vary by more than 10%, unless client approval is received in advance. Estimate does not include printing, photography, or other direct costs. 100% of the estimated cost will be billed upon authorization to proceed.