

REV POP STANDARDS

EDITION 001 : JANUARY 2020

AN INTRODUCTION TO OUR TEAM,
HOW WE WORK, THE COST OF SERVICES,
CLIENT BENEFITS, OPTIONS & LEGALITIES.



REV POP
2559 SOUTH HOWELL AVE.
MILWAUKEE, WISCONSIN
53207 U.S.A.

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Thanks for thinking of us for your next project! We're happy you found us. Please refer to this book as a guide to working with Rev Pop as well as our working and pricing standards.

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WHO THE HELL DO WE THINK WE ARE?

REV POP

We're a creative agency focused on brand ideation, conception, and active media.

IN SHORT, WE MAKE YOU LOOK GOOD.

LOTS OF BIG FANCY WORDS. SO WHAT DO YOU ACTUALLY DO EVERY DAY?

IDEATION

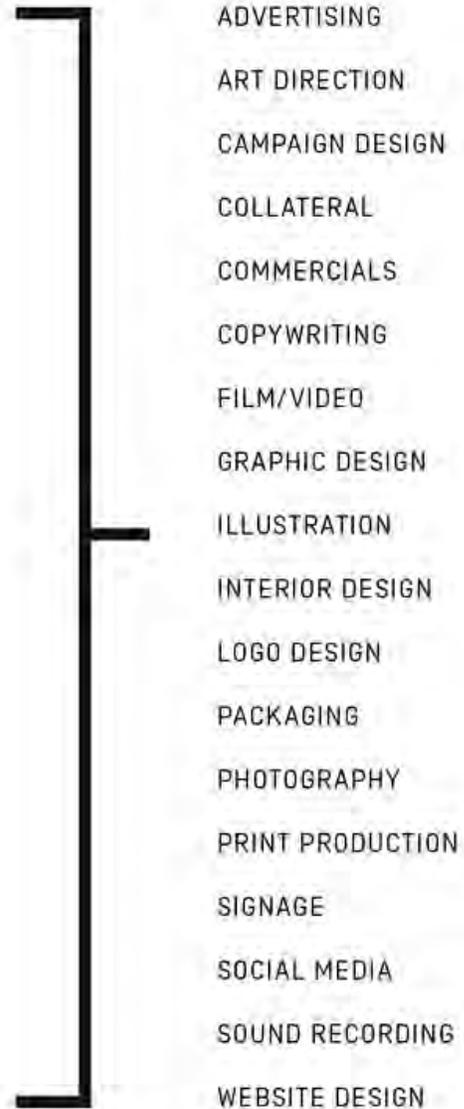
Discovery, Mood Boards, Inspiration
Research, and Naming Consultation

CONCEPTION

Brand Identity and Development,
Creative Design and Post-Production,
Style Guides and Look Books

ACTIVE MEDIA

Creative Asset Management, On-going
Brand Support and Maintenance,
Social Media Strategy, Engagement,
and Reporting



STANDARDS

ALL DAY? YUP. ALL DAY. SOMETIMES ALL NIGHT.

WE PRIDE OURSELVES IN OUR “WE CAN DO IT!” ATTITUDE.

We're a small but mighty team of creatives and visionaries with a stay-small think big mentality. We have a lot to offer. A handful of us have known each other since the early years of grade school, college and fresh off the boat into our early careers. We think of ourselves as family. We hang out on the weekends and we're pretty good at critiquing each other's work without too much drama. The space we work in reflects on who we are as a team and the culture we've built from the ground up. We've been told we're different. Well... that's cool with us.



STANDARDS

OUR TEAM

REV POP



SCOTT STARR
PRINCIPAL, CREATIVE DIRECTOR



ZANE JOHNSON
ACCOUNTS EXECUTIVE



SYDNEY MICHUDA
ART DIRECTOR, DESIGNER



PETE DRISCOLL
PRODUCTION ARTIST, PRINT MAKER



SAM SIEGER
ART DIRECTOR, DESIGNER



KELSEY LAWLER
COPYWRITER, CONTENT CREATOR



JUNANA HEINDEL
PROJECT MANAGER



BAILEY FISTE
DESIGNER, PHOTOGRAPHER



NATE PANETTI
DESIGNER, ANIMATOR



CATE MAHNKE
DESIGNER



KELLY HAGEMAN
SOCIAL MEDIA STRATEGIST



MIKE HORICK
PRINT MANAGER



CARRIE STARR
DIRECTOR OF EXPERIENCE



LUCY & GEORGE
SECURITY TEAM

STANDARDS

OUR MISSION

Rev Pop is a creative agency focused on building brand identities and driving culture. We mix high design with compelling narratives, growing brands through active media and clever content. Our humanistic approach disrupts the standards of traditional client-agency relationships. We are thinkers, makers, and doers. We start fires and make things happen.

OUR VALUES

What we value is what we believe. What we believe becomes how we speak and act. How we speak and act becomes how we are perceived. How we are perceived becomes reality. Our values guide us to be a better business as well as grow personally and professionally so that we can continue reaching our fullest potential.

WE'RE A COLLABORATIVE TEAM

We choose to work here because we believe in what we do and what we stand for. We are grateful for each person on our team, revering and respecting the skills, talents, and ideas everyone brings to the couches. We aspire to be engaged in our work each and every day. We desire to be better tomorrow than today, knowing that improvement can be found in collaboration, taking risks, making mistakes, and creativity.

COMMUNICATE WITH INTEGRITY

We listen intently and with purpose, ask questions, listen deeper, and seek to understand so that we fully grasp our expectations and the ideals of our clients. We strive to make all communication clear and honest in order to cultivate a culture of trust. We display gratitude for our team, clients, and company in each authentic moment. We understand the importance of confidentiality in our work. Our words whether written or spoken will build up, motivate, and articulate who we are as individuals and as a Rev Pop community.

ATTITUDE OF GRATITUDE

We come from a place of gratitude. It is a privilege to work with each one of our teammates, clients, potential clients, and industry counterparts. We pursue learning opportunities with gusto because we know it is an investment in ourselves, Rev Pop, and our work. We embrace our diversity, differences, and unique experiences because we know that we succeed when everyone is included and celebrated for who they are.

DEAL BREAKERS

We avoid making assumptions, non-constructive criticism of team members or clients, being exclusive, and being judgmental of others. Negative attitudes yield negative results. We are humble, non-ego doers.

WHAT AM I GETTING MYSELF INTO?!

REV POP

You're about to invest in a brand new Ferrari. Let us pick the color. You go ahead and drive it. We'll sit shotgun and play navigator. We'll also work the radio, wash it when you're not looking, change the oil, and make sure it runs like a champ. We're also good at small talk.

OH YEAH. WE FIX FLATS TOO.

SO WHY REV POP?

Here's the deal. You can go anywhere you want and there are a ton of design agencies out there for you to choose from. We highly suggest doing your homework and interviewing as many as you can before you choose who you want on your team. We'd prefer you did that before you decide to move forward with us. We don't fit in everyone's playbook. We are not an exclusive agency and we're inspired by many other agencies that make our eyes go big as we drool all over our jumpsuits. But we love our jobs and we love our clients. We are passionate about our work and we dig everything about art, design and culture. Most importantly, we're pretty darn good at what we do.

That being said, we do have rules. We take our work seriously and we hold our clients accountable, as we expect they'll hold us to the same degree of accountability. We'll listen to you, if you promise to listen to us. We expect to be paid on time, as our clients expect their work to be completed by a given deadline. We consider our relationship as a friendly trade of goods and services. Our time for your money. More time is more money. Our relationship is balanced. Afterall, we're on the same team. Lets play hard and make some cool shit together.

So why do people choose to work with Rev Pop? Maybe it's our no bullshit policy (we don't really have one of those). We're honest. We're makers. We're doers. We're human. If we get it wrong, we'll make it right. We're a long term flame. And if you're looking to go steady? We're a pretty good time, and we never get bored.

OK. SOMETIMES WE GET BORED. THAT WAS A LIE.



STANDARD HOURLY RATES

NUFF SAID. WHAT'S THIS GOING TO COST?

REV POP

For individual projects, please refer to this chart to reference our hourly rates for the variety of in-house services we provide.

STANDARD HOURLY RATES

CREATIVE DIRECTION	\$165
BRAND STRATEGY	\$165
SOCIAL STRATEGY	\$165
WEBSITE PROGRAMMING	\$165
PHOTO / VIDEO	\$165
PHOTO / VIDEO EDITING	\$165
ART DIRECTION	\$135
PRINT / WEBSITE DESIGN	\$135
ILLUSTRATION	\$135
COPYWRITING	\$135
PRE-PRESS PRODUCTION	\$90
WEB MAINTENANCE	\$90
SOCIAL ENGAGEMENT	\$90
SOCIAL SCHEDULING	\$90
PROJECT MANAGEMENT	\$90
ACCOUNT MANAGEMENT	\$90
PRINT PRODUCTION	\$35



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MONTHLY RETAINER OPTIONS

STARTS AT 3K PER MONTH

01. IS THERE A CONTRACT?

But of course. Handshake deals are nice and we'll have a lot of those throughout our relationship, but lets make sure we're all on the same page from the get-go. Once the ink is dry, we'll kick our friendship into high gear.

02. WHAT IF I DON'T USE ALL THE HOURS?

If we're under your retainer hours by 20% gross within a three month period, we'll review the scope of work and adjust your retainer hours to meet the average hours for the next 3 month term. If this happens frequently, the retainer just might not be a good fit for you. See #04.

03. WHAT IF I GO OVER MY HOURS?

We'll let you know once 80% of your retainer budget has been spent for the month (calculated by the retainer's hourly rates). That way, you can let us know if you want us to hold back or keep plugging along. Once you have spent your budget, don't worry, there is a 20% buffer for your monthly retainer. We will charge overages only when our time exceeds this buffer. When services exceed the buffer, overages will be charged at the retainer's hourly rate for all services rendered in excess of the retainer budget.

04. WHAT'S THE BENEFIT OF A RETAINER? IS IT FOR ME?

The clients we have that find the most value in a creative retainer have multiple projects running monthly. They're in need of a variety of skillsets (photography, copywriting, design, creative direction, etc.), have a hatred for long proposals and the process of deploying one-off projects, and appreciate consistency and quick turnarounds. That being said, retainers aren't for everyone. It's a team effort and we're our best when we're put to work. If you have questions, please ask! We're not salesmen. It's not to our benefit to talk you into something that's not valuable for the both of us. We won't waste your time and you won't be wasting ours. Just ask! Communication is king.

05. THIS SEEMS OUT OF THE ORDINARY

It is. It's our way of creating a relationship with our clients. We figure, you could hire a graphic designer for 40k a year... why not hire a full team of superheroes that cover all bases and we can become your "in-house" design team. Within reason. We actually hate looking at the clock while we create. So this is a way for us to let the Managers keep track of our output over long periods of time, while we focus on creating and doing what we do best for your business. Needs fluctuate. Your budget doesn't.

06. WHEN ARE PAYMENTS DUE?

Payments are due the 1st or 15th of each month; via check, bank deposit or credit card (3.4% additional fee). We require the first payment due upon commencement of the retainer. So yes, the hours are prepayed for the month. If applicable, you'll receive a separate invoice for averages, custom add-ons, and/or printing costs; net 15.

07. WHAT IF I DECIDE THAT I DON'T REALLY WANT TO BE FRIENDS ANYMORE?

That's ok! We hate breaking up. But this is business. We hope we can still drink beers once all the bitterness and heartbreak turns to dust. We know how things go. We try our best to make the relationship with our clients as flexible and negotiable as possible. We would appreciate at least 60 days notice, but if things turn sour (which is not what we want), just give us a call or send us an email and we'll work it out. If you don't want to work with us... well... we don't want you to feel stuck. We're all human here. Let's work it out and avoid burning any bridges. Life is too short for these kinds of worries.

08. OK I'M SOLD! BUT I CAN'T AFFORD 3K PER MONTH.

Well.. here's the deal. We set our minimum at 3K per month for a few reasons. One being... it's the bare minimum per year that you'll be able to hire one "junior" designer or entry-level marketing manager to take control of your empire. At 36K per year... that's pretty cheap my friend. But it's totally understandable for new businesses and startups. If we're not within your budget, it's not a deal breaker. We can work projects by the hour or as they come. We are not exclusive. But we do love cool projects. So if you fall in the latter, we're likely to work something out.

MONTHLY RETAINER RATE TABLE

FEE	HOURLY RATE	MINIMUM AGREEMENT TERMS
3K	\$135 / \$110 / \$85	1-3 MONTHS / 30 DAY CANCELATION NOTICE
5K	\$135 / \$110 / \$85	1-3 MONTHS / 30 DAY CANCELATION NOTICE
8K	\$130 / \$105 / \$85	1-3 MONTHS / 30 DAY CANCELATION NOTICE
10K	\$130 / \$105 / \$85	2-4 MONTHS / 30 DAY CANCELATION NOTICE
15K	\$130 / \$105 / \$80	2-4 MONTHS / 30 DAY CANCELATION NOTICE
20K	\$125 / \$100 / \$80	3-6 MONTHS / 60 DAY CANCELATION NOTICE
25K	\$125 / \$100 / \$80	3-6 MONTHS / 60 DAY CANCELATION NOTICE

WHAT'S THE RIGHT FIT FOR YOU?

We'll make a suggestion based on your current list of wants and needs. If your deadlines are relaxed and you have time to let us dip our feet in, we suggest starting low and working up your budget once we get the ball rolling. If you have a variety of upfront needs along with some tight deadlines, you'll receive more "free" hours with a higher monthly rate. The 20% buffer can be very valuable if kept in control. It also allows for more services to happen at the same time. For example, you can receive up to \$1600 worth of "free" hours per month on an 8k retainer vs. \$600 for a 3k retainer. It all depends on your budget and monthly creative needs. Our goal is to make it flexible and straightforward, so we can talk less about the hours and more time about the work!

ALL RETAINERS INCLUDE

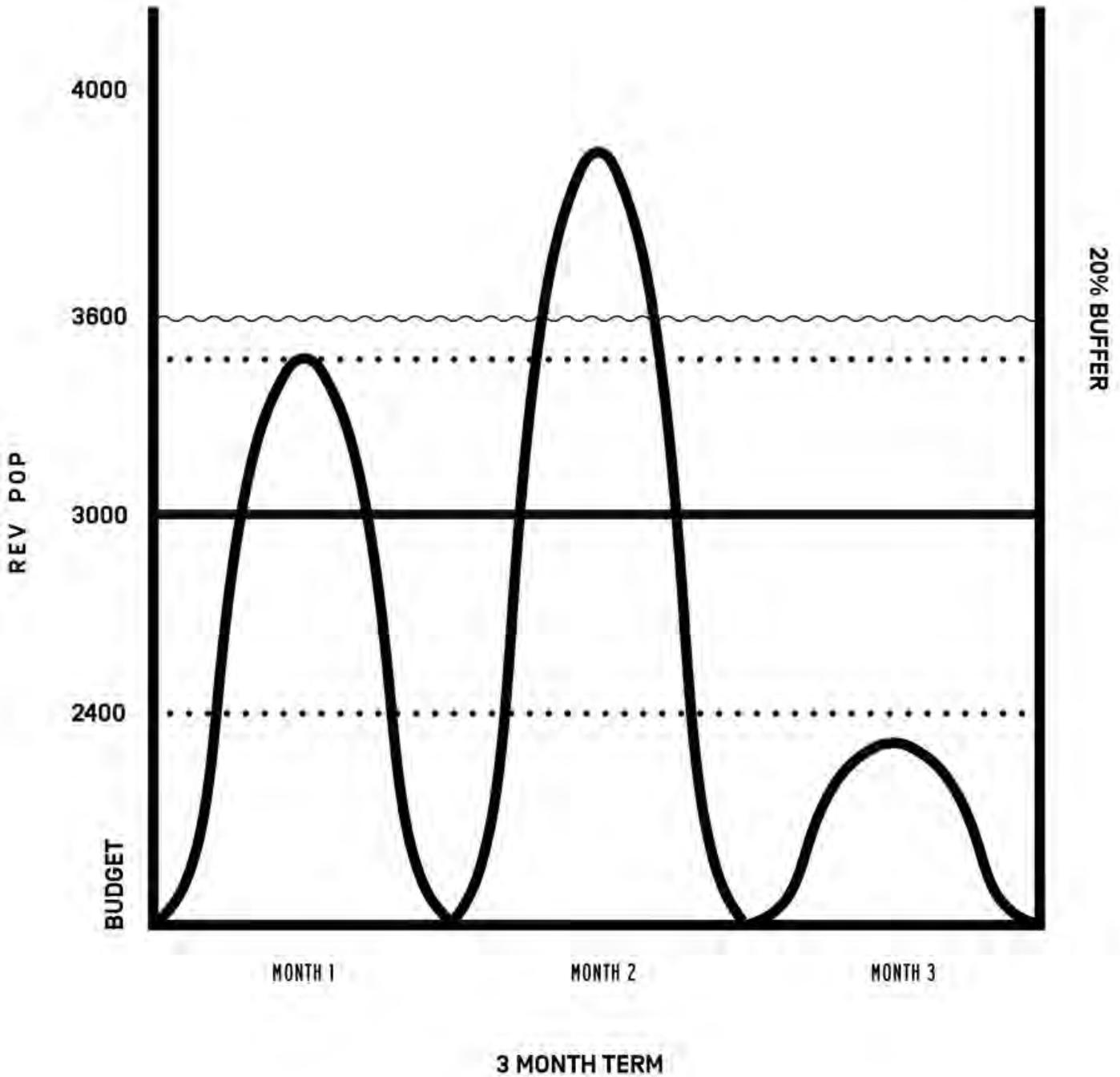
- All in-house creative and management services
- Weekly / bi-weekly / monthly check-ins
- 3-month term reviews
- Basecamp project management software
- Secure photo galleries for viewing and downloading web / high res source files
- Customized online print shop for recurring print orders
- Print production carries no additional hourly fee if printing through our in-house print shop, Manifold Printery.
- Discounted hosting services. If applicable.
- Royalty free and unwatermarked photography / audio

ALL RETAINERS EXCLUDE

- Travel and lodging expenses outside a 50 mile radius of Rev Pop HQ
- Modeling fees
- Prop, equipment or necessary rental fees
- Print & shipping fees
- Any work desired and approved by client that is performed by contractors outside of Rev Pop and/or our capabilities

SAMPLE RETAINER REVIEW

SAMPLE : 3 MONTH TERM RETAINER REVIEW



— TARGET BUDGET ~~~~~ BUFFER WARNING

MONTH 01

Video / Video Editing = 4 Hrs / \$540

Design / Copywriting = 16 Hrs / \$1,760

Project Management / Production = 15 Hrs / \$1,275

Total = \$3,575

Overages = N/A (Within Buffer)

MONTH 02

Creative Direction / Photography = 7 Hrs / \$945

Art Direction / Design / Copywriting = 18 Hrs / \$1,980

Project Management / Production = 10 Hrs / \$850

Total = \$3,775

Overages = \$775

MONTH 03

Creative Direction = 1 Hrs / \$135

Design / Copywriting / Illustration = 15 Hrs / \$1,650

Project Management / Production = 6 Hrs / \$510

Total = 2,295

Below Average = \$705

Budget:

3K Per Month

End of Term Total:

\$9,775

Results:

Slightly Above Average

Analysis:

Overages are likely due to an abnormally heavy month of creative / advertising needs. Client had been given fair warning of hours possibly exceeding the monthly budget and gave clearance to use the hours necessary to deliver work on time.

Moving Forward:

No change necessary at this time. If time allows, we'll add hours into the next 3-month term to adjust for the loss of hours in Month 03.

*COMMUNICATION AND CONSTRUCTIVE FEEDBACK KEEP THE BUDGET SNAPPY AND HEAD HONCHOS HAPPY.

FULL PROJECT OPTIONS AND FEES

REV POP

ONE-OFF PROJECT ESTIMATES

General pricing for your convenience. We're always best at working with a budget. Please communicate your needs and we'll do our best to make things happen.

BRAND DEVELOPMENT

Let's be clear, your logo is not your brand.
Your logo will not make you millions.
Your fonts will not make you famous.
Your colors will change and your packaging
will not look the same way it does in 10 years.
YOU, your beliefs, methods, and the culture
you build is your brand and will shape your
success. We're just here to consolidate the
aesthetic, voice and tone into something
meaningful. We'll certainly make you look
good while we're at it.

ALL DEVELOPMENT OPTIONS INCLUDE

DISCOVERY / INSPIRATION / MOODBOARDING

FINAL ART SENT IN VECTOR PDF FORMAT

BASIC STYLE GUIDE: LOGO VARIATIONS, TYPOGRAPHY, COLOR SCHEME

TRADEMARK SUBMISSION READY BLACK AND WHITE PDF DOC

2 T-SHIRT MOCKUPS, INCLUDES PRINT PRODUCTION FILES

BUSINESS CARD & LETTERHEAD TEMPLATES

SOCIAL MEDIA PROFILE AND BANNER GRAPHICS

3 REVISIONS TO FINAL ARTWORK*

*FURTHER REVISIONS WILL BE CHARGED AT STANDARD HOURLY RATE

BRAND DEVELOPMENT OPTIONS

BRAND DEVELOPMENT OPTIONS*

START ME UP

Turnaround = 2-3 weeks

- LOGO DESIGN, UP TO 3 OPTIONS

3K

ENTREPRENEUR

Turnaround = 3-4 weeks

- LOGO DESIGN, UP TO 3 OPTIONS
- BROCHURE DESIGN, 4-8 PAGES
- POCKET FOLDER DESIGN
- KEYNOTE / POWERPOINT PRESENTATION TEMPLATE
- EMAIL TEMPLATE & SIGNATURE DESIGN
- 1 SPECIAL REQUEST

8K

INDUSTRY

Turnaround = 3-4 weeks

- LOGO DESIGN, UP TO 3 OPTIONS
- TEAM APPAREL & MERCHANDISING, UP TO 10 OPTIONS.
- SIGNAGE DESIGN CONCEPT
- MENU DESIGN, UP TO 4 PAGES
- INTERIOR CONSULTATION / INSPIRATION / MOODBOARDING
- POSTER & FLYER DESIGN TEMPLATE
- 2 SPECIAL REQUESTS

10K

BRAND & PACKAGE

Turnaround = 4-8 weeks

- LOGO DESIGN. UP TO 3 OPTIONS
- MERCHANDISING. UP TO 10 OPTIONS.
- UP TO 3 CUSTOM LABEL OR BOX PACKAGE DESIGNS
- SELLSHEET TEMPLATE
- PHOTO SESSION 1/2 DAY
- 2 SPECIAL REQUESTS

POPULAR CUSTOM ADD-ONS

FULL BRAND STYLE GUIDE	\$3K
COPYWRITING (PER 250 WORDS)	\$330
EMAIL SETUP (1-10 EMAILS)	\$330
EMAIL SIGNATURE DESIGN	\$330
GOOGLE BUSINESS SETUP	\$330
ILLUSTRATION	\$1-3K
INTERIOR DESIGN	\$165 PER HOUR
PHOTO SESSION 1/2 DAY	\$660
POSTER DESIGN	\$300-1600
SOCIAL MEDIA STRATEGY	\$3K
VEHICLE WRAP (PARTIAL)	\$1320
VEHICLE WRAP (FULL)	\$3960

WEBSITE DESIGN & DEVELOPMENT

We are proud to be leaders in website design and online content strategy. We offer full website design, build and development in-house. We also offer maintenance packages, database, and security upkeep. Since we've got this down to a science, we've tightened up our options into one nice little package.

ALL DEVELOPMENT OPTIONS INCLUDE

DNS / DOMAIN AND HOSTING SETUP AND INTEGRATION

DEV SERVER BUILD WITH WP ENGINE HOSTING PLAN

CUSTOM WORDPRESS FRAMEWORK INSTALLATION, SECURITY AND CDN/GZIP INTEGRATION

INITIAL SEO AND KEYWORDING INCLUSIONS. GOOGLE ANALYTICS CODE INSERTION

SSL CERTIFICATE

MOBILE AND RESPONSIVE READY

CONTACT FORM, SOCIAL MEDIA INTEGRATION, DRAG AND DROP PAGE BUILDER FOR CMS

ALL DEVELOPMENT OPTIONS EXCLUDE

HOSTING AND DOMAIN FEES

TYPOGRAPHY LICENSES

PLUGIN FEES

SERVICE SUBSCRIPTIONS

PHOTO OR IMAGE PURCHASES OUTSIDE OF OUR OWN ROYALTY FREE LIBRARY SUBSCRIPTIONS

WEBSITE DESIGN & DEVELOPMENT OPTIONS

WEBSITE DESIGN & DEVELOPMENT OPTIONS

MICRO

3K

Design and programming of 2 site pages. Turnaround = 2-3 weeks

MIGHT INCLUDE:

- HOME DESIGN WITH PERTINENT INFORMATION ABOUT YOUR BRAND AND YOUR STORY.
- 2-4 CALLOUTS, 5-6 HIGH RES IMAGES.
- SECONDARY PAGE WITH LOCATION AND CONTACT INFORMATION.

Recommended for startups or a phase one brand launch.

BASIC

7K

Design and programming of 4 site pages. Turnaround = 3-4 weeks

MIGHT INCLUDE:

- HOME, ABOUT, SERVICES, LOCATION/CONTACT
- 2-4 CALLOUTS, PHOTO GALLERY

Recommended for small business with static content.

Little to no website updates necessary.

DYNAMIC

12K

Design and programming of 6-8 site pages. Turnaround = 6-8 weeks

MIGHT INCLUDE:

- HOME, ABOUT, EVENTS, 2-3 SPECIALTY PAGES, LOCATION/CONTACT
- DYNAMIC AND UPDATED CONTENT (EVENTS, SPECIALS, ETC)
- PHOTO GALLERY, EMPLOYMENT APPLICATION FORMS, SLIDING BANNERS
- CUSTOM PASSWORD PROTECTED CMS TOOL FOR UPDATING 1-2 PAGES OF UNIQUE CONTENT

Recommended for small to medium size businesses with ongoing updates

And the need for dynamic content integrated with a database. For example,

Updating an event calendar, news feed, or a special advertising callout.

KINETIC

Design and programming of 6-10 site pages. 8-12 Weeks

MIGHT INCLUDE:

- HOME, ABOUT, EVENTS, 3-4 SPECIALTY PAGES, LOCATION/CONTACT
- DYNAMIC AND UPDATED CONTENT (EVENTS, SPECIALS, ETC)
- PARALLAX AND JQUERY SCRIPTING FOR TRANSITION EFFECTS AND DESIGN "FLAIR"
- MULTIPLE PHOTO GALLERIES, MULTIPLE FORMS, SLIDING BANNERS
- CUSTOM PASSWORD PROTECTED CMS TOOL FOR UPDATING 2-4 PAGES OF UNIQUE CONTENT

Recommended for medium size businesses with ongoing updates. Most popular choice for brands looking for the most thorough design and information functionality and experience.

NEED MORE? WE CAN BUILD OUT A SPECIFIC QUOTE FOR ANYTHING THAT FALLS BEYOND 10 PAGES OF CONTENT. THOUGH, WE'D LIKELY RECOMMEND DISCUSSING A RETAINER TO KEEP YOUR BUDGET AND OUR TIME IN CHECK.

POPULAR CUSTOM ADD-ONS

ADDITIONAL PAGE DESIGN AND PROGRAMMING	\$1320
API INTEGRATION AND STYLING	\$330
ARTIST/SERVICE PORTFOLIO	\$3960
COPYWRITING (PER 250 WORDS)	\$330
EMAIL NEWSLETTER SIGNUP	\$330
EMAIL SETUP (1-10 EMAILS)	\$330
EMAIL SIGNATURE DESIGN	\$330
EVENT LISTING AND DATABASE SETUP	\$2640
GOOGLE BUSINESS SETUP	\$330
MASONRY/GRID BLOG DESIGN AND INTEGRATION	\$2640
PHOTO SESSION 1/2 DAY	\$660
UPDATABLE HTML RESTAURANT MENU AND DATABASE SETUP	\$1320
VIDEO GALLERY	\$825

SOCIAL MEDIA CAMPAIGNS

What happens when you have all your pretty files and your brand spankin' new website?! You're legit. But, now it's time to spread the word to the masses. Luckily, we do that! Our social media teams brains are always on. Handling everything from daily posts, stories, engagement and full on campaign strategy.

SOCIAL MEDIA OPTIONS (RETAINER ONLY)

SPARK

Covers Facebook and Instagram

2K

- UP TO 3 POSTS PER WEEK
- UP TO 2 STORIES PER WEEK (REPOSTS)
- 4 HRS OF COPYWRITING
- MONTHLY ANALYTICS REPORTS

*Photography, design and graphics provided by client.

FLARE

Covers Facebook and Instagram, Reposts to Twitter (If Applicable)

4K

- CAMPAIGN STRATEGY AND SCHEDULING
- UP TO 4 POSTS PER WEEK
- UP TO 4 STORIES PER WEEK (2 CUSTOM / 2 REPOST)
- FULL DAY OF COPYWRITING
- MONTHLY ANALYTICS REPORTS
- FULL DAY OF PHOTOGRAPHY + POST PRODUCTION AND ONLINE GALLERY
- FULL DAY OF DESIGN

FIRE

Covers Facebook and Instagram, Reposts to Twitter and LinkedIn (If Applicable)

6K

- CAMPAIGN STRATEGY AND SCHEDULING
- SOCIAL GUIDELINES LOOK BOOK (*INCLUDED IN 4 MONTH RETAINER)
- UP TO 6 POSTS PER WEEK
- ENGAGEMENT (NOT TO EXCEED 5 HRS PER WEEK)
- TWO FULL DAYS OF COPYWRITING
- UP TO 5 STORIES PER WEEK (3 CUSTOM / 2 REPOST)
- BI-WEEKLY ANALYTICS REPORTS
- TWO FULL DAYS OF PHOTOGRAPHY / VIDEO + POST PRODUCTION AND ONLINE GALLERY
- TWO FULL DAYS OF DESIGN AND ART DIRECTION

A LA CARTE FEES FOR SINGLE PROJECTS

Price ranges and target budgets for single projects that may not fit within any given monthly retainer.

APPAREL DESIGN & PRODUCTION	\$300-\$1600
BRAND STRATEGY & DEVELOPMENT	\$8-12K
BRAND STYLE GUIDE	\$3K
COPYWRITING (PER 250 WORDS)	\$330
ILLUSTRATION	\$1-3K
INTERIOR DESIGN	\$165 PER HOUR
DISCOVERY	\$2-3K
EMAIL NEWSLETTER	\$300-\$600
LOGO DESIGN	\$3-8K
PACKAGE DESIGN	\$2-4K
PHOTO SESSION 1/2 DAY	\$660
POSTER DESIGN	\$300-\$1600
PRESS RELEASE	\$600
SOCIAL AD CAMPAIGN (DOES NOT INCLUDE AD OR BOOST FEES)	\$1-2K
SOCIAL MEDIA STRATEGY	\$3K
VEHICLE WRAP (PARTIAL)	\$1320
VEHICLE WRAP (FULL)	\$3960
VIDEO FILMING 1/2 DAY	\$1320 (INCLUDES ASSISTANT)
VIDEO POST PRODUCTION	\$165 PER HOUR
WEBSITE DESIGN & DEVELOPMENT	\$3-25K
MONTHLY WEBSITE MAINTENANCE*	\$1500

THE PROPOSAL

REV POP

We hope this proposal has been an enjoyable and educating reference into how we work and what we do. We're committed to a transparent and candid partnership with our clients. If you have any questions, or if you feel like something's been missed, please don't hesitate to call us out.

PROPOSAL



Services	Subtotal
Branding : Custom Package Includes: Full discovery and inspiration phase, up to three logo concepts, brand style guide, event poster templates, vision/strapline statement (up to 500 words), HTML email template, email signatures, up to 10 varieties of apparel mockups.	\$12,500
<input type="checkbox"/> Website Design & Development: Custom Build Package Includes: Brand integration and design, SEO strategy, responsive layout, Integration of custom Google Maps with multiple key location links and anchors, custom forms, photo/video gallery*, editable business directory, searchable events/news/blog integration, community white papers and downloads page. Up to 12 pages of content. Written content copy provided by client.	\$26,500
<input type="checkbox"/> Website Copywriting Website copy content for up to 12 pages.	\$7,500
<input type="checkbox"/> Photography Community photography and video for use on website and social media. Includes 2 full days of shooting and 2 full days of editing content.	\$4,800
Wisconsin Sales Tax: 5.5% Applied for applicable services (Branding)	\$165
Total	\$12,665

STANDARDS

 SIGNATURE
Erin Ruth

LET'S START FIRES.

LEGAL STUFF.

Date: Aug 31, 2020

Between "us", Rev Pop, and "you/ the Client", Rev Pop

You Rev Pop, located at 2559 S Howell Ave, Milwaukee are hiring Rev Pop located at 2559 S Howell Ave to perform creative services for the total fee of \$ \$12,665.00, plus Wisconsin state tax (if applicable), as outlined in this proposal.

1.0 ERRORS

We can't guarantee that our work will be error-free [we're human!] so we can't be liable to you or any thirdparty for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

2.0 MUTUAL COOPERATION

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

3.0 CHARGES FOR SERVICES PERFORMED

Requests above and beyond those listed in the budget may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of Rev Pop.

4.0 TERMS OF PAYMENT

4.1 BILLING SCHEDULE

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

The total budget for this project is \$ \$12,665.00 plus Wisconsin state tax [if applicable]. Rev Pop will invoice the Client the initial downpayment fee of one-third of the contract at the point of this signed contract agreement. The remaining balance will be billed in increments or one lump sum, determined by the scope and duration of the project.

4.2 CLIENT AGREEMENT TO PAY

You agree to pay our initial (1st) invoice upon receipt which will act as a non-refundable deposit. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, Rev Pop 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 Rev Pop pays for carrying overdue invoices from the Client. In addition, Rev Pop reserves the right to stop work until payment is received.

4.3 COLLECTION COSTS

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.

5.0 CANCELLATION OF PLANS

You have the right to reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses, beyond the non refundable downpayment, we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

6.0 RESPONSIBILITIES OF REV POP AND THE CLIENT

6.1 REV POP'S RESPONSIBILITY FOR RELEASES

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you [If applicable].

6.2 CLIENT RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves or that you have permission to use them. Then when your final payment has cleared, copyright will be automatically assigned as follows: You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images, and data you provided unless someone else owns them.

6.3 CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness, and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

7.0 CONFIDENTIALITY

Rev Pop acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by Rev Pop on behalf of the Client or disclosed by the Client to Rev Pop.

8.0 TERM AND TERMINATION

8.1 PERIOD OF AGREEMENT AND NOTICE OF TERMINATION

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

8.2 TERMINATION FOR CAUSE

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

8.3 PAYMENT FOR NON-CANCELABLE MATERIALS?

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

8.4 SEVERABILITY

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Client, that any such materials and services are non-cancelable.

8.5 MATERIALS UNPAID FOR

If upon termination there exists any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

8.6 TRANSFER OF MATERIALS

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by the Client to Rev Pop, Rev Pop shall transfer, assign and make available to the Client all property and materials in its possession or control belonging to the Client. The Client agrees to pay for all costs associated with the transfer of materials.

9.0 GENERAL PROVISIONS

9.1 GOVERNING LAW

This Agreement shall be governed and construed in accordance with the laws of the State of Wisconsin.

9.2 REPRESENTATIONS AND WARRANTIES

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

9.3 ENTIRE AGREEMENT

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter. If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

You will be emailed a copy for your records.

I have read and agree to these terms.

 SIGNATURE
Erin Ruth

Signature

Erin Ruth

Printed Name

Not yet accepted

Todays Date



REV POP
2559 SOUTH HOWELL AVE.
MILWAUKEE, WISCONSIN
53207 U.S.A.



PORTFOLIO

BRAND DEVELOPMENT

AUGUST 2020

WORK

COMMUNITY / BIDS / DISTRICT IDENTITIES



2559 S HOWELL AVENUE
MILWAUKEE, WISCONSIN
53207 U.S.A.

REVPPOP.COM
SCOTT@REVPPOP.COM
414-988-6048

CONTENT

- 01 BREWERY DISTRICT
- 02 HACKNEY HOUSE
- 03 MERCHANTS OF WHITEFISH BAY
- 04 HARBOR DISTRICT
- 05 CHISWICK AT DUNWOOD

THE BREWERY DISTRICT

№ MILW 01

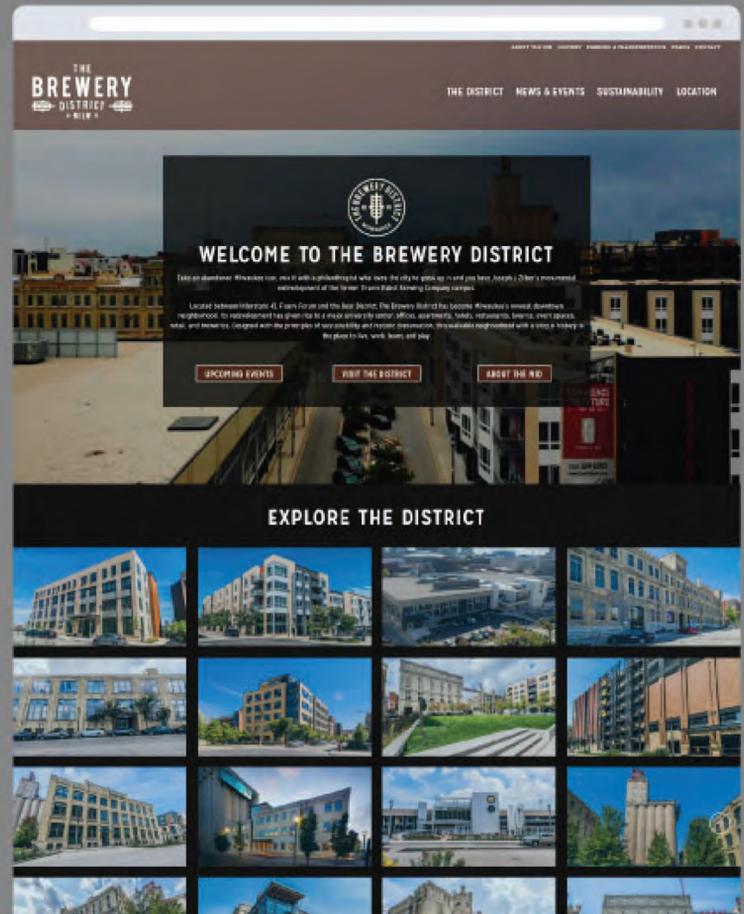


ERIN STENUM
MANAGER

ERIN@THEBREWERY.ORG
PH: 414-899-2817



THE BREWERY NEIGHBORHOOD IMPROVEMENT DISTRICT NO. 1
1125 N. 9TH STREET, SUITE J MILWAUKEE, WI 53233





HACKNEY HOUSE

PABST *Apts* FARMS



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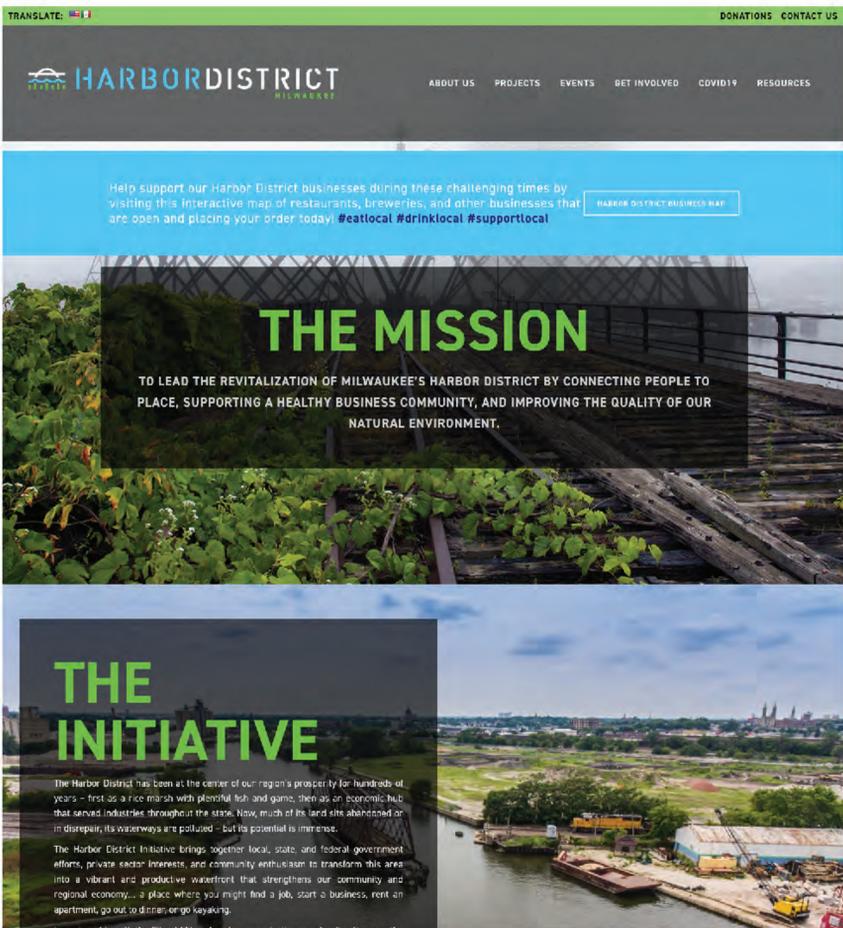
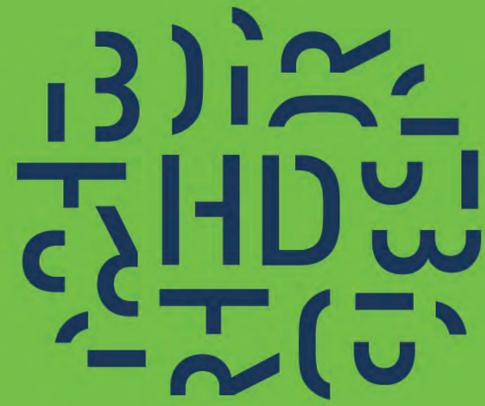
THOUGHTFUL CONSIDERATION WAS TAKEN IN THE ARCHITECTURAL AND SITE DESIGN IN ORDER MATCH THE RESIDENTIAL FEEL OF THE SURROUNDING NEIGHBORHOOD AS WELL. THE DEVELOPMENT INVOKES A RESIDENTIAL FEEL WITH ATTRACTIVE BUILDING MASSING AND ARCHITECTURAL DESIGN, DRAWING ON COLORS AND MATERIALS FOUND ON SINGLE-FAMILY HOMES IN THE AREA.



HACKNEY HOUSE









THE
CHISWICK
AT DUNWOOD



011

THE CHISWICK



