



SERVICES (04/15/22-03/31/23)

CONCEPT AND PRODUCTION (\$6,000 x 1 month = \$6,000)

- Design/ Enhance Logo, Badgers & Favicon
 - Institutional Image will be developed by Graphicka including Favicons, and Logos for Strong Start Academy.
 - Logos will be provided in different formats for different purposes.
- Institutional Identity
 - Graphicka will develop a persona of the brand, this persona will have the characteristics that will represent the values and principles of the School.
- Slogan
 - Graphicka will create a Slogan for the Campaign, this slogan will be a short reference for the institutional image created for the school.
- Company strategy messaging
 - Graphicka will develop the tone of the messaging and the campaign.
- Collateral: Graphic Design
 - This collateral will include graphic design like stationery, flyers, and postcards.

WEBSITE & LANDING PAGE (\$4,000 x 1 month= \$4,000)

- Landing Page
 - Graphicka will develop a landing page in the first 2 weeks of the Campaign.
 - 1 Tab - website.
 - Content provided by the City of Las Vegas.
 - English and Spanish
- Website
 - Graphicka will develop a website in the next 4 weeks of the Campaign.
 - 5 Tab - website.
 - English and Spanish
 - *Website content will be provided by the City of Las Vegas.

SOCIAL MEDIA/ONLINE | ADS (\$10,000 x 2 months= \$20,000)

- Paying Ads Budget
 - This budget will be allocated to be distributed between Google ads and Facebook ads.
 - Ads will run 10k dollars each month.
 - English and Spanish

SOCIAL MEDIA/ONLINE | CONTENT (\$5,000 x 2 months= \$10,000)

- Comprehensive Social Media GPS
 - Graphicka target area of interest
 - Areas of interest TBD
- Programmatic Campaign
 - Strategic Ad distribution within Facebook and Google to generate traffic from parents interested in charter schools.
- Spanish/English Channels
 - Graphicka will create all Social Media accounts for Strong Start Academy.
 - This will include Facebook, Twitter, and Instagram.
 - English and Spanish
- Spanish/English Content Support
 - Graphicka will create material that will be distributed on each platform.
 - Stock photos will be included
 - Copies for all Social Media publications will be provided by Graphicka.
 - Up to 5 publications per month in English and Spanish.

MAINTENANCE (\$1,000 x 10 months= \$10,000)

- Website Updates
 - Up to 4 updates per month.
- Social Media Pages Material
 - Up to 4 posts per month
- Graphic Design.
 - Up to 4 graphic designs per month.
 - This will include flyers, postcards, stationary, and large format.

BUDGET DISTRIBUTION CHART

SERVICES		BUDGET DISTRIBUTION	MONTHS	TOTAL
Concept and Production (1 time only)	Design/Enhance Logo, Badges & Favicon.	\$6,000	1	\$6,000
	Slogan			
	Company strategic messaging			
	Institutional Identity			
	Collateral: Graphic Design			
	Website - Landing page & Main Page ENG & SPA	\$4,000	1	\$4,000
Social Media/Online (Monthly)	Paying Ads Budget	\$10,000	2	\$20,000
	Comprehensive Social Media GPS	\$5,000	2	\$10,000
	Programmatic Campaign			
	Spanish/English Content Support			
	Spanish/English Channels			
Maintenance (Monthly)	Website Updates	\$1,000	10	\$10,000
	Social Media Pages Material ENG - SPA			
	Graphic Design			
			TOTAL	\$50,000