



A PROPOSAL FOR:

Opening Day for Dyersville

PREPARED FOR:

Tricia Maiers
City of Dyersville

PREPARED BY:

Jennifer Neumann
de Novo Marketing

02/07/2024



SCOPE OF WORK/QUOTE

Thank you for thinking de Novo. Our team is suited up and ready to take the field alongside yours!

As discussed, we will kick off our work together this spring, and will schedule the billing for the project as follows. If any of this needs to be adjusted, please let us know.

First bill: July 1, 2024 with progress billing through June 30, 2025, totaling \$55,000

Final billing: \$10,000 on July 1, 2025

The scope is a follows:

Phase 1: FY2025 (Begin in May)	Phase 2: Early Fiscal year 2025	
Brand Development	Brand Development + Storytelling	Opening Day Launch Event / Rollout Plan
<ul style="list-style-type: none">Brand kick-off meeting & discoveryInternal primary researchCommunity visit and tour / stakeholder sessionDevelopment and presentation of three logo compsFinal directional logo compTwo rounds of revisions *Final logo package with all formatsBrand standards guide	Brand Development scope plus: <ul style="list-style-type: none">MessagingPower Words“First” PitchAudience Messaging MatrixVideo **Hype (Community brand) video3 storytelling videosPhotography for website and rollout	Brand Development + Storytelling plus: <ul style="list-style-type: none">Development of Rollout plan and community introductionBrand launch event plan for April 2025- “Opening Day for Dyersville” **

* Additional revisions or out-of-scope requests will be billed at \$150/hour

** We expect to spend two successive days filming and plan to stay in Dyersville. This quote does not include lodging and travel costs, which will be submitted for reimbursement.

** Does not include event costs, including venue, food, and collateral/swag.

Project Estimate

Title/Description	Cost	Unit	Qty	Subtotal
Dyersville Rebranding & Story Telling	\$65,000.00		1	\$65,000.00

Se the above scope of work. Each deliverable asset includes two rounds of revisions + final.

As noted lodging accomodations are not included in costs.

Grand Total:	\$65,000.00
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Assumptions and Agreements

The quote above is for a project or agreement that is covered by the Master Services Agreement on file between de Novo and the City of Dyersville.

All of the above services have been estimated based on the information available to us at the time of submittal. de Novo reserves the right to charge up to a 15% contingency fee for hours/services incurred above these estimates. Additional fees for excessive revisions, delays, and work stoppage may be incurred.

Billing will be estimated and billed to a monthly progress schedule unless otherwise agreed upon by both parties.

de Novo will issue a change order for your approval for any deviation from the approved contract.


STOCK ASSETS

The estimate(s) listed above does not include the cost of licensed stock imagery or stock video footage. Stock images licensed for this project(s) will be billed at a flat rate of \$20 per image. Stock video footage will be billed at a flat rate of \$50 per clip. For stock images or footage acquired outside standard sources, additional fees apply. All costs will be presented and approved before completion of final deliverable.

VIDEO: MUSIC LICENSES & VOICEOVERS

Unless otherwise indicated, one standard music bed license is included per video. If multiple music beds or specialty tracks are needed, additional fees apply. One standard voice talent with a script of up to 40 words is included in the estimate. Longer scripts, multiple voices, or revisions requested outside the approval timeframe, additional fees may apply. All costs will be presented and approved before the completion of the final deliverable.

Why licensed images matter: de Novo adheres to licensing protocols and tracking to



protect our clients from copyright issues. Use of unlicensed images (i.e. copied from the Internet without licensing or attribution) can result in litigation and fees. We track and maintain our licenses on your behalf and if there is ever a question as to the legal use of the image, you are protected.

Everyone loves surprises, but not in their invoices.