

CITY OF SHEBOYGAN

BRAND LAUNCH + MICROSITE

V2 | July 2026

SHEBOYGAN2607-1

SAVAGE

WELCOME

WELCOME TO SAVAGE!

Casey,

This new brand we have built together could not be more perfect for the City of Sheboygan. We can't wait to help you share it with the community and inspire people to really get behind it.

We've put together a plan for launching the new brand that includes a microsite that tells the Sheboygan story—including the members of this community that make it so special.

We're pretty proud of this one. Let's show the world what Sheboygan's all about!

Ready when you are.

Sincerely,

Cory Savage + Team



Do Incredible Work, Always.

Every client and every project deserves our absolute best strategy, creative, and execution. We don't take shortcuts, and we never take the easy way out. We will strive to always do the right thing, do it well, and deliver our best.

Choose Positivity.

We choose to enjoy those around us, the work that we do, and who we do it for. We intentionally lean into optimism, dream big, and support one another.

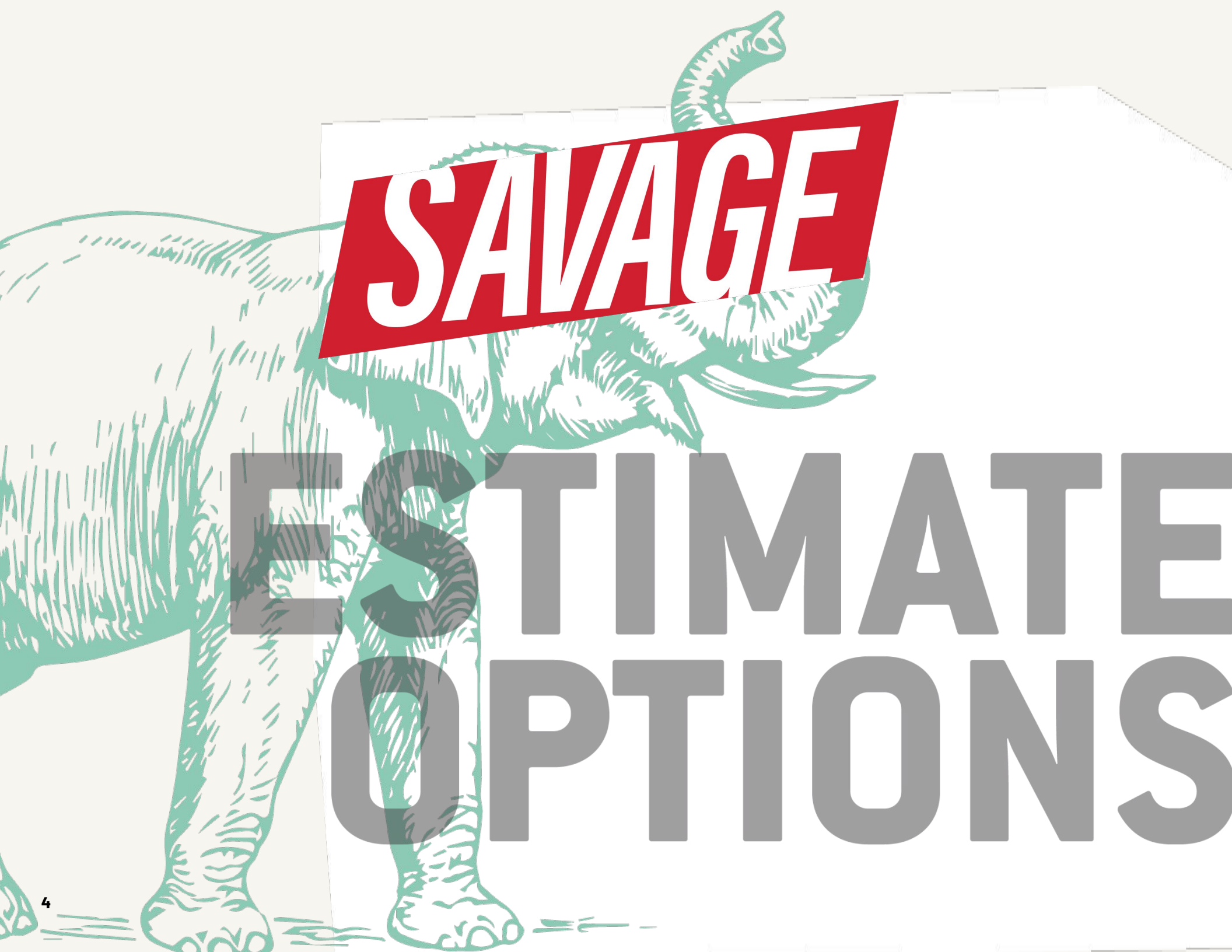
Be Brave.

We stand up for what is right and for what we believe in. We're not afraid to be honest and transparent, and we always do what's best for both our clients and our team.

YOUR TOUR GUIDE

Estimate Options	5
Timelines	7
Payment	8
Approval	9
T's + C's	10
Meet the Team	14

TABLE OF CONTENTS



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**ESTIMATE
OPTIONS**

WEBSITE & LAUNCH CONTENT DEVELOPMENT

Estimated cost: \$55,825

Timeline: Begins upon contract signing

Microsite Design & Development:

- Design of ~4 individual pages and 6 templated video pages
- Graphic assets and stock images as needed
- Copywriting: Up to 20 hours to be used on new copy + edits
- Development of approved site in Wordpress
- Monitoring and bug fixes for 30 days after delivery of live site
- Training: up to 1 hour web training to be completed after launch

Content:

- Overview Video - Sheboygan Brand Update
 - Pre Production (Location scouting, storyboarding, interviews with on camera subjects, etc.)
 - Production (2 videographers, 2 full days (16 hours))
 - Post Production (20 hours of editing)
- Testimonial Videos (6)
 - Pre Production (same as above)
 - Production (2 videographers, ½ day shoot, 4 hours/video)
 - Post Production (6 hr per video)

Client will own and manage their own domain, hosting, SSL certificate, licenses, plugins, integrations and webfonts, unless otherwise contracted. Post-launch maintenance and ongoing updates can be scoped separately.

LAUNCH

Estimated cost: \$10,350

Timeline: Begins upon contract signing

Media Kit:

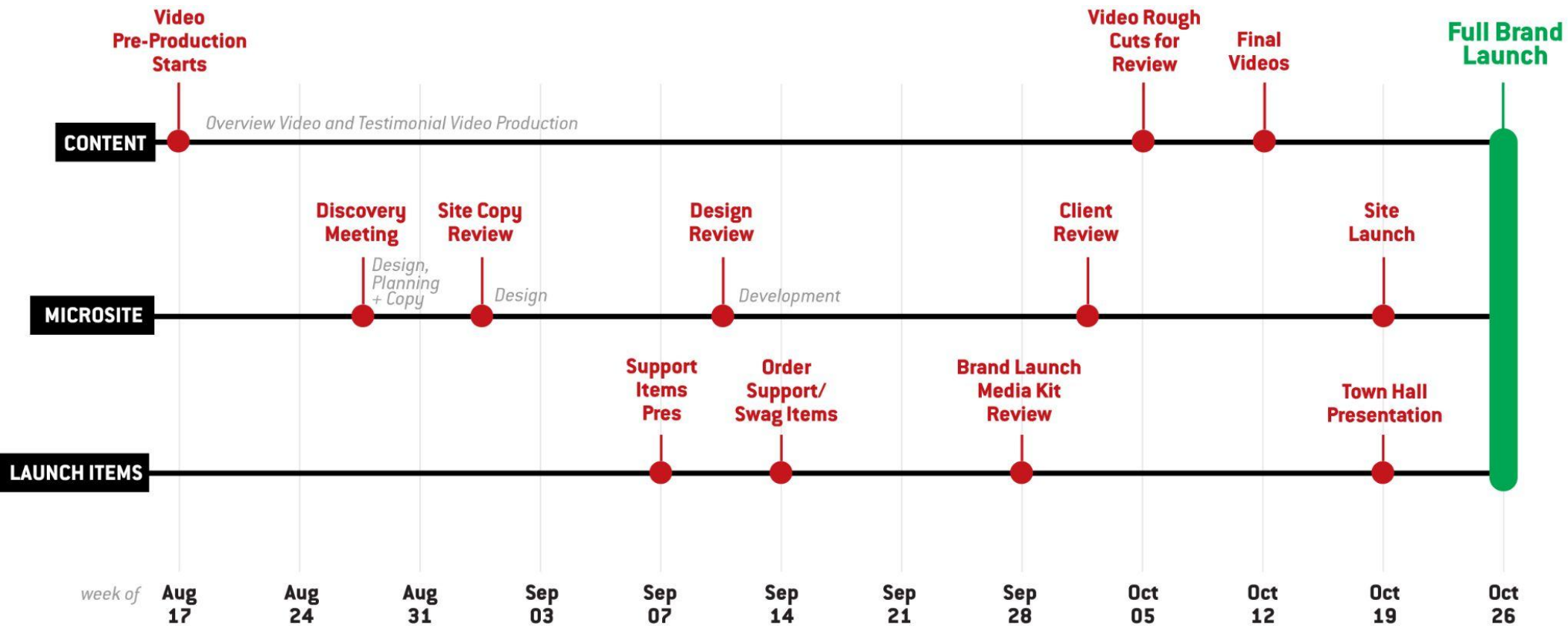
- Talking points outlining the new brand story and goals
- Swag items (design only)

Town Hall Presentation:

- Brand Presentation tailored for the Town Hall audience
- Two (2) Banner Stands in the new Sheboygan brand
- 3-5 Poster Boards with details on the brand story
- Sheboygan swag kit for all employees (design only)

*The City of Sheboygan will be responsible for vendor management for any printed materials, including swag production.

TIMELINES



Doing things the 'right way'
does take time...

BUDGET OVERVIEW

Sheboygan Brand Microsite	Included
Sheboygan Brand Launch	Included
Video Production	Included
Total	\$66,175

PAYMENT SCHEDULE

Remember those milestones and deliverables outlined in the Project Scope? Our payment plan (below) is based off of those milestones, and is for fixed costs only.

- > Payment 1 [Upon Contract Signing/25%]: \$16,543.75
- > Payment 2 [Upon Video Shoot Date/25%]: \$16,543.75
- > Payment 3 [Upon Website URL/25%]: \$16,543.75
- > Payment 4 [Upon Media Kit Delivery/25%]: \$16,543.75

Contract Duration: All work is to be completed within 30 days from the final invoice date. Any additional work completed after the 30-day grace period will be completed at an hourly rate and billed as an additional invoice.

Late Payments

We know we're going to love working together! But, we can't afford to work for free. To keep things running as smoothly as possible, we'll help keep you aware of payment dates following this timeline:

- 45 days past invoice date: Reminder email will be sent.
- 60 days past invoice date: 2.5% charge will be added to the invoice and reminder call will be made.
- 90 days past invoice date: All work will be stopped until 100% of overdue payments are received.

Contract Termination

We know, we know—this won't be necessary. But, we like to cover our bases, and in the event of extemporaneous, cataclysmic circumstances that may result in your wish to terminate this agreement, we ask for a 30-day written notice. We will use those 30 days to deliver all completed and working files to you (the "Client").

In that 30-day timeframe, 100% of all outstanding invoice balances must be paid, in addition to 50% of the remaining contract balance before the Client receives final files.

Additional Work Requests

The above payment plan is for the scope of this contract only. Of course, we love to keep a good thing going, so if you've got additional work you want us to tackle, let's do it! Any additional work outside of the project scope will be completed at an hourly rate of \$200/hour and billed as an additional project with budget and scope agreed upon by both parties via signed agreement.

CLIENT APPROVAL

City of Sheboygan (The "Client") and Savage Solutions, LLC enter into this Agreement for Services (the "Agreement") as of August 10th, 2026, for the project referred to as Brand Architecture.

Terms of Agreement

Payment shall be made according to the Payment Plan. This agreement shall consist of the Scope of Project, the Payment Plan, the Rate Structure, this Agreement for Services, and the Terms & Conditions, included in this proposal. Project scope must be completed within identified budget and payment plan. Any additional service will be estimated and agreed upon in writing. If payment is not timely received, services may be revoked and/or turned off in accordance with the Late Payment provisions

Validity

The terms and project descriptions in this Agreement are valid for 30 days. We appreciate your confidence in our ability to help you add value to your company. I hope this Agreement expresses and confirms the understanding of both parties. Your signature below will act as your acceptance of this Agreement and will initiate our mutual activity to ensure a successful endeavor. If you are in agreement, please sign and retain one fully executed copy of this Agreement, and return one fully executed copy, with the first payment to Cory Savage's attention.

	City of Sheboygan	Savage Solutions
Client Signature:	_____	_____
Printed Signature:	_____	_____
Signee Title:	_____	_____
Date:	_____	_____



TERMS + CONDITIONS

DUTIES OF SAVAGE SOLUTIONS, LLC: Savage Solutions, LLC (SLLC) will produce the work on behalf of Client pursuant to the Scope of Project (the "Work") provided with the Agreement for Services (the "Agreement"). Client acknowledges that SLLC shall only be required to produce the Work described in and in accordance with the assumptions specifically stated within the Scope of Project. SLLC does not undertake any other obligations unless agreed to in writing.

ACCEPTANCE OF SCOPE OF PROJECT: Client shall be required to provide its written acceptance of each element and phase of the creation and production of the Work, as provided within the timetable provided to Client by SLLC, prior to SLLC's obligation to proceed to the next production element. Client's written acceptance of each element shall create a conclusive presumption that the element is acceptable to Client without objection.

MISCELLANEOUS CHARGES: In addition to the cost contained in the Payment Plan, Client shall reimburse SLLC for all documented out of pocket costs and expenses incurred in the performance charges of the Agreement including, but not limited to, all courier fees, overnight mail expenses, shipping expenses (including the shipping of the work to

client's designated location), travel expenses, etc. SLLC may submit periodic invoices for all expenses. Additional reimbursable fees, not covered within the Agreement, include:

- Copyright, trademark, and legal fees
- Materials (CD's, DVD's, ZIP Disks, binders, photocopies, etc.)
- Specialized software (internet applications, design applications outside those listed in SOFTWARE & HARDWARE COMPATIBILITY section)
- Computer output fees (digitizing, drum scanning, film, production)
- Printing and production costs, proofs, reproductions
- Photography and image licensing

SAFEGUARDING PROPERTY: Under no circumstances shall SLLC be liable to Client or any other party for incidental, consequential, special or punitive damages arising out of, or related to, the Agreement. SLLC's maximum liability under the Agreement shall not exceed the Agreement Price.

CLIENT RESPONSIBILITIES:

All text will be submitted in electronic format by way of email or on disk. Client will submit all feedback by email to the Project Manager designated by SLLC. Upon the signing of the Agreement, Client will designate no more than two (2) primary contacts for SLLC / Client interaction

NOTICES: Unless specified otherwise, all notices, demands or other writings in this Agreement provided to be given or made or sent, shall be agreed to have been fully given or made or sent, when made in writing and personally delivered or when deposited in the United States mail, with postage prepaid, and addressed as follows:

If to Client:
City of Sheboygan
828 Center Ave,
Sheboygan, WI 53081

If to SLLC:
Cory Savage, President
Savage Solutions, LLC
233 N. Water St., Suite 201
Milwaukee, WI 53202

INDEPENDENT CONTRACTOR: SLLC shall perform all services and discharge all liabilities as an independent contractor. No relationship of employer-employer, owner-agent, lessor-lessee, partnership or joint venture is created by this Agreement.

SCHEDULES, OVERTIME, AND RUSH WORK: SLLC reserves the right to adjust the schedule and or/charge additionally in the event the Client fails to meet the agreed-upon deadlines for delivery of information, materials, approvals, payments, and for changes and additions to the services outlined in the Scope of Project.

CREDIT: SLLC reserves the right to include the contracted work completed for Client in SLLC promotional activities such as submitting to design competitions. This includes web, print, and multimedia projects designed by SLLC, as well as project specific technologies and applications utilized and/or designed for my client.

TITLE TO MATERIALS & IDEAS: Prior to the completion of the Work and SLLC' receipt of full and final payment, all right, title and interest in and to all tangible and intangible Work and Work products, and all right, title and interest in and to copyrights, trade secrets, trademarks and other intellectual property derived from such Work and Work products, shall remain the sole and exclusive property of SLLC. Upon receipt of final payment, SLLC shall convey to Client all of its right, title and interest in and to the final Work to the extent of SLLC' title. Notwithstanding SLLC' conveyance of the copyrights to the Work, all concepts and ideas utilized in the creation of the Work shall remain the property of SLLC, and Client's ownership of the Work and related materials will not prevent SLLC from applying the same or similar concepts reflected in the Scope of Project to other projects undertaken by SLLC. All

materials submitted to and rejected by Client will remain the property of SLLC regardless of whether the physical embodiment of the creative work is in Client's possession in the form of memoranda, copy, artists, renderings, art work plates, recordings, films, tapes, computer discs, etc.

THIRD PARTY CONTRACTS: SLLC may contract with other individuals or companies acting on behalf of the Client to provide additional services such as writing, photography, database design, scripting, illustration, printing, and fabrication. The Client agrees to be bound by any terms and conditions, including required credits and usage rights, with respect to reproduction of the materials that may be imposed on SLLC by those third parties.

DISABILITY / ADA COMPATIBILITY: Websites and/or code are not guaranteed ADA or Disability compatible unless otherwise stated in the SCOPE of Work. SLLC is not responsible or liable for any issues arising from incompatibility with text readers, translators, or other disability assistance devices.

CONTROLLING LAW: The validity, interpretation and performance of this contract shall be controlled by and interpreted under the laws of the State of Wisconsin.

ARBITRATION: The parties will use good faith efforts to resolve any dispute, controversy or claim arising out of or relating to this Agreement or the relationship between the parties (a "Dispute") through negotiation. To invoke the dispute resolution procedures in this section, one party must give the other party a written notice of its intent to negotiate. The notice will include a detailed description of the Dispute and a proposed resolution. Within five (5) business days after delivery of the notice, each party will designate a senior executive with authority to resolve the Dispute. The designated executives will engage in discussions in an effort to resolve the Dispute. If the designated executives do not agree on a resolution within twenty (20) days after the dispute notice has been delivered, the parties may agree to submit the Dispute to non-binding mediation by any mutually agreed-upon mediator, rules and location. Any mediation fees and expenses will be allocated and paid by the parties equally. If the parties do not reach a resolution through negotiation or mediation, either party may pursue all remedies available under this Agreement, at law or in equity in a court of competent jurisdiction. Each party hereby irrevocably waives its rights to trial by jury in any Dispute or proceeding arising out of this agreement or the transactions relating to its subject matter.

SAVAGE

ENTIRE CONTRACT: This Agreement contains the entire agreement between SLLC and Client. No representations, assurances, promises, guarantees or warranties were made or relied upon by either party other than those expressly set forth in writing in this Agreement.

ENFORCEMENT: Client shall pay all of SLLC's costs and fees, including reasonable attorneys' fees, incurred by SLLC to enforce this Agreement.

SEVERABILITY: Any provision of this Agreement prohibited or unenforceable under applicable law shall be ineffective only to the extent and without invalidating the remaining provisions of this Agreement

WARRANTY: SLLC shall pass through all manufacturers' warranties to Client. SLLC will provide reasonable assistance to Client in coordinating the repair or replacement of the product by the manufacturer. THIS WARRANTY IS EXCLUSIVE, AND EXCEPT AS EXPRESSLY SET OUT IN THIS AGREEMENT, SLLC MAKES NO OTHER WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, AND DISCLAIMS ALL OTHER WARRANTIES, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NO WAIVER, ALTERATION, ADDITION OR MODIFICATION OF THE FOREGOING CONDITIONS SHALL BE VALID, UNLESS MADE IN WRITING AND SIGNED BY SLLC.

FORCE MAJEURE: SLLC shall not be liable for any loss, damage, delays, changes in shipment schedules or failure to deliver caused by any event beyond its control, including, without limitation, accident, fire, actual or threatened strike or riot, explosion, mechanical breakdown (including technological or information systems), plant shutdown, unavailability of or interference with necessary transportation, any raw material or power shortage, compliance with any law, regulation or order, acts of God or public enemy, prior orders from others, or limitations on SLLC or its suppliers' products or marketing activities.

INDEMNIFICATION: Each party shall defend, hold harmless, and indemnify the other against any and all claims, liabilities, damages, judgments, causes of action, costs, loss, and expense, including attorneys' fees imposed upon or incurred by the other party arising from or related to the negligent or intentionally tortuous acts or omissions of the indemnifying party's officers, employees, or agents in performing the services pursuant to the Agreement. Each party shall promptly notify the other of any claim arising under this provision, and each party shall fully cooperate with the other in the investigation, resolution, and defense of such claim. This Agreement does not waive any governmental or sovereign immunity. All parties retain all applicable governmental immunities, defenses, and statutory limitations available, including Wis. Stat. §§ 893.80, 895.52, and 345.05.

SAVAGE

A stylized, high-contrast illustration of an eagle's head in profile, facing left. The head is rendered in a vibrant green color with white highlights and black outlines, giving it a graphic, almost stencil-like appearance. The eagle's beak is sharp and pointed downwards. The background is a light beige color.

SAVAGE

**MEEET
THE TEAM**

MEET THE TEAM

your



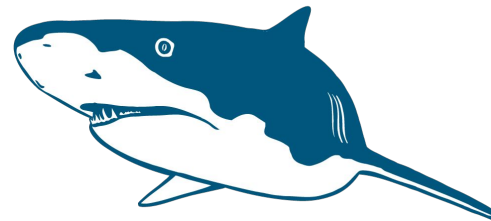
CORY SAVAGE

The Head Honcho



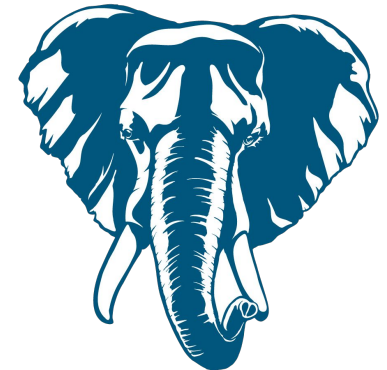
MARK HUNGSBERG

The Creative Overseer



SOPHIE CAVANAUGH

The Storyteller



TRACY KOEPER

The Artist



ERIN LAWRENCE

The Digital Mastermind



TONY SPENCE

The Swiss Army Knife



MARY CARROLL

The Master Organizer