

Blink Marketing Inc

1925 Saint Clair Ave NE
Cleveland, Ohio 44114



BlinkSigns

contact@blinksigns.com

877.433.4466
blinksigns.com



BlinkSwag

contact@blinkswag.com

888.670.7924
blinkswag.com



BlinkGlobal

contact@blinkglobal.com

800.910.7024
blinkglobal.com

The City of Whitewater,

Enclosed you will find our bid for Electronic / Digital Video Sign. Blink Signs is a female and minority owned company headquartered in Cleveland Ohio with extensive experience in signage nationally. For this specific project we would manufacture the signage at one of our facilities and for the labor we would use a local installer that qualifies for this project and has good standing per our Vendor qualification form. This allows us to utilize local recourses based on project needs, while providing high quality and controlled manufacturing of the signage.

Below you will find an example of similar projects / references completed in the past.

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Reference 1

Organization: Hometown Lazer Wash

Address: 32721 Walker Road, Avon Lake OH 44012

Contact Person: Rob Rotz

Phone Number: 440-668-5252

Email Address: rjrotz@wowway.biz

Reference 2

Organization: Pahrump Valley Fire Rescue Signage

Address: 2101 E. Calvada Blvd Ste, 100 Pahrump, Nevada 89048

Contact Person: Honey Strozzi

Phone Number: 775-482-8144

Email Address: hstrozzi@co.nye.nv.us

Reference 3

Organization: Verizon Corporate

Address: One Verizon Way, Baskin Ridge New Jersey

Contact Person: Alex Miller

Phone Number: 732-427-3855

Email Address: alexis.miller@verizonwireless.com

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Hometown Lazer Wash



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Pahrump Valley Fire Rescue Signage



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Urgent Care



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Verizon





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Approved Supplier



Blink Signs | Blink Swag | Blink Global

1925 St Clair Ave Cleveland Ohio 44114
Primary Email: sales@blinksigns.com
Primary Phone: (877) 433-4466
License #: asi/141433
www.blinksigns.com

Estimate

EST-018720

Bill To
City of Whitewater

Service Location
402 W Main St
Whitewater
53190 Wisconsin
U.S.A

Estimate Date : 10/17/2025

Expiry Date : 01/17/2026

Reference# : P74621

Sales person : Lauren Sweet

Project Name : P74621 / Electronic / Digital Video Sign City of Whitewater, Wisconsin / Oct 17, 2025 10:00 AM

Organization Name : Blink Signs

E-Commerce : No

Item & Description	Qty	Rate	Amount
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Labor

Labor-Combined SKU : LAB Labor equipment and materials to install (1) EMC monument sign	1.00 qty	20,489.00	20,489.00
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- Quote includes brick veneer base
- Monument to be Saddle mounted
- Direct Burial into Concrete

**Connection to existing electric only any additional electric work needed would have to be contracted by a licensed electrician. Client is responsible to provide a junction box or form of electrical connection within 6 ft from sign band prior to the signage installation date to avoid further delays

Option 1

Cabinet Sign-Monument-EMC Display SKU : CAB_MEMC Option 1	1.00 qty	33,294.12	33,294.12
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Manufacture (1) Monument Sign with EMC

Overall size: 7'-2" H x 8' W

Trusted by 100+ Brands worldwide.





Empowering Brands with Innovative Signage Solutions.



Item & Description	Qty	Rate	Amount
EMC viewing area: 4' H x 8' W			
CABINET - 1'-6" Deep Aluminum Double Sided Cabinet Painted Color - Retainer 1 1/2" Painted Color - Exact Attachment Method			
TOP HEADER - Internal LED illumination - Flat Acrylic Faces With Vinyl Graphics - Divider Bar Required Color			
EMC Specs: - Pixel Pitch: Required 10 mm maximum spacing. - Character Height: Minimum 6 inches for roadway legibility at 25 mph. - Brightness: Minimum 7,000 nits daytime; auto- dimming at night. -Lifetime Technical Support, 5-Year Parts & 60 day Parts Replacement Labor* Warranty - Contrast: High-contrast text/background required. - Refresh Rate: Minimum 3,000 Hz to avoid flicker. Aluminum Reveal Required Color Base - Constructed with aluminum angle iron skin with aluminum - 6" Dia Internal Steel Pole - Saddle mounted - Direct Burial into Concrete			
Engineer Drawings SKU : ENG City may require stamped engineered drawings for signage. If engineering is required, this will be billed at cost in addition to final invoicing. Pricing subject to change based on engineering requirements for mounting. Please note that engineering is billed per sign type.	1.00 qty	380.00	380.00
Items in Total 3.00		Sub Total	54,163.12
		Shipping charge	600.00
		Total	\$54,763.12

Notes

Looking forward for your business.

Authorized Signature _____



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Estimate

EST-019067

Estimate Date : 10/16/2025
Expiry Date : 01/16/2026
Reference# : P74621
Sales person : Lauren Sweet
Project Name : P74621 / Electronic / Digital Video Sign City of Whitewater, Wisconsin / Oct 17, 2025 10:00 AM
Organization Name : Blink Signs
E-Commerce : No

Bill To
City of Whitewater

Item & Description	Qty	Rate	Amount
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Labor

Labor-Combined SKU : LAB Labor equipment and materials to install (1) EMC monument sign	1.00 qty	20,489.00	20,489.00
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- Quote includes brick veneer base
- Monument to be Saddle mounted
- Direct Burial into Concrete

**Connection to existing electric only any additional electric work needed would have to be contracted by a licensed electrician. Client is responsible to provide a junction box or form of electrical connection within 6 ft from sign band prior to the signage installation date to avoid further delays

Option 2

Cabinet Sign-Monument-EMC Display SKU : CAB_MEMC Option 2	1.00 qty	28,058.82	28,058.82
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Manufacture (1) Monument Sign with EMC

Overall size: 6'-2" H x 7' W

Trusted by 100+ Brands worldwide.





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Item & Description	Qty	Rate	Amount
<p>EMC viewing area: 3' H x 7' W</p> <p>CABINET</p> <ul style="list-style-type: none"> - 1'-6" Deep Aluminum Double Sided Cabinet Painted Color - Retainer 1 1/2" Painted Color - Exact Attachment Method <p>TOP HEADER</p> <ul style="list-style-type: none"> - Internal LED illumination - Flat Acrylic Faces With Vinyl Graphics - Divider Bar Required Color <p>EMC Specs:</p> <ul style="list-style-type: none"> - Pixel Pitch: Required 10 mm maximum spacing. - Character Height: Minimum 6 inches for roadway legibility at 25 mph. - Brightness: Minimum 7,000 nits daytime; auto- dimming at night. - Lifetime Technical Support, 5-Year Parts & 60 day Parts Replacement Labor* Warranty - Contrast: High-contrast text/background required. - Refresh Rate: Minimum 3,000 Hz to avoid flicker. Aluminum Reveal Required Color <p>Base</p> <ul style="list-style-type: none"> - Constructed with aluminum angle iron skin with aluminum - 6" Dia Internal Steel Pole - Saddle mounted - Direct Burial into Concrete 			
<p>Engineer Drawings</p> <p>SKU : ENG</p> <p>City may require stamped engineered drawings for signage.</p> <p>If engineering is required, this will be billed at cost in addition to final invoicing.</p> <p>Pricing subject to change based on engineering requirements for mounting.</p> <p>Please note that engineering is billed per sign type.</p>	1.00 qty	380.00	380.00
Items in Total 3.00		Sub Total	48,927.82
		Shipping charge	600.00
		Total	\$49,527.82

Notes

Looking forward for your business.

Authorized Signature _____

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City of Whitewater
Digital Video Sign City of Whitewater, Wisconsin
402 W Main St, Whitewater,
WI 53190 United States

SIGNAGE BID

PROJECT NUMBER: P74621
DATE CREATED: 09.25.2025
BID DUE DATE: Digital Video Sign City of Whitewater, Wisconsin

SCOPE:

- Manufacture & Install
- Engineering And Foundation Required

Description/Details:

CABINET

- 2'-0" Deep Aluminum Double Sided Cabinet Painted Color TBV
- Retainer 1 1/2" Painted Color TBV
- Exact Attachment Method TBV

TOP HEADER

- Internal LED illumination
- Flat Acrylic Faces With Vinyl Graphics

- Divider Bar Required Color TBV

EMC Specs:

- Pixel Pitch: Required 10 mm maximum spacing. Tighter spacing (6–8 mm) may be considered.
- Character Height: Minimum 6 inches for roadway legibility at 25 mph.
- Brightness: Minimum 7,000 nits daytime; auto-dimming at night.
- Contrast: High-contrast text/background required.
- Refresh Rate: Minimum 3,000 Hz to avoid flicker.

Aluminum Reveal Required Color TBV

Base

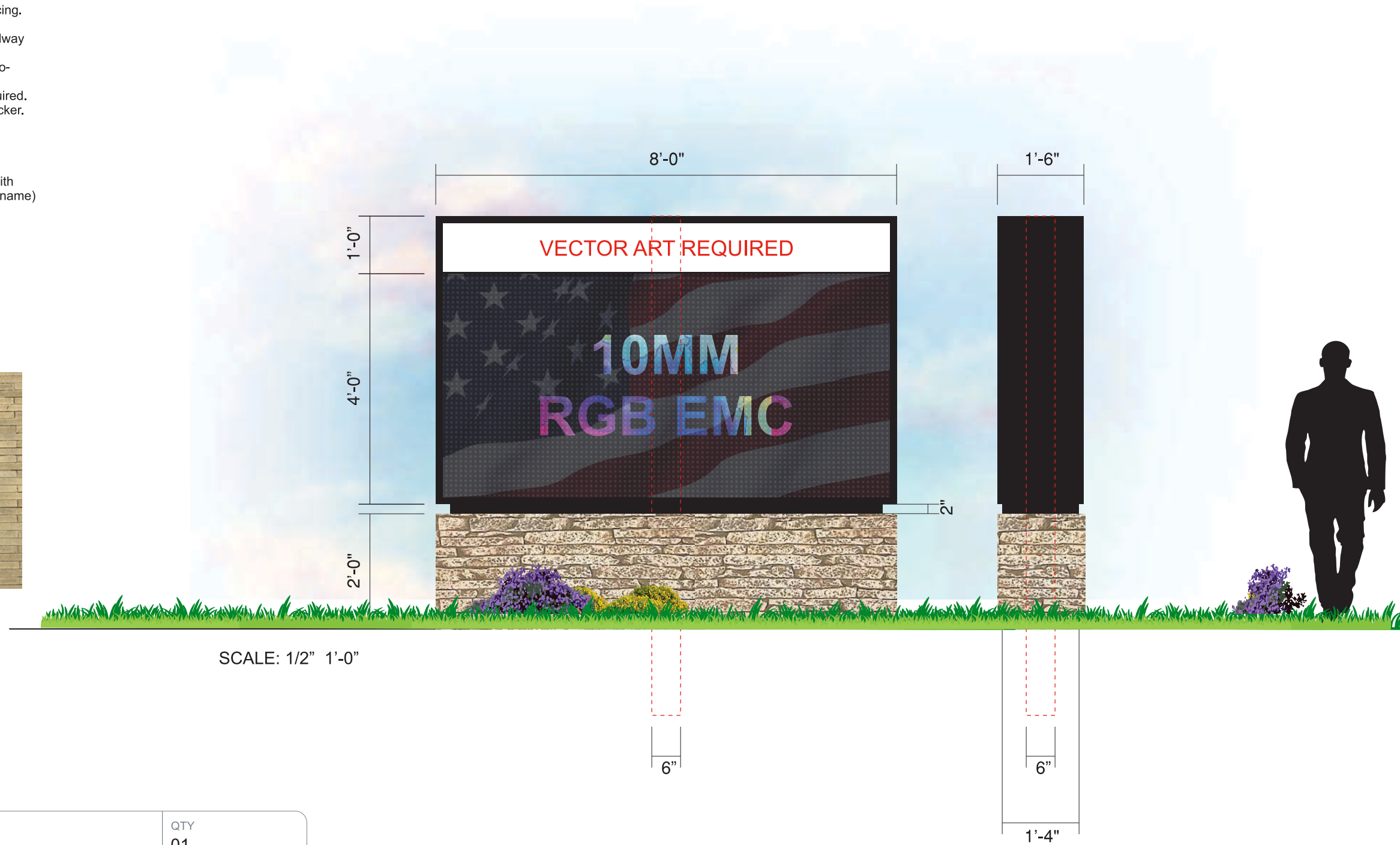
- Constructed with aluminum angle iron skin with aluminum conerved with texture Plush (Panel name)
- 6" Dia Internal Steel Pole Required
- Saddle mounted
- Direct Burial into Concrete

Color Specs:

COLOR



EXISTING PHOTO OF BRICK



SCALE: 1/2" 1'-0"

SURVEY REQUIRED
VECTOR ART REQUIRED

SHEET TITLE SIGN TYPE: Sign 1	QTY 01
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DESIGNER

Zubair Ahmed

PROSPECT/CLIENT

Digital Video Sign City of Wisconsin

PROJECT NUMBER

P74621

PROJECT

Exterior Signage

PROJECT MANAGER

Agha Faraz Ali

SALES REP

Lauren Sweet

PROJECT LOCATION

402 W Main St, Whitewater, WI 53190 United States

DATE CREATED

09.25.2025

PAGE

2

REVISIONS

DATE:

DATE:

DATE:

SCOPE:

- Manufacture & Install
- Engineering And Foundation Required

Description/Details:

CABINET

- 1'-6" Deep Aluminum Double Sided Cabinet Painted Color TBV
- Retainer 1 1/2" Painted Color TBV
- Exact Attachment Method TBV

TOP HEADER

- Internal LED illumination
- Flat Acrylic Faces With Vinyl Graphics

- Divider Bar Required Color TBV

EMC Specs:

- Pixel Pitch: Required 10 mm maximum spacing. Tighter spacing (6–8 mm) may be considered.
- Character Height: Minimum 6 inches for roadway legibility at 25 mph.
- Brightness: Minimum 7,000 nits daytime; auto-dimming at night.
- Contrast: High-contrast text/background required.
- Refresh Rate: Minimum 3,000 Hz to avoid flicker.

Aluminum Reveal Required Color TBV

Base

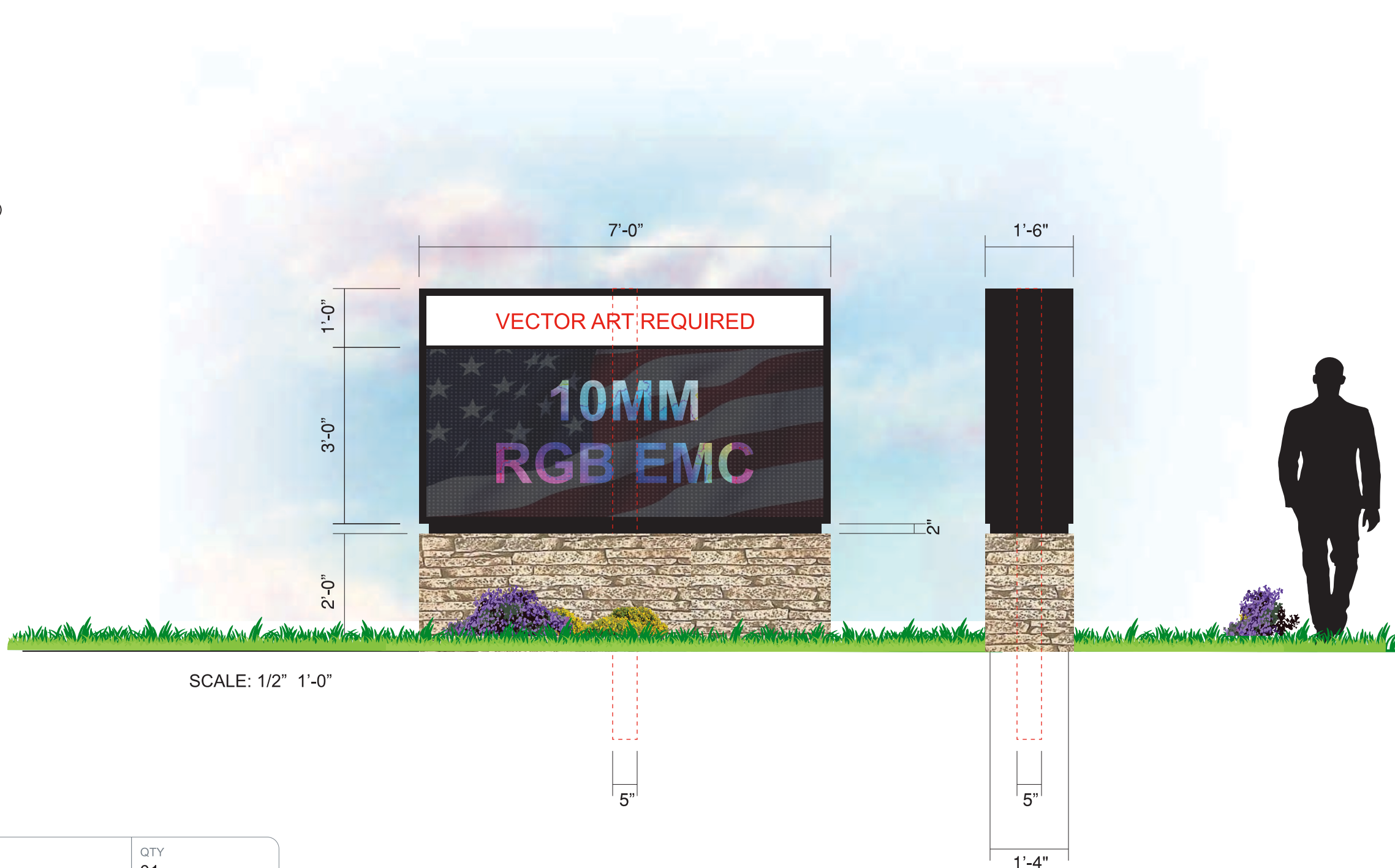
- Constructed with aluminum angle iron skin with aluminum conerved with texture Plush (Panel name)
- 6" Dia Internal Steel Pole Required
- Saddle mounted
- Direct Burial into Concrete

Color Specs:

COLOR



EXISTING PHOTO OF BRICK



SCALE: 1/2" 1'-0"

SURVEY REQUIRED
VECTOR ART REQUIRED

SHEET TITLE SIGN TYPE: Sign 2	QTY 01
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PROJECT

Exterior Signage

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CAPABILITY STATEMENT

CORE COMPETENCIES

Blink Marketing Inc dba Blink Signs was established in 2007 and provides

- Exterior and Interior Building Signage [Illuminated & Non Illuminated]
 - Channel Letters, Monument Signs, Wayfinding / Directional Signs, ADA.
- Electronic Messaging Centers [EMC, Digital Signs]
- Graphics [Large Format & Small Format: ie, banners, print, clings, backdrops etc.]

SERVICES

- Design
- Site Surveys
- Manufacturing
- Installation
- Permitting
- Project Management

Blink is a minority & female owned corporation headquartered in Cleveland, Ohio.

PAST PERFORMANCE

- City of Cleveland
- Ohio State University
- City of Columbus
- State of Ohio
- University Hospitals
- Amazon
- Verizon
- Choice Hotels

DIFFERENTIATORS

- CRM & Custom Reporting
- 100+ years of combined sign experience
- Departmentalized strategy to assure quality control at every stage of the project
- Live web portal which will display the current stage of all active projects including shipping information via tracking numbers and completion photos
- Custom Ecommerce solutions for order fulfillment

Examples of completed projects can be seen at: <https://www.blinksigns.com/>

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BIOGRAPHIES OF KEY PEOPLE INVOLVED IN PROJECT

Lauren Sweet (Business Development / National Sales)

- 13 years signage and graphics experience
- Works directly with clients and team members to achieve maximal client satisfaction through improving and implementing processes to streamline efficiencies and communication.
- Started out doing graphic design, moved into the production and installation side of the business, and now on the client facing end working with national and large scale clients to continue to build the business.

Phil Swan (Project Manager)

- 12 years project management experience
- Strengths are paying attention to fine details, customer communication, and getting ahead of any foreseen hiccups throughout the life of the project.
- Handles many of Blinks high profile clients

Brittani Shipek (Director of Operations)

- 15 years of experience
- Built and continues to improve upon vendor management and compliance programs within Blink.
- Monitors projects to assure we are meeting deadlines and key milestones throughout the lifecycle of the project, and improve processes where needed.