

B011093 - \$3600.00  
3/11/2021  
AV

# MARKETING PROPOSAL

Prepared for: KTEC

February 23, 2021



Dear KTEC,

Dooley & Associates is honored to provide the following proposal to design and develop brand guidelines, internal branding design services and capital campaign literature.

We recognize that as a charter school within the KUSD public school system, KTEC receives 80% of the regular public school's per-student allocation and zero tax dollars. Throughout this project, our focus will be on creating assets that help expand the professionalism of the overall brand, improve internal branding and target prospective financial stakeholders for investment in KTEC.

At Dooley & Associates we mark our success by our clients' success. When you work with us, you can rest assured knowing that our top priority is developing a product with longevity that puts your most professional foot forward.

Sincerely,

*Dooley & Associates*

| Action Item  | Time Estimate |
|--|---------------|
| Brand Guidelines   | 10-15 hours   |
| Internal Branding Consultation & Design                    | 30-45 hours   |
| Capital Campaign Literature (client to supply photography) | 20-30 hours   |

**60 - 90 Hours @ Non-profit Rate of \$120/hour: \$7,200 - 10,800**

All work will be invoiced in accordance with industry standards. A deposit of 50% of the total estimate is due upon signed agreement and payment is due 30 days after receipt of invoice. Costs above are for labor only and do not include additional expenses such as printing, postage, taxes, supplies or other materials.

We appreciate being considered for this opportunity and would be honored to work with your organization to move forward. After you've had time to review this information, we would be happy to answer any outstanding questions you might have and discuss the next steps. In the meantime, please don't hesitate to contact us with any questions you may have at 262-925-4769.

By signing below, I hereby authorize the above terms of this contract. 50% of the minimum quote due upon acceptance. We accept cash, check, Visa or Mastercard. Please follow this link to pay online: <http://dooleyandassociates.com/pay-invoice-online>.

I accept the terms of this quote

Signature: Angela Anderson Date: 2/26/21 Printed name: Angela Andersson



**Dooley & Associates**  
600 52nd Street, Suite 200  
Kenosha, WI 53140  
GoDooley.com  
262/925.4769