



# PROPOSAL KIT SAMPLE

## Corporate Identity Creation Proposal

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Cecil Walker  
VP Marketing  
Packet Engines  
12714 S Pines  
Spokane, WA 99218

Mr. Walker,

Thank you for taking the time to meet with me this week. I enjoyed discussing the history and goals of Packet Engines. Your company has made tremendous strides toward growth these past 4 years and I believe Gekko Creations can help to take you to your next level of successful growth.

I have included our proposal for creating your Corporate Identity Campaign. The timeline for creation can easily meet your desired launch date.

As you know, Gekko Creations are specialists in creating Corporate Identity Campaigns. Since our system is already in place to create exactly what you need based on our discussions, we will be able to have your custom Corporate Identity Materials done well before your deadlines.

The cost summary is based on current pricing available for your Corporate Identity Materials requested and is valid for the next 14 days. The production schedule is based on a April 2 start date.

I look forward to working with you.

Sincerely,

Marcy Campbell  
Director - Corporate Programs  
Gekko Creations  
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# PROJECT

## Corporate Identity Campaign

Prepared for:

Cecil Walker  
VP Marketing

Prepared by:

Marcy Campbell  
Director - Corporate Programs





# TABLE OF CONTENTS

Executive Summary .....	2
Cost Summary.....	3
Contract and Terms .....	4
Features .....	5
Schedule of Events .....	6
Project Management .....	7
Project Summary .....	8
Qualifications .....	9
Company History.....	10





# EXECUTIVE SUMMARY

## The Objective...

Packet Engines is a High-Tech Design Manufacturing company that has gone through 2 mergers in the past 3 years. Packet Engines is in great need of a new Corporate Identity to reintroduce itself to its past, current and future customers.

- ⚡ Need #1: Cutting edge Corporate Identity materials that will reintroduce Packet Engines under their newly merged presence.
- ⚡ Need #2: Develop the ability to track Corporate Identity Campaign effectiveness.
- ⚡ Need #3: Expand the current customer base and increase market share by increasing public knowledge of the new Packet Engines.

## The Opportunity...

Packet Engines has a unique opportunity to use custom designed Corporate Identity materials to promote how the newly merged Packet Engines is a stronger and technologically advanced company.

- ⚡ Goal #1: Drive new and repeat business to the website for the latest in technology updates and to the Brick and Mortar location for a tour of the Headquarters.
- ⚡ Goal #2: Capitalize of the strengths of all 3 merged companies in a single campaign.

## The Solution...

Gekko Creations specializes in Corporate Identity Campaigns that helps businesses grow and expand market share. We have created campaigns for many Brick and Mortar stores and the Fortune 1000.

- ⚡ Recommendation #1: Gekko Creations will create a multimedia Corporate Identity for Packet Engines.
- ⚡ Recommendation #2: The Corporate Identity Campaign will include a history of Packet Engines and the two other merged companies the merged.
- ⚡ Recommendation #3: The Corporate Identity will include creation of all art work, Brochures, Flyers, Television spots, Radio spots, Public Relations bulletins, Business cards, Letterhead, Envelope head, Tradeshow Booth materials and promotional giveaway prizes.





# COST SUMMARY

Development Costs	Amount
Project Development	\$5,000.00
Corporate Logo	\$1,500.00
Business Card Design	\$800.00
Letterhead/Envelope	\$800.00
Video Production	\$6,500.00
Marketing Materials	\$1,500.00
<b>Total Development Costs:</b>	<b>\$16,100.00</b>
<b>Ongoing Yearly Campaign Costs</b>	
Tradeshaw Participation Fees- 8 US sites	\$18,000.00
Tradeshaw Participation Fees- 3 Non US sites	\$15,000.00
Travel and Lodging	\$45,000.00
Ad Publication	\$110,400.00
TV Airing Fees	\$90,000.00
Radio Airing Fees	\$25,200.00
<b>Total Ongoing Campaign Costs:</b>	<b>\$303,600.00</b>
<b>Miscellaneous Costs</b>	
Postage	\$8,000.00
Tradeshaw Booth Transportation	\$6,800.00
Marketing & Services Materials	\$3,000.00
Shipping/Handling	\$2,200.00
<b>Total Miscellaneous Costs:</b>	<b>\$20,000.00</b>
<b>TOTAL AMOUNT</b>	<b>\$339,700.00</b>

**Standard Disclaimer:** The numbers represented above are to be used as an estimate for the projects discussed. The above Cost Summary does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract.



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