



PROJECT PROPOSAL

2017 Collateral

PLYMOUTH HOUSING

02 / 01 / 2017

ABOUT DEI

SMALL BUT MIGHTY

DEI Creative is a boutique graphic and interactive firm located in the heart of Seattle. Recognized for award-winning design, DEI is a fiercely creative family of designers, developers, and producers who love bringing brands to life.

Over the years DEI has had the opportunity to work on a wide variety of projects, but our niche is certainly in the development of brand identities, print collateral, and websites for unique products and communities—from local breweries, to the iconic Pike Place Market. We understand that effective design is about storytelling, and take pride in our ability to design befitting, innovative materials that truly connect with the intended audience.

Furthermore, while approaching each project with over a decade of experience, we believe that it is our collaborative creative process that sets us apart. Because we are a small firm (by design), we are flexible. And we have found that good relationships and communication with our clients results in the highest level of work.

To learn more, we encourage you to check out our website at DEICreative.com

SCOPE OF WORK

In close collaboration with the Plymouth Housing team, DEI will create the deliverables described on the following page, invoicing hourly against the budgets estimated.

Should time-spend exceed estimated budget during the course of any deliverable, DEI will notify the client in order to work out next steps that work best.

Please note that design timelines quoted here assume receipt of completed content from client on-time. We will be happy to shift deliverable schedules as desired, provided that our originally-quoted turn times can be accommodated. Thank you so much!

Project	Description	DEI Estimated Hours	Estimated Fee (at \$128/hour -- our hourly rate discounted 20%)	Content Start (as quoted by Plymouth; DEI may suggest starting earlier)	All content + direction in-hand at DEI	DEI Design Start	# of Design Rounds included in this schedule of work	Files to Print	In-Home
GiveBIG Campaign	Social media ads								
	Design of two social media ads for Facebook Design of 1 email blast Design of 1 print ad, for use in Plymouth Spring Newsletter and/or Seattle Met	14 to 17	\$1,792 to \$2,176	3/1/2017	3/6/2017 (4 biz days from content start)	3/7	Three; 1.5 weeks R1, 1 week each R2/R3		4/10/2017
Spring Newsletter	Print: 4 pages, folded for mailing	17	\$2,176	3/1/2017	3/6/2017 (4 biz days from content start)	3/7	Three; 1.5 weeks R1, 1 week each R2/R3	4/14/2017	4/28/2017
Annual Report	Print: 20 pages with donation remit envelope To include 2 custom infographics	42-52	\$5,376 to \$6,656	3/15/2017	4/5/2017 (3 weeks from content start)	4/6	Three; 3 weeks R1, 1 week each R2/R3	5/18/2017	6/1/2017
Mid-Year Appeal	Card with remit envelope, exterior envelope	14	\$1,792	5/15/2017	5/22/17 (1 week from content start)	5/23	Two; 1.5 weeks R1, 1 week R2	6/12/2017	6/26/2017
Annual Luncheon	Invitation Postcard To include a mini-logotype phase (2-3 options presented; 1 to be selected from R1.)	22	\$2,816	6/1/2017	6/6/2017 (4 biz days from content start)	6/7	Two; 2 weeks R1 (to accommodate for 1 logotype exploration), 1 week R2.	7/1/2017	7/15/2017
Workplace Giving	Reminder Postcard	14	\$1,792	7/1/2017	7/7/17 (1 week from content start)	7/10/17	Two; 1.5 weeks R1, 1 week R2	7/28/2017	8/11/2017
Annual Luncheon	Program: folding card & event collateral "Event Collateral" specifics TBD, likely to be determined closer to event date in order to best reflect event theme. We have included a bank of 20 hours (63% of this deliverable's budget) for these miscellaneous components.	34	\$4,352	8/1/2017	8/7/17 (4 biz days from content start)	8/8/17	Three; 1.5 weeks R1, 1 week each R2/R3	9/8/2017	9/22/2017
Fall Newsletter	Print: 4 pages, folded for mailing.	17	\$2,176	9/15/2017	9/20/17 (4 biz days from content start)	9/21	Two; 1.5 weeks R1, 1 week R2	10/13/2017	10/27/2017
End-of-Year Appeal	Card with remit envelope, exterior envelope	14	\$1,792	10/1/2017	10/5/17 (4 biz days from content start)	10/6	Three; 1.5 weeks R1, 1 week each R2/R3	11/8/2017	11/27/2017
Seattle Dances 2018	Save the Date Postcard To include a mini-logotype phase (2-3 options presented)	22	\$2,816	11/1/2017	11/6/17 (4 biz days from content start)	11/7	Two; 2 weeks R1 (to accommodate for 1 logotype exploration), 1.5 weeks R2.	12/1/2017	12/15/2017
Seattle Dances 2018	Invitation: Folded Card with Insert	14	\$1,792	12/1/2018	12/6/17 (4 days from content start)	12/7	Two; 1 week each for R1/R2. To complete design by 12/21, to accommodate for holiday break. Any further tweaks may be made in the new year, once we all reconvene. :)	R2 design complete by 12/21/16, final tweaks complete by 1/5/2018	1/19/2018
			TOTAL 2017 ESTIMATED COLLATERAL SPEND						
			\$28,672 - \$30,336						
			(Discounted 20% from \$35,840 - \$37,920)						
			Total work hours estimated: 224 to 237						

TERMS & CONDITIONS

FEE SCHEDULE

Payment will be due, in full, upon completion of the individual deliverables or the project as a whole, minus any deposits noted above.

PAYMENT TERMS

All invoices are due upon receipt or net 15. A late payment of 1% per month may be applied to unpaid invoices more than 60 days over due. DEI Creative reserves the right to put a project on hold if required payments are not made.

DEPOSITS

Deposits paid are non-refundable. Should the client change their mind or cancel a project after research, resources allocated or design work has commenced on a project, the initial deposit is forfeited, plus a pro rata payment based upon the time spent, if necessary.

CHANGES—WORK & SCHEDULE

DEI Creative will charge \$160 per hour to complete deliverables or additional reviews that go beyond the scope of work. When a project goes outside of the scope of work the client will be notified with a Project Addendum form. This form will define the additional work required and the estimated associated cost. The client must approve this form for project work to continue. If the type or amount of work changes significantly in a project, DEI Creative reserves the right to re-bid the entire or deliverable or project.

In addition, DEI Creative may charge a 2% delay penalty on the total sum of contract for a significant shifting of schedule timing or start date. Any shift in the schedule due to a delayed start or client changes will change the design schedule accordingly.

WEBSITE MAINTENANCE

After the website has launched, DEI Creative will invoice the client at their hourly rate of \$160* for any and all maintenance work completed on the website per the client's request. Maintenance work may include but is not limited to the following:

- Content updates (imagery and copy)
- Browser optimization / troubleshooting
- Server or domain troubleshooting
- Website support
- WordPress and WordPress plugin updates

Upon the client's request, DEI Creative will provide an estimate for any requested website updates or maintenance work prior to proceeding with the work. Whether an estimate is provided or not, the client agrees to pay DEI Creative for all work rendered on the website.

*Hourly rate subject to change

EXPENSES

The vendor/supplier will invoice all expenses directly to the client unless otherwise noted or agreed upon. For expenses paid directly by DEI Creative, the client shall reimburse DEI Creative for all costs including sales taxes due.

- **photography**
Stock: Images sourced from stock image services of which DEI Creative pays a membership fee will be invoiced at a rate of \$20 per image. Images sourced from other stock image services will be invoiced at the price they are purchased for.
- **production**
Unless otherwise agreed upon, DEI will assist in selecting materials best suited for each project and prepare the files for press accordingly. The selected printer will invoice the client directly.
- **copy/content**
If a contract copywriter is hired, the client will be invoiced directly.

CLIENT RESPONSIBILITIES

DEI Creative will design deliverables based on information provided by the client will make every reasonable effort to assure the accuracy of the material produced. It is important that all client-provided details be accurate and timely to prevent scope and schedule changes. It is the client's responsibility to gain usage rights and confirm accuracy of any provided content, copy, logos, trademarks, images, etc. Also, the client is responsible for any zoning permits needed for environmental marketing. DEI Creative will not be responsible for loss, damage, or unauthorized use of materials, and is not responsible for the actions of any hired vendors/suppliers.

The work done in this project is done in partnership with DEI Creative and the client. Just as DEI commits to delivering on the determined schedule, the client will need to perform their duties on that same schedule, providing feedback and approval in a timely manner

INDEMNIFICATION

The client shall indemnify DEI Creative against all claims and expenses, including attorney fees, due to uses of text, illustration, photography, third party copyrights or trademarks, or other intellectual property content provided to DEI Creative by the client.

TRANSFER OF RIGHTS

With receipt of full payment, DEI Creative will transfer usage right on all final designs to the client. The client will have full ownership of the designs and content at that point, not including any 3rd party, non-transferable software.

INTELLECTUAL PROPERTY

Early in the design cycle DEI Creative will show concepts, comps, and visuals that are solely for the purpose of demonstrating an idea or message. The client does not receive legal title to or permanent possession of these items. The client will only be transferred rights of the single concept that is brought through to completion.

ACCREDITATION/PROMOTION

Once the project has been completed and released to the public, DEI Creative has the right to add the client's name and project to our website, and the right to enter the work into design competitions. DEI Creative also reserves the right to show the completed project to other companies as a demonstration of previously completed work.

Where appropriate, we may decide to include a small credit in the footer of websites reading "Website by DEI Creative". When printing collateral, we will request a small number of printed samples for demonstrative purposes. Finally, DEI Creative reserves right to photograph environmental projects that we have designed.

CONFIDENTIALITY/EXCLUSIVITY

DEI Creative will keep client information confidential and share only what is needed to accomplish objectives. The relationship between DEI Creative and the client is not exclusive. DEI reserves the right to work with a variety of clients.

CONTRACT TERMINATION

Either party reserves the right to terminate this contract without cause at any time. Parties agree that DEI Creative will be promptly compensated for services performed and/or associated costs, based on enclosed project scope, up until date that DEI Creative receives notice or gives notice of agreement termination.

EXPIRATION

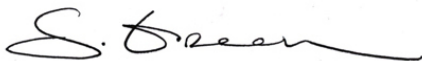
Prices quoted are valid 30 days from the date of proposal.

AGREEMENT

DEI Creative agrees to provide all services listed under "Scope of Work" for the stated fees. Client agrees to pay all stated fees and expenses incurred during and related to the project.

The above is an agreement with both parties with understanding of all terms. Please initial preceding pages.

Signed:



Sara Green, DEI Creative

Plymouth Housing

Sara Green

Print Name

Print Name

February 1, 2017

Date Signed

Date Signed

Invoicing Contact Name

Invoicing Contact Email & Phone