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**Project Proposal: XXX – Rebranding**

**CLIENT:** XXX  
XXXX XXXX, Owner  
XXX Grand Avenue  
Saint Paul, MN 55105  
Phone 651-XXX-XXXX

**ESTIMATED PROJECT START - COMPLETION DATE:** May – July 2013

**SERVICES:** Rebranding (Estimate 30+ hours)

- Messaging (8+ hours)
  - Analyze current brand messaging.
  - Recommend appropriate updates to slogans and jargon - reflecting authenticity and celebration the craftsman.
- Points of Customer Contact
  - Web Marketing (8+ hours)
    - Analyze current online presence.
    - Recommend appropriate updates to website and social media usage.
  - In-Store Marketing (6+ hours)
    - Analyze effectiveness of in-store promotions.
    - Recommend appropriate reallocation of promotional markdown dollars.
  - Community Marketing (8+ hours)
    - Analyze current marketing mix and media avenues.
    - Recommend appropriate reallocation of marketing budget.

**FEE:** FHR: \$XXXX (based on \$XXX hourly rate)  
DHR: \$XXXX (based on \$XXX hourly rate)

**PR: \$XXXX (rate reflects an additional discount of XX% off DHR)**

Special Notes: This project proposal rate is valid only for 14 days from delivery date. After 14 days, the project proposal rate is subject to change. Any work revisions initiated by the client after their final approval is given will be billed at DHR. Upon acceptance of this project proposal, the client must agree to pay Sebwe Strategy 25% of PR as a retainer. Upon completion of this project, the client must agree to pay Sebwe Strategy the balance of the PR plus any additional fees accrued. Definition of rates: Full Hourly Rate (FHR) = billable rate for large scale projects with corporate clients, Discounted Hourly Rate (DHR) = billable rate for small scale projects with small business clients, Project Rate (PR) = discounted rate for scope of project. All information exchanged between the client and Sebwe Strategy must remain confidential, unless otherwise agreed upon.