

Company:	Sovic Creative	Cowtown Creative	6th Avenue Storytelling	The Cause Agency
Contact:	Ryan Noel	Amy Day	Jamey Ice	Jennifer Henderson
Estimate:	\$14,000 (\$2K/month for 7 months)	\$68,750-\$75,000	\$7000-\$64,400	Typically \$5000-\$7500
Deliverables:	<ul style="list-style-type: none"> • Social Media Management • SEO • Production of Photos/Reels • Automated tagging/sharing to maximize posting • Grant-seeking help to offset ongoing marketing costs (Google Ads, NTX Communities Foundation, etc.) 	<ul style="list-style-type: none"> • Full marketing overhaul, including brand kit, web site, etc. • No customization for our needs proposed (standard proposal) 	<ul style="list-style-type: none"> • Road-map— includes workshops, half-day photo shoot, digital deliverable (\$7K) • Web site (\$7K) • Social Media Management (\$5600/month) • No customization for our needs proposed (standard proposal) 	<ul style="list-style-type: none"> • Year-long plan and calendar • No customization for our needs proposed at the front end
Notes:	<ul style="list-style-type: none"> • Same day response • minority/woman-owned • Specializes in small businesses, no contract required • Met via Google and sent conversation summary after • Visited site and met for an additional 1.5 hours before creating and submitting proposal 	<ul style="list-style-type: none"> • Same day response • Woman-owned • Did not ask to meet 	<ul style="list-style-type: none"> • Same day response • Met via Google • Was cut off frequently when I (Rena) tried to speak; very few questions asked about our site 	<ul style="list-style-type: none"> • Same day response • Did not ask to meet • Did not send an actual proposal