



City of Isle of Palms



Why Stingray Branding?



Watch Video (if viewing printed proposal):
<https://www.youtube.com/watch?v=oi03V15E2jE>

Get BRANDED. Get RESULTS.

Dear Joshua,

Thank you for considering our team to build an unbeatable online footprint for the City of Isle of Palms. It is nothing short of an honor to be among the marketing companies you reached out to.

Our approach to brand development is rooted in strategic alignment and long-term usability. If chosen, our team will craft a cohesive brand identity that dovetails with the City's Strategic and Comprehensive Plans while showcasing the Isle of Palms' distinct character, strengths, and coastal appeal. The resulting brand will be designed for consistency and flexibility, ensuring it can be seamlessly implemented across all City departments, initiatives, and communication channels—from

print collateral to digital platforms.

As is the case with all our clients, collaboration between our teams will be key. We don't simply consider client feedback; we thrive on it. This is why each one-time service we offer comes with two rounds of revisions included, and why our monthly marketing clients each get complementary reports on their accounts and meetings with our team.

We look forward to exploring this adventure with you.

Be A Stingray

Stingray Branding is an agency that you can count on. We've helped over 500 businesses with dynamic marketing. Many of our clients have become powerful brands around the local community.

Why Choose Stingray Branding?

We are a local veteran-owned business. We understand what it means to serve, and we'd like to show you what that means first-hand.

Our customer experience is mind-blowing. We answer the phone, we return calls, we refer you to others, we make you smile often. Most importantly, we make sure your marketing will deliver results.

Every project we get the privilege to work on brings a combination of creative genius, marketing automation, and a desire for company efficiency to help you do what you love and have success from your investment.

References

Web: Dorchester Paws

Preston Hayden: phayden@dorchesterpaws.org
(843) 871-3820

Charleston Greek Festival

Michael Wade: michaelwade16@gmail.com
(864) 915-1571

North Charleston Chamber

Jenna Phillip: jenna.philipp@pcpsc.com
(843) 259-8724

Hear directly from the Chairman of the Charleston Greek Festival!




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Case Study for the 2025 CHS Greek Festival

2025 North Charleston Chamber Results

Case Studies: <https://stingraybranding.com/case-studies/>



It's time to put a
STING in your marketing!

Project Scope

Project Management

Stingray Branding will provide hands-on, end-to-end leadership to ensure the success of this initiative while minimizing the burden on the city's staff. A senior project lead will serve as the city's dedicated point of contact, delivering consistent communication, rapid responsiveness, and full accountability throughout every phase of the project.

- **Dedicated Project Lead:** Single, senior point of contact ensuring clarity, speed, and accountability
- **Structured, Milestone-Driven Process:** Clearly defined phases, timelines, and deliverables to keep everything on track
- **Transparent Communication Systems:** Organized workflows using Stingray's top-of-the-line project management system
- **Stakeholder Alignment:** Lead and facilitate meetings with City staff, City Council, and the Charleston Area Convention & Visitors Bureau
- **Efficient Feedback & Approvals:** Streamlined process to gather input, build consensus, and avoid delays
- **Sub-Consultant Oversight:** Manage and align all contributors under one cohesive strategy
- **Rigorous Quality Control:** All deliverables go through an internal two-person review system before presentation
- **Proactive Timeline & Risk Management:** Identify and solve issues before they impact progress

Result: A streamlined, expertly managed process that delivers a cohesive, high-impact brand—on time, on strategy, and built for long-term success.

Branding Package

Among the ways we will create a stunning brand impression for the City of Isle of Palms:

New Logo - We'll start by sending you six concepts to choose from. You'll get two revision rounds included, resulting in one logo that leaves a lasting impression on everyone who sees it-- and you'll receive a full color version, white version, and black version. (Detailed iconography included.)

New Seal - As is the case with the logo: six concepts, two rounds of revisions and one final seal that represents every selling point of your beautiful city.

Business Cards - custom-designed to match your new brand with 500 printed.

Brand Standards - ensuring that any designs created for your company use the correct fonts and colors every time in the future, plus typography and several official city mottos, slogans, mission statements, and vision statements to choose from.

Social Media Banners - custom page covers & profile pictures ready for your when you're ready to use them.

Brochures - custom-designed tri-fold brochure design with the content you want about your business. Printing not included.

Letterhead - custom-designed letterhead in a Word doc, PDF, and image format.

**Note: all deliverables become the sole property of the City of Isle of Palms upon receipt of final payment*

Deliverables

What does the City currently do well in its marketing, and what could it improve? We would be thrilled to get to workshop this with you.

Core Characteristics: This involves uncovering the community's unique identity from both a government and a tourism perspective, including the city's culture, environment, and values, to form the foundation of the branding effort.

Messaging and visual direction: This step focuses on developing compelling creative elements that clearly communicate the city's identity and resonate with target audiences.

Clear benchmarks: Success metrics will be identified to track performance, gauge community and visitor engagement, and ensure the branding delivers measurable results.

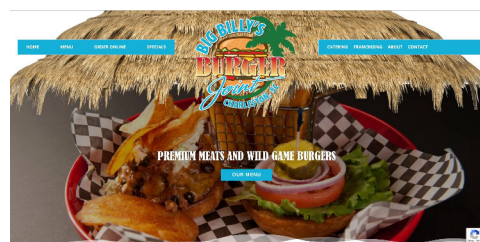
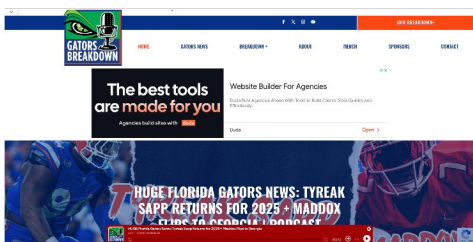
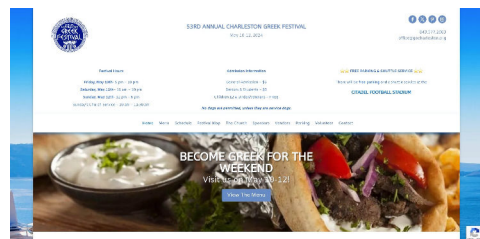
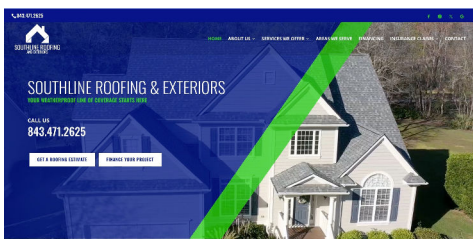
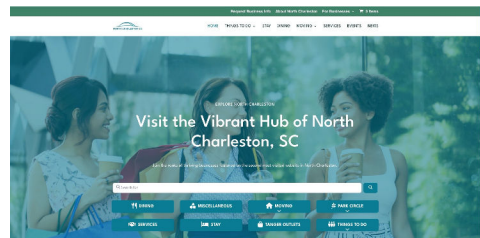
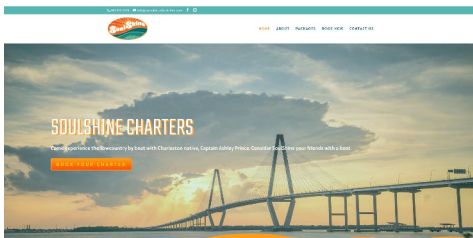
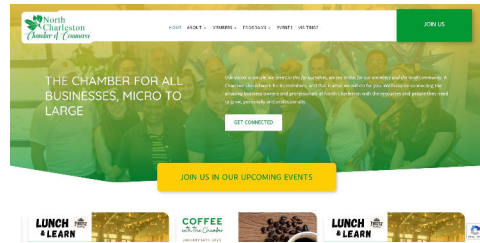
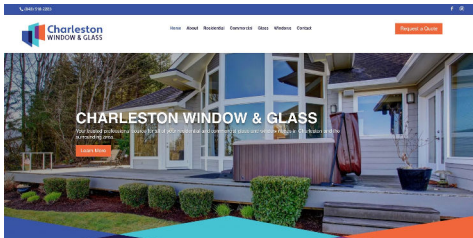
Collaborative workshop with the Isle of Palms City Council: This session will provide an opportunity to gather input, align on vision, and ensure stakeholder perspectives are incorporated into the final branding strategy.

Executive summary: Synthesis of research findings and strategic recommendations into a clear, decision-ready overview for stakeholders.

Editable assets: Customizable files for materials such as signage, brochures, website layouts, presentations, social media graphics, report covers, letterhead, business cards, and email signatures to ensure ease of implementation.

Website Portfolio

Eagle Ray Sites



Logo Portfolio



Qualifications

Alan Thompson - CEO; 18 Years Experience in Marketing as the CEO of Stingray Branding, *Founder* of the North Charleston Chamber, & *Founder* of Great Business Networking. *8X Execution* of the Charleston Greek Festival & Scottish Games Marketing. 2026 Florida *Gators 40 Under 40* for results generated for clients. 2020 Charleston *Marketer of the Year*. 2026 *SC Biz 500*. *Meta Certified*.

Kym Swanger - Creative Director; 10 Years Experience in Marketing, overseeing the Web, Mobile Apps, & Graphics at Stingray Branding, 2026

Charleston AMA *Best Non-Traditional Marketing*. 2022 SC Biz *Best Web Design*.
2022 Charleston AMA Best Website.

Tahya Morrison - Marketing Director; 3 Years Experience in Marketing, overseeing Social Media, SEO, & PPC at Stingray Branding, 2026 Charleston AMA *Best Event Marketing & Best Social Media Campaign*.

Neil Shulman - Charleston Manager; 10 Years Experience in Marketing, overseeing Content Strategy, Copy, & Account Management at Stingray Branding and Video Editing for the Washington Capitals. 2025 Charleston AMA *Best E-Mail Newsletter*. 2022 SC Biz News *Best Chief Marketing Officer*. 2019 Charleston AMA *Best Event Marketing*. *250,000 Followers on Socials*.

29-Time Charleston Community Votes Winner

7 Consecutive Years; ThreeBest Rated Marketing Agency

Welcome to the Jungle...



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The Timeline

PHASE ONE

Discovery & Research

Brand audit, stakeholder input, defining city attributes, positioning, and success metrics

2-3 Weeks

PHASE TWO

Strategy & Messaging

Vision alignment, audience messaging, and tagline development

2-3 Weeks

PHASE THREE

Creative Development

Multiple brand concepts, revisions, and final identity system creation

3-4 Weeks

PHASE FOUR

Guidelines & Asset Creation

Brand standards, logo usage rules, and fully editable templates across all materials

2-3 Weeks

PHASE FIVE

Implementation & Rollout

Launch strategy, campaign planning, and long-term brand management guidance

Ongoing (3-Year Plan)

Marketing Investment

Get BRANDED.		ONE OFF	MONTHLY
		\$24,682.90	\$9,797.15
Description			Price
<p>Discovery And Research</p> <ul style="list-style-type: none"> -Evaluation + Development of Messaging Concepts -Executive Summary Of All Findings + Suggestions -1-2 Workshops With City Council -Estimated 60 Hours Of Work 		\$7,122.15	
		\$7,497.00	5% OFF
<p>Complete New Brand Guidelines</p> <ul style="list-style-type: none"> -1 New City Logo -1 New City Seal -Up to 4 New Signage Designs -Brochure -2 Variations of PowerPoint Presentations -3 Social media Page Header Banners -Report covers -Letterheads -Business Card Design + 1000 business cards printed 		\$5,222.15	
		\$5,497.00	5% OFF
<p>4 PowerPoint Presentations</p> <ul style="list-style-type: none"> -4 Variations For Different Demographics 		\$1,897.15	
		\$1,997.00	5% OFF
<p>Webpage Mockup</p> <ul style="list-style-type: none"> -Custom Designed WordPress Landing Page -Original Content -Automated Inquiry Form 		\$1,897.15	
		\$1,997.00	5% OFF
<p>4 Pre-built Email Signature Templates</p> <ul style="list-style-type: none"> -Customized Email Signatures For Each City Representative -4 Variations (copy, graphics, & call to actions) that can be easily copied/pasted 		\$947.15	
		\$997.00	5% OFF
<p>Event Marketing & Planning (Per Event)</p> <ul style="list-style-type: none"> -60 days of Social Media Management -5 Email Blasts -Onsite Social Media Management (1 day, additional are \$500/day) -Management of Marketing Vendors (TV, Radio, Billboard, Display) -Running/Management of All Ads (ads not included) -3 Months of Website Updates 		\$7,597.15	
		\$7,997.00	5% OFF

Description	Price
<ul style="list-style-type: none"> -Custom Graphics Made for: Sponsors, Vendors, and Festivity Highlights -2 Event Planning Meetings -3 Months of the Stingray CRM -Event Flyer Design -Ticketing Page Creation -Website Ticketing Integration -Facebook Event Set Up & Publication -Post Event Analytics & Marketing Report -Post-Event Debrief and Report 	
<p>Monthly Marketing</p> <ul style="list-style-type: none"> -Weekly Strategy Meeting -Up to 4 hours of website updates per month -Google Ads (PPC) management 	\$3,797.15 / month \$3,997.00 5% OFF
<p>Google Ads At \$3 Per Click</p> <ul style="list-style-type: none"> -Average CPA of \$120 -Estimated 4,100 Website Visitors -Estimated 66,000 Ad Impressions -Click-through rate of 6.1% -Targeting contiguous United States (48/50 states excluding Alaska and Hawaii) <p><i>*Billed Directly By Google</i></p>	\$6,000.00 / month

Total One Off	\$24,682.90
Total Recurring	\$9,797.15 / month
Total Due Today	\$24,682.90

Terms and Conditions

AGREEMENT as of the date the proposal is accepted between the acceptor (herein referred to as the "Client") and Stingray Branding, with respect to the creation of certain designs (hereinafter referred to as the "Work") enters into a contract for the development of branding or marketing materials, advertising or marketing services, or marketing consulting services.

DESCRIPTION: Whereas, Stingray Branding is a professional design firm of good standing; Whereas, Client wishes Stingray Branding to create certain Work described more fully herein; and Whereas, Stingray Branding wishes to create such Work; Therefore, in consideration of the foregoing premises and the mutual covenants hereinafter set forth and other valuable considerations, the parties hereto agree to the services and prices stated above.

1. General Terms

1.1 ASSIGNMENT OF WORK: Stingray Branding reserves the right to assign other designers or subcontractors to the work to ensure quality and on-time completion.

1.2 GRANT OF RIGHTS: Upon receipt of full payment, Stingray Branding grants the client the exclusive rights to all finished Work to use as they see fit.

Client can use such works on all forms of media to include, but not limited to business cards, shirts, printed materials, and digital items.

1.3 DURATION: This contract remains in effect throughout the time Stingray Branding is performing services for Client.

1.4 CONFIDENTIALITY: Stingray Branding acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by Stingray Branding on behalf of Client or disclosed by Client to Stingray Branding.

1.5 TRANSFER OF MATERIALS: Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Client to Stingray Branding, Stingray Branding shall transfer, assign, and make available to Client all property and materials in its possession or control belonging to Client. Client agrees to pay for all costs associated with the transfer of materials. Any Eagle Ray website will be released and transferred with no additional costs. Any Smooth Stingray website that requests to be transferred requires a \$299 transfer fee to be paid before the website can be transferred (within 10 days of payment) and all files will be provided in an HTML format not including any licensed stock images.

1.6 ADDITIONAL TERMS: none.

2 Costs

2.1 PAYMENT: Payment must be made in full at the time of signing this contract unless noted in section 2.1.1. Any fees or dues accrued during the project must be paid within five (5) business days upon project completion (the day Client says go live or Stingray Branding deems the Work suitable to be live/complete per Client requests being fulfilled and the reasonable industry standard). If a delayed payment method is established and the Client is late in paying, a \$50 late fee will be charged. This will also be charged if the Client is ever more than 45 days late on any balance. After 60 days of being delinquent for any Stingray Branding owed dues, Stingray Branding reserves the right to suspend services and file legal action against the Client for the Stingray Branding owed dues, all legal fees, collection costs, and any late fees that are associated with the account.

2.1.1 PAYMENT SCHEDULE:

Payment Reason	Percentage of One-Time Services
Down Payment	50%
Start of the Campaign	50%
Monthly Marketing	Begins upon completion of One-Time Items

2.2 FEES: Functionality or feature requests above and beyond those listed in this contract and/or the functionality specs may be considered out-of-scope, and will be charged before Work is delivered to Client. Changes after the completion of any digital marketing items will be billed at the current hourly design rate.

2.3 REVIEWS/REVISIONS: While we find that most services are completed in the two rounds of review & revision, occasionally additional rounds are requested. We are happy to provide additional rounds of revisions; however, any hours accrued after the second set of revisions requested will be invoiced to the Client at the time the Work is deemed complete by the Client or Stingray Branding.

2.4 DORMANT PROJECT FEE: We work hard to keep things on schedule and schedule resources around the timeline we propose. This takes a commitment from both the Client and Stingray Branding. Projects that go dormant for longer than 15 days may incur a \$75 fee to resume work at the discretion of Stingray Branding. Client understands and agrees that no refund or credit will be given for any project that goes Dormant. Projects that go dormant for longer than 45 days are subject to being charged any price difference at the time Work is resumed, as provided by Stingray Branding as outlined above.

2.5 ADDITIONAL SERVICES: Any Work that the Client wishes Stingray Branding to create that is not specified in the DESCRIPTION Section of this agreement will be considered an additional service. Such services will be billed to the Client during the project and must be paid before the works are published. Any changes or requested work that is performed after the client states it is ok to make their Work complete/live will be billed at the Stingray Branding hourly rate.

2.6 CANCELLATION: Client has 24 hours from the time of signing this contract to inform Stingray Branding of intent to cancel the contract (via fax or email) or Stingray Branding shall reserve the right to retain all fees that have already been paid and to bill for any dues that accrued during the design

process that we have not been compensated for. Client is further responsible for mailing a request-to-cancel letter via certified mail to Stingray Branding, which is also postmarked within 48 business hours of the request to cancel the contract. Client must return all files, original artwork, any tools or works used to assist in the design of the Work, and any associated files to Stingray Branding under the agreement via mail or drop-off at our office within 30 days of canceling services with Stingray Branding. Both requirements—24-hour notification and mailing a certified letter within 48 hours—are necessary to fulfill the Stingray Branding refund policy. Once the project has started, the Client may terminate this agreement. Upon termination, Client will be responsible and agrees to pay all costs for services performed to date.

2.7 EXPENSES: Client agrees to reimburse Stingray Branding for any of the following expenses necessary or requested in completion of the Work: (i.e. Fonts, Messengers, Proofs, Props, Research, Shipping, Software, Stock photography, Travel, Telephone).

3 Client Rights & Liabilities

3.1 PERMISSIONS AND RELEASES: Client agrees to indemnify and hold harmless Stingray Branding against any and all claims, costs, and expenses, including attorney's fees, due to materials included in the work at the request of, Client for which no copyright permission or previous release was requested or uses which exceed the uses allowed pursuant to a permission or release.

3.2 COPYRIGHT NOTICE: Copyrights are released to Client upon full payment.

3.3 CLIENT RESPONSIBILITY FOR ACCURACY: You shall be responsible for the accuracy, completeness, and propriety of information concerning your products and services that you furnish to us, verbally or in writing, in connection with the performance of this Agreement.

3.4 RESULTS: Stingray Branding does not offer any guarantees of the return on investment of the Work. However, Stingray Branding will be available for ongoing support while the Client is a client of Stingray Branding.

3.5 Project Timeline: Estimated project timelines are as follows:

- Graphic Design Works: 2 weeks;
- Website Design: 2 weeks.
- Project Onboarding: 1 week;
- Social Media Post Creation & Scheduling: 4 weeks

from the date of payment & accepted proposal received by Stingray Branding. The established timeline is based on the work time of Stingray Branding and a response time of 24 hours by the client for Stingray's requests to complete or progress the project. Estimated timelines do not include weekends or holidays. Any additional response time from the client will extend the estimated project completion timeline.

4 General Provisions

4.1 GOVERNING LAW

This Agreement shall be governed and construed in accordance with the laws of the State of South Carolina.

4.2 REPRESENTATIONS & WARRANTIES

The parties each represent and warrant that each has full power, authority, and legal capacity to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party. By signing this agreement, Client agrees that they have fully read, understood, and agree to all sections of this document.

4.3 ENTIRE AGREEMENT

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements, and understandings of every kind and nature between them as to such subject matter.

4.4 SEVERABILITY

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such an instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

Let's Get Started!

Put a STING in your Marketing!

Name

Email

Organization (optional)

Have Questions?

We are excited to start your project. Please schedule a call if you have any questions about your proposal.



EMAIL info@stingraybranding.com | PHONE (843) 480-4476

WEB StingrayBranding.com

#beaSTINGray