

# Proposed Project Budget

KICKOFF & STRATEGIC DIRECTION	BUDGET
Pre-project Discovery and Project Kickoff	\$4,000
Up to 10 1:1 Interviews With Relevant Stakeholders	\$4,000
Strategy Brief Development and Presentation to Committee	\$6,000
<b>SUBTOTAL</b>	<b>\$14,000</b>

BRAND MESSAGING	BUDGET
Central Copy / Brand Story	\$6,000
Vision, About, and Campaign Messaging	\$4,000
<b>SUBTOTAL</b>	<b>\$10,000</b>

BRAND IDENTITY DEVELOPMENT	BUDGET
Full Identity Process	\$9,000
Materials Direction	\$5,000
Brand Guidelines	\$1,500
<b>SUBTOTAL</b>	<b>\$15,500</b>

BRAND LAUNCH & IMPLEMENTATION	BUDGET
Develop Local and Regional Rollout Plan	\$6,000
<b>SUBTOTAL</b>	<b>\$6,000</b>

PROJECT MANAGEMENT / PROJECT LEADERSHIP	BUDGET
Lead Overall Project, Coordination	\$2,500
Final Council / Committee Presentations	\$2,000
<b>SUBTOTAL</b>	<b>\$4,500</b>

<b>PROJECT TOTAL</b>	<b>\$50,000</b>
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← This section had a typo / duplicate line in original, but doesn't impact the budget.