



CentreCourt Building
9401 Courthouse Rd, 300
Chesterfield, VA 23832
PHONE 804.778.7604

proposal

May 17, 2019

Ron Benett
Chesterfield Moose Lodge 1980

Emerge appreciates the opportunity to present this proposal for the customization of a responsive WordPress theme for the Chesterfield Moose Lodge.

The main goal for this project is to create a modern, informational website that improves communication and availability of resources to the members of the Chesterfield Moose Lodge.

This proposal will outline the general goals and specific criteria of the discussed plan, as well as estimated costs. The information contained herein is confidential and intended only for the Chesterfield Moose Lodge. It should not be discussed with or disseminated to other parties without the knowledge or consent of Emerge.

Proposed Site Structure

This is a suggested site structure, which may change throughout the design and creative process, pending your approval.

Home
About Us
 Join The Lodge
 Officers
Calendar
Members
 Member Docs
 Pay Online
Gallery
Announcements
Contact Us

project breakdown

phase 1 - theme customization

- Copywriter receives content from client and reviews with designer
- Customizes theme with established branding elements
- Installs and configures necessary plugins
- Presents to client for review and makes up to 2 rounds of requested revisions

Target Timeframe: 2 - 3 weeks

Theme Cost: \$50.00

Rate: \$95/hr (9 - 11 hours)

Estimate: \$905.00 - \$1,095.00

phase 2 - content input and optimization

- Adds content to individual pages
- Receives and inputs images from client for website
- Inputs unique meta tags (titles, descriptions) for main pages

Target Timeframe: 1 week

Rate: \$90/hr (2 - 3 hours)

Total: \$180.00 - \$270.00

phase 3 - client training

- Designer trains client on using WordPress Dashboard
- Provides instruction on managing site content, including products
- Reviews creation of new users, pages, images and additional settings

Rate: \$90/hr (1 hour)

Total: \$90.00

phase 4 - website launch

- WordPress training session - managing site content, users, comments and settings
- Finalize launch date with client
- Upload new website files
- Pre- and post-launch quality assurance checks

Target Timeframe: 1 day

Rate: \$90/hr (2 hours)

Total: \$180.00

Estimated Total

Target Timeframe: 3-4 weeks

Total: \$1,355.00 - \$1,635.00

payment schedules

theme customization

initial for acceptance

Target Timeframe: 3-4 weeks

Total: \$1,355.00 - \$1,635.00

- 50% deposit (\$750.00) required to begin work
- Remaining balance required prior to website launch

website hosting

initial for acceptance

- Hosting includes domain reservation and email accounts off of domain.
- Domain recommended: wythetracehoa.com

Total: \$263.40/yr

payment schedules & assumptions

assumptions

The timeline and associated costs of this project have been developed with a number of criteria included as assumptions. The proposed timelines and costs of this project are subject to change based on any change to the scope of this project or any delays on the part of the client in meeting communicated deadlines.

project scope

The agreed-upon scope of the project is laid out in this proposal. Any additional time or client-requested additions to this proposal will be billed in half-hour increments in addition to the proposed total at the rate of \$90/hr. Requests that require extensive additional time and/or services outside of the scope of this proposal may be submitted as a separate proposal.

photography

The client will be responsible for providing all photography of projects. Additional photography may also be obtained in the form of royalty-free stock photography. The costs for stock photography will be billed in addition to the proposed total.

print materials

Physical marketing materials in the form of brochures, postcards and other handouts can provide an additional means of promotion for your business. For a complete breakdown of printing pricing, visit keywebconcepts.com/graphic-design.

post-launch changes and upgrades

Emerge is not responsible for issues arising from the modification and/or additions to the website after the site is completed and launched. This includes any additional plugins that are added or upgraded on the website as well as any version upgrades made by persons outside Emerge. Any time and additional costs required to repair the site functionality by Emerge will be billed outside of this agreement.

agreement

Please review our Terms and Conditions at emergerichmond.com/terms, and initial below.

I have read and agree to the above Terms and Conditions. _____

Please sign and date the acceptance agreement at the bottom of this letter and return with your payment to: Emerge - KWC, 9401 Courthouse Road, Suite 300, Chesterfield, VA 23832.

Should you have any questions or concerns, please email us at info@emergerichmond.com or call us at (804) 778-7604. We're looking forward to working with you!

Sincerely,

Jim Thomas
President
KWC/Emerge

I agree to the terms and prices set forth in this proposal, dated May 17, 2019.

SIGNATURE: _____ DATE: _____



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