



Request for Quote (RFQ)

MARKETING BUSINESS

MozzDesigns

works at the intersection of business, sales and marketing to accelerate and improve results

collecting the following data will keep us in line with an appropriate solution

SALES

THE FOLLOWING PRICING BASED ON A LOW TO HIGH RANGE. IN THE RFP YOU WILL HAVE PRECISE COSTS BASED ON ORGANIZATION SIZE, DEMOGRAPHIC, TIME FRAMES AND INTERNAL STAFF SUPPORT AVAILABLE. CHECK ALL THAT APPLY

- ▼ LAYOUT & GRAPHIC DESIGN - IS BASED ON THE DIFFICULTY OF PROJECT AND RESOURCES NEEDED TO ACQUIRE (DIGITAL, PRINT, WEBSITE, ADVERTISING, ETC.) = \$35 TO \$50 HR
- ▼ OFFER PACKAGE DEALS FOR BUSINESS/SALES DEVELOPMENT (EX: CREATE SALES OR PROSPECTING KITS WITH LIMITED DESIGNED COLLATERAL) = \$500 TO \$2500 PER INITIATIVE
- ▼ EVENT PLANNING/FUNDRAISING MANAGEMENT, MARKETING VEHICLES & MEDIA PLATFORMS = \$35 TO \$100 PER PERSON REACH
- ▼ BRAND IDENTITY & DEVELOPMENT OF GUIDELINES (LOGO DESIGN, FONTS, COLOR PALETTE, TEMPLATES, TRADEMARKING) PACKAGE FOR REFRESHING CURRENT OR FOR NEW = \$1500 TO \$5000
- ▼ CONSULTING FOR STRATEGIC AND ACTION PLANNING – VALUING INTELLECTUAL PROPERTY HOURLY RATE OF \$50 = \$2000 TO \$5000
- ▼ CREATING MARKETING STRATEGY, PLAN OF ACTION AND OUTLINE - DOCUMENT THAT PROVIDES THE BLUEPRINT OF THE ORGANIZATIONS MARKETING ACTIVITIES, BUDGET, IMPLEMENTING MARKETING EVALUATION AND MANAGEMENT OF THOSE ACTIVITIES. = \$6500 TO \$25,000
- ▼ DEVELOPING A MARKETING STRATEGY LIFE CYCLE WITH BUDGET = \$500 -\$1000
- ▼ CAMPAIGN DEVELOPMENT - RESEARCH TARGET, PICK CHANNELS, VISUAL IDENTITY, CONTENT, INTEGRATION OF MESSAGE, TRAINING INTERNALLY, MANAGEMENT OF VENDORS, SETUP TRACKING METHODS = \$1500 TO \$10,000
- ▼ INTEGRATED MARKETING COMMUNICATION SERVICE - ESTABLISHING THE COMPONENTS OF ADVERTISING, PUBLIC RELATIONS, PERSONAL SELLING, SALES PROMOTION = \$4500 TO \$14,000
- ▼ FUND DEVELOPMENT MANAGEMENT - ESTABLISH DONOR SOFTWARE, GRANT APPLICATIONS, BUDGETING/FINANCIAL REPORTS, DEVELOP COMMUNITY PARTNERSHIPS/SPONSOR/INDIVIDUAL DONOR BASE, PUBLIC RELATIONS = \$3000 TO \$50,000
- ▼ MEDIA OUTREACH (WEBSITE OR INTRA-NET UPDATES, EVENT CALENDARS, PRESS RELEASES, E-NEWSLETTER OR OTHER E-MAIL CAMPAIGNS, AND INTERVIEWS) MONTHLY MAINTENANCE = \$500 PER PROJECT
- ▼ REFERRAL AGENT FEES – PER SUCCESSFULLY INTRODUCTIONS, COMMITMENT BY CLIENTS. NEGOTIABLE DEPENDING ON INDUSTRY, A REFERRAL FEE AGREEMENT WILL BE REQUIRED TO BE SIGNED = 5% OR MIN OF \$50 RETAINER FEE

Hire As: 1099 Independent Contractor Contract to Hire (3 month trial as 1099) Employee Contract (set time-frame)

Half is paid up front, remaining half will be upon completion. (does not apply to referral fees)

Nonprofits get a 15% discount to invoice – need to submit IRS tax letter prior to claim discount.

If there is many unknowns and budget is minimum (only offered to small business <\$200K gross annual revenue or startup companies), offer custom payment plans that can be spread over a period of time.

In special circumstances a barter system of services or product can be established.

BUSINESS NAME

CONTACT PERSON

PHONE

EMAIL

*When submitting the form it will prompt a response within 48 business hours
Please include the RFI form. Submitting of both will prompt a RFP request.*

