

To: J. Roberts, City of Hudson

Date: August 8, 2015

From: J. Gusich, AKHIA

Subj: **Proposal for Promoting Velocity Broadband – August thru December 2015, and Potentially into 2016.**

Jody:

Thank you for requesting a proposal for AKHIA to continue promoting Velocity Broadband to Hudson's business community. It has been a pleasure helping you launch the program, with efforts continuing through August 22, 2015. Below is a proposal for additional supportive services through the end of the year and into 2016.

Scope of Work Summary

Continue the momentum of Velocity Broadband launch as critical to the initiative's longterm success. Stay in front of Hudson businesses with our marketing messages to prevent them from signing multi-year contracts with competitors. Services to include, but not be limited to:

- **Creative Concepting**
- **Graphic Design of business mailers, eBlasts, pricing sheets, promotional fliers, etc.**
- **Public Relations and publicity generation**
- **Graphic Design**
- **Digital Marketing (such as eBlast campaigns)**
- **Plan implementation**
- **Campaign Impact Measurement**

Recommendation: Limited Contract Service Fee (August 23, 2015 – December 31, 2015)

AKHIA proposes a limited contract for creation and implementation of the services outlined above. The fee will be billed as a monthly retainer, not to exceed \$20,000 (or 181 hours of service). This is based on a discounted rate of \$110 per hour (versus our standard \$125/hour). Additionally, we recommend a retainer beginning 2016 not to exceed \$2,500 per month. The city can purchase additional hours at any time at the discounted rate of \$110 per hour.

Approval

This is an estimate for the proposal described above. Fees and production expenses may vary due to program changes mutually agreed upon by client and AKHIA. The agency will keep client informed of cost changes as they occur. This estimate is valid for 60 days. Estimates including printing costs are valid for 30 days. As a representative of my company, I have reviewed the above proposal and estimate and give my approval to proceed. (Please sign and return to AKHIA via fax or email.)

Signature Date Client

Signature Date AKHIA



phone: 330.463.565[†]
fax: 330.463.5624

[†]This estimate does not include out-of-pocket expenses such printing costs and/or media placement.

85 Executive Parkway
Suite 400
Hudson, Ohio 44236

www.akhia.com