



Black People Will Swim Creative Director – Retainer Breakdown

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Prepared For
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By
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Contact
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Overview

Our company is driven to teach and motivate Black people and people of color with our hashtag #smashingstereotypes, and we're hoping that we can include you as our newest creative director. The right creative director should bring a mix of marketing expertise, business understanding, and a passion for Black culture to this company.

The creative director is someone who can inspire others through their work and leadership, a natural eye for design and inspire dynamic ideas. Overall, they must be a team player, communicative, and hardworking.

Retainer Cost

Here's a breakdown of costs, specifically tailored to your brand and needs:

Option 1 - \$30/hr

- 6hr minimum a month
 - 1 call or virtual meeting per month to review projects
 - 15% of monthly merch sales
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Option 2 - \$375/month

- 15 design & strategy hours per month
 - Priority service in projects
 - 1 call or virtual meeting per month to review projects
 - 12% of monthly merch sales
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Option 3 - \$550/month

- 25 design & strategy hours per month
 - Priority service in projects
 - 1 call or virtual meeting per month to review projects
 - 10% of monthly merch sales
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If at any point, services and requests exceed current option hours, you may be subject to an overage rate of \$30 per hour.

Option 4 - TBD upon request

- **Unlimited Services**
 - Priority service in projects
 - 2+ calls or virtual meetings per month to review projects
 - 10% of monthly merchandising sales
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Type of Services

- Graphic Design – icons, typography treatments, small projects, content
- Design for Print Materials – sell sheets, direct mailers, brochures, newsletters, flyers, banners, promos, guides etc
- Digital Materials – Social Media graphics, Blog Banners, and other web elements
- Strategy – for content, social media, campaigns, etc.
- Ad Design – print and web ads
- Web – content, graphics and web maintenance can be provided for select customers. This does not include content copy, just updates, new posts/photos or tech issues.
- Services do not include additional costs like admin services, custom fonts, illustrations, stock photography & printing, copywriting, web development, social media management or branding. Additional costs are required.
- Additional services are available upon request. We can tailor a specific list if needed.

Duties

- Conceiving and implementing concepts, guidelines, and strategies in various creative projects, and overseeing them to completion
- Build, lead, and review work of the creative team in the production of all web, print, and digital marketing collateral
- Spearhead and manage content strategy for both small-scale and large-scale projects, harnessing strategy, digital and brand design, compelling content, and technology
- Present or oversee the presentation of final concepts, and obtain approvals for deliverables
- Help create, implement or oversee social media strategies, merchandise, strategic development of messages and deliverables
- Develop internal marketing campaigns that translate marketing objectives across business units into clear and motivating creative strategies

Skills and Qualifications

- Years of experience creating marketing/advertising campaigns from developing vision and the messaging platform to overseeing production on time and budget
- Understanding and past experience creating integrated content across all marketing channels from digital, social media, paid media, mobile, but also understand offline and print
- Proven experience with concept development
- Highly skilled with leading a team of creative talent
- Strong creative vision with an understanding of business objectives

Terms

1. Payment structure: 100% upfront monthly. Invoice payment via Paypal or card. Invoice will include the monthly retainer rate for that month and any additional charges from previous month. Bonus & tips are also welcomed.
2. Termination: This proposal is for a month to month basis. Either party can part ways at any time, remaining balance is due upon departure.
3. Resources needed such as on-site shoots, campaign materials, software, fonts, stock photos, etc., are not included in the prices above. Those will be paid for by the client, and the rights to use them shall be theirs.
4. New components that are not described in the scope of work will be assessed in a new estimate.
5. Client is open to tagging designer (@itsPheelosophy) and/or giving a shoutout on their social media/website.
6. Clients that refer committed friends or family will receive 15% off (for each referral) on their next monthly package. Restrictions do apply.
7. Work may be featured on business website or portfolio, contact if you opposed.
8. Business day count starts only after the client provides all resources requested, such as images, contact details, deposit, etc. Mon-Fri.
9. In case of project cancellation after the work has started, the client will pay for the relative part of the work

What's Next

Once the proposal is completed and the first retainer fee is paid, we will setup all your projects needed for the month in our client dashboard. From there, you will be able to see completed projects and time remaining for the month. Prior to the 2nd month, we will discuss and review the next month's priorities.

I will be happy to answer any question regarding this proposal. You can reach me at team@pheelosophy.com.

Once you approve this proposal, we can always set up a meeting to further discuss details, dates and milestones.

Signature

Phe morgan

Phe Morgan

Paulana Lamonier

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This proposal was signed digitally on Mar 21st, 2020, 21:04 PM