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Rate Card

PARTNERS INC.

We customize marketing packages, based on the needs (scope) of prospective clients. For clients, we begin with the Discovery phase and charge approx. \$10-15,000 for an audit and situation analysis. The analysis and desired goals determine the strategy. The strategy will layout recommended tactics (PR, social media, email marketing, advertising, etc.). On average, a comprehensive marketing plan (if the client has internal resources to also execute) is \$25-40,000 for phase II execution. That rate is based on the goals of the organization and how public-facing their tactics need to be ie. one client may need to purchase a media buy (TV, radio, etc.); more expensive campaign and budget, while another may be able to reach their goals with a strong email marketing campaign (considerably less expensive). During and after the campaigns, and we provide monthly reporting with determined metrics to our clients.

To provide context, two Co.act grant (non-profit) applicants have been in contact with us. One of the non-profits was quoted \$36,000 for the full plan (including expenses to vendors such as printing) and the other (a much larger non-profit) was quoted \$73,000 based on their needs, the lack of staff members with the expertise, and needed tactics to raise the funds and associated programming they are seeking.