



Proposal & Budget

Phase 1 - The deliverables

| Stage Gate | Deliverable | Scope |
|--|---------------------|--|
| 1 Design | Website Design | Wilderness Agency will design and develop a website that clearly identifies the mission, message and differentiators for the organization. Wilderness Agency will present design direction through the creation of a moodboard, wireframe and design of homepage and 3 internal pages before proceeding to full development of the website. Approval will be obtained after each deliverable before proceeding to the next step. |
| 2 Copy Creation | Copy Document | With a design framework in place, we begin the process of auditing and reworking existing content, and crafting new, strategic content specifically for the elements associated with your project. Copy will be delivered in an editable copy document format, so you can see word-for-word how the end deliverables will speak on your behalf. |
| 3 Document Repository | Document Repository | Wilderness will download and re-upload each PDF document on the existing site, not to exceed 400 documents. More than 400 documents will require a change order request. |

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| 4 Build | Website Development | Wilderness will develop the new website using the WordPress platform, which will allow flexibility in back-end editing, SEO, and a user-friendly interface. The website will be tied to a content management system that will allow tracking of leads, prospects and touchpoints. The website cannot exceed 15 pages, otherwise a change order request will be required. |
| 5 Maintain | Website QA | We don't believe in the "set it and forget" approach. We work with all of our clients to provide a debrief session to ensure that all objectives outlined in the earlier phases have been met. Beyond that we perform a project analysis to identify ways to measure and enhance your project or future projects. We then work with your team to identify future phases. |
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Phase 1 - Budget

| Deliverables | | | |
|---------------------|------------------|----------------------------|-----------------|
| Website Design | 30 Hours | | |
| Copy Document | 15 Hours | | |
| Document Repository | 95 Hours | | |
| Website Development | 45 Hours | | |
| Website QA | 35 Hours | | |
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| TOTAL HOURS | 220 Hours | TOTAL | \$22,000 |
| | | 4x Monthly Retainer | \$5,500 |