



*We take pride in providing our client's with 1on1 branding...  
for us that's "Branding 101".*

## **EXTENDED RETAINER PROPOSAL**

Submitted To:  
FLORIDA SPORTS FOUNDATION

Branding Assignment:  
Branding/Service Extended Retainer

Your brand is your most powerful asset. It represents a commitment to your mission, a promise to your members... the very soul of your business. It is not only the recognizable element of your services; it is a unique vehicle by which you communicate 24 hours a day, 7 days a week.



*"Building strong brands and building even stronger relationships."*

## **EXTENDED RETAINER PROPOSAL**

The purpose of this assignment is to begin a new retainer that contractually ended on December 31, 2020. The scope of this new contract is to continue assisting the Florida Sports Foundation (FSF) with branding, design, development, and support services.

### **Project, goals, and assignments:**

- Continue to provide branding and graphic design services for advertisements, events, trade-shows, collateral, marketing, promotions, etc.
- Continue to assist the FSF team with web development, support and maintenance.
- Continue to assist with new projects and other branding assignments.

**New Retainer Timeline Period:** 6 additional months (January 2021 - June 30, 2021)

**Total retainer estimate:** ..... **\$17,190.00**

**Payment Terms:** The first invoice will be sent on January for \$2,865.00 and the remaining 5 (five) retainer payments in the amount of \$2,865.00 will be invoiced monthly during the periods of February 2021 to June 2021.

The following estimate are preliminary projections based on the scope of work as outlined in this proposal. The costs cited in this proposal are best estimates for hourly design rates, consultation, development, and support.

If the terms and budget meet Client's approval and Plaid Park may begin production on the assignment, please sign below and return a copy. The following assignment is subject to the terms in this proposal. By signing this agreement, the Client acknowledges that they have read and understood the proposal's terms.

**Consultant:** Plaid Park,LLC

**Consultant signature:**

**Date:** 01/06/2021

**Client:** Authorized Florida Sports Foundation Representative

**Authorized Client signature:**

**Date:** 1/06/2021



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# THANK YOU

We appreciate the opportunity to continue our relationship with Florida Sports Foundation and submit our extended retainer proposal, but most importantly to demonstrate our passion to serve our clients through creative excellence and our commitment to service.

We hope to continue to earn your confidence and build a strong and lasting relationship for years to come.

Sincere Regards,

*Askia A. Jones*

Askia A. Jones  
Plaid Park, LLC