



*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.



**EXTENDED RETAINER PROPOSAL**

The purpose of this assignment is to begin a new retainer. The previous retainer contractually ended on June 30, 2022. 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: 12 additional months (July 2022 - July, 31, 2023)

**Total retainer estimate:** ..... **\$47,820.00**

**Payment Terms:** The first invoice will be sent on July 2022 for \$3,985.00 and the remaining 11 (eleven) retainer payments in the amount of \$3,985.00 will be invoiced monthly during the periods of August 2022 to July 2023.

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: 07/18/2022

Client: Authorized Florida Sports Foundation Representative  
Authorized Client signature:

Date: 8/3/2022



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

# 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