

This (event planning, copywriting, branding, publicity) proposal, prepared by Bison Media, has been created exclusively for use by [Client Name]

Purpose:

For this campaign, Bison Media will provide (event planning, copywriting, branding, publicity) strategy and execution for [Client Name] in order to [reason for Client hiring Bison Media i.e. increase brand notoriety, reach new audience, expand social following].

Bison Media will work with [Client Name] to produce a distinct message for print and/or online media, with a heavy focus on local media and social reach. Bison Media is also prepared to work in coordination with [Client Name]'s marketing team to develop marketing materials and/or strategy to deliver a consistent message and voice.

Example campaigns can be viewed on our website here: bisonmedia.com

Duration:

Bison Media is projecting a [insert timeframe] commitment to ensure the most effective establishment, development, and completion of this (event planning, copywriting, branding, publicity) campaign. We are capable of beginning work on the initiative starting [insert date] following approval.

If there are specific deadlines for a specific project within the campaign set by [Client Name], Bison Media will honor that timeframe and work within it, but if there are no deadlines set, each individual project within the campaign is due at the discretion of the firm, especially in regards to finals and holiday breaks for student staff members. [Client Name] understands and will respect this discretion.

Services, Terms and Conditions:

The following is a list of services Bison Media offers, however, if there is a specific project that is not listed here and would be requested by [Client Name], we are prepared to tailor a specific plan and execution strategy to best fit [Client Name]'s needs, at the discretion of Bison Media's Firm Director.

- Press releases, social media and media coverage
- Media success measurement and analysis
- Media relationships
- Copywriting and copyediting
- Media conference and press announcement
- Event management and coverage
- Blog publishing and website updates

Service	Price	Quantity	Subtotal
Hourly Rate	[Insert price]	[See duration]	[Insert Price]
Retainer (non-refundable)	[Insert price]	1	[Insert price]
Materials	[Insert price]	Varies	[Insert price]
Press Booking (airtime, advertisement placement, printing costs)	[Insert price]	1	[Insert price]

Total: \$\$\$\$\$\$\$

Expenses will be billed as actually accrued on a monthly basis via a receipt of our invoice. Reasonable expenses are to be coordinated upon agreement of this proposal, while irregular expenses that occur within the parameters of the duration will be discussed with [Client Name].

Bison Media is not responsible for the distribution of materials or personal fundraising on behalf of [Client Name], including, but not limited to, posters, “street teaming”, or solicitation of businesses.

Conditions of campaign are as follows: Bison Media’s quality of work is guaranteed. In the event that you feel we are not meeting the standards described herein and based on mutual conversations and agreements, this contractual agreement may be rendered null and void provided a 30-days written notice is submitted. Upon termination of contract, [Client Name] is expected to return a complete evaluation, including reason for termination, to Firm Director for educational use.

Bison Media also has the right to terminate this contract before the duration of the project is over if the firm feels [Client Name] is not cooperative, willing to participate in activities needed to complete the project(s) requested, or otherwise not conducive to the firm’s productivity.

This contract hereby assigns to Bison Media the entire right, title and interest in and to any of the following that exist as of the date outlined in the duration: (a) Intellectual Property relating to Bison Media, [Client Name] and the project outlined herein (b) any and all Intellectual Property Rights claiming or covering such Intellectual Property (c) any and all causes of action that may have accrued in connection with such Intellectual Property and/or Intellectual Property Rights.

If [Client Name] chooses to terminate this agreement for any reason, all Intellectual Property and/or Intellectual Property Rights remain in the ownership of Bison Media and are prohibited in use by [Client Name] following the termination date.

Upon completion of the project, outlined herein and discussed in the duration, all Intellectual Property is to be released to [Client Name] for unrestricted use. Following the duration of this project outlined herein, student staff members of Bison Media retain ownership of the material they individually created and developed through this project and can use such material for their personal portfolios.

Bison Media also reserves the right utilize any and all material created and developed through this project for future promotion of the agency (i.e. portfolios, creating agency image).

At the end of the duration of the project, [Client Name] will be asked to evaluate Bison Media based on the services and [Client Name]'s satisfaction via a survey provided by Bison Media. Evaluation will be confidential and used for the education and improvement of the firm.

The terms and conditions of this proposal are subject to change based on collaboration with [Client Name] and Bison Media and their mutual agreement herein.

By signing below, both parties indicate their acceptance of this proposal and entrance into a contractual agreement.

[Client Name]

X _____

Date: _____

Bison Media

X _____ (Account Executive)

Date: _____

X _____ (Firm Director)

Date: _____