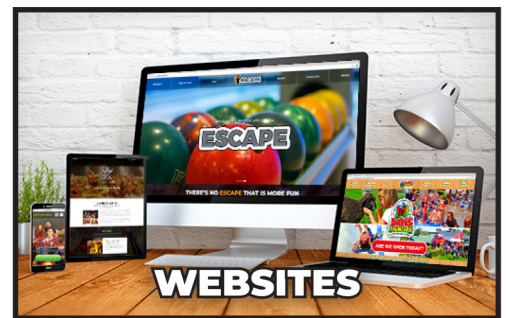




Your ONE-STOP Marketing Shop



PROPOSAL



Services Proposal

We appreciate the opportunity to team up with you on these projects and look forward to speaking with you again soon. Below is a breakdown of all the services that Promotion Champs offers. These are our most popular services but we also take on custom projects as well. If you have a project that is not listed in this proposal please mention it as we can most likely accommodate. Each one of these phases can be customized to your businesses needs.

Phase 1: Company Branding

Phase 2: Website Design, Development, and SEO

Phase 3: Digital Marketing Infrastructure

Phase 4: Digital Marketing Operation

Phase 5: Video Marketing

Phase 6: General Marketing Materials

Phase 7: Promotion Planning and Design

Phase 8: Promotion Solutions Program

If you or any member of your team have any questions, please reach out.

Thank you!

Sincerely,

Dane Deroshia

President | Art Director

Dane@PromotionChamps.com

(920) 785-8955



References

Frank Price - FL Price / Birthday University

BirthdayUniversity.com | (919) 387-1966

Services Provided: Manage website, video development, marketing consultation, and material design

Theresa Cruthird / Generations Adventureplex

Generations-Adventureplex.com | (574) 855-1095

Services Provided: Website design and development, video development, dozens of graphic design projects, banner creation, in-center marketing materials design and layout

Bernie Robinson / FUNstruction Results

FUNstructionResults.com | (828) 691-4386

Services Provided: Website design and development, video development, graphic design

Phil Huffman - BAM! Entertainment Center

GoBamGo.com | (616) 392-7086

Services Provided: Marketing materials and promotion design (promotions in a box), video and photography

Meredith Assande - Spare Time Entertainment

SpareTimeLansing.com | (517) 337-2695

Services Provided: Website design and development, promotion planning, marketing materials and promotion design, email marketing, social media marketing, grand opening

Ryan Gillenwater - FEC Insurance

FECINS.com | (540) 330-2535

Services Provided: Website design with analytics and digital marketing integration and review

Michael Shearer - Perfect Game

MyPerfectGame.com | (843) 708-0655

Services Provided: Marketing materials and promotion design

Doug Davidson - MaxBowl (3 Centers)

MaxBowl.com | (281) 540-2800

Services Provided: Marketing materials and promotion design



Phase 1: Branding

We can establish a professional brand for your company that encompasses your core values and visual direction. Your brand will be influenced by its elements, words, and creativity that surround it. Discover how to emerge your brand onto the scene with a team that will emotionally connect your prospects to your business.

- ▶ Logo Design
- ▶ Brand Identity Manual / Style Guide
- ▶ All essential file formats included (ai, eps, jpg, pdf, png)
- ▶ Google Drive setup for archiving brand materials and additional marketing archive

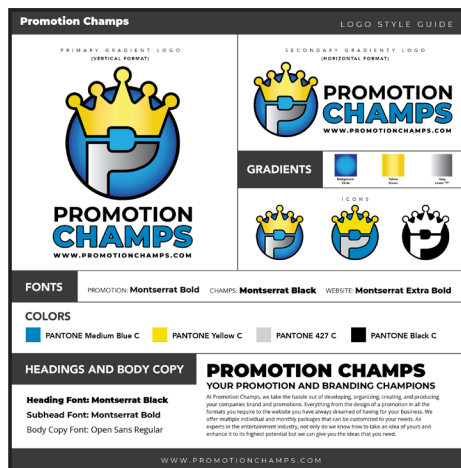
AGREE DISCUSS

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Investment range: \$1,200 - \$1,750



Style Guide Example



Already have an **ESTABLISHED BRAND** but not happy with it? **We can help.**

Promotion Champs offers a services that can edit or enhance an established brand. Maybe you have a logo but it needs to be modernized. Perhaps you have a logo but you don't have all the formats or a style guide to provide brand consistency.

Investment: hourly rate

AGREE DISCUSS

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- Receive all essential file formats
- Receive a brand style guide (logo variations, colors, fonts)



Phase 2: Website Design and Development

Promotion Champs deliver an expert designed and mobile optimized website across all devices and platforms to communicate a web experience in line with your brand, services, and key messaging. We deliver a web experience that communicates your brand's key messages and services. Through a well-planned sitemap and engaging design, your website will effectively guide users to the information they are seeking. Best of all, we train you and your staff to manage your user-friendly WordPress platform.

Working with Promotion Champs, you will receive a professionally designed mobile optimized website that visually works well across all platforms and devices including computers, tablets and phones. It will better communicate your brand's key messaging to emphasize unique capabilities/offerings over competitors for optimized lead-generation. A professional and engaging web experience that serves as the first impression of the brand. Your website will drive users to strategically placed points of conversion to optimize lead-generation and promotions. We can install third party integration software (booking/appointment/scheduling platforms, WooCommerce, etc.). It will present intuitive, user-friendly content management system (WordPress), to allow for updates and modifications to visual elements (text and images). Lastly, the design of the website will stand out and impress users on all devices.

AGREE DISCUSS

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Investment range: \$3,750 - \$7,000

50% is required to begin work. Back end 50% is due upon final approval of website before final launch. The price range is determined by the desired size and complexity of thier website.

Additional custom coding, design or third party applications may cost additional. An estimate would be provided for any alternative or added work needed. Hosting and domain purchase is not included.



Here are a few sample websites our team has designed and developed:

OuterLimitsAdventure.com

Generations-Adventureplex.com

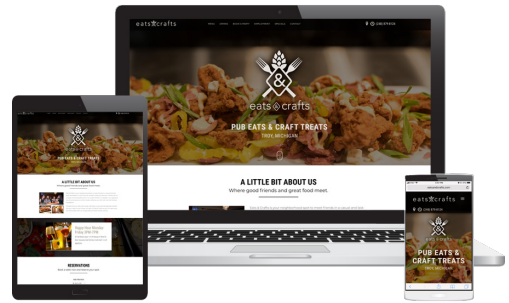
DigiKidsFlorida.com

Axe-Masters.com

SpartanAxe.com

TiltStudio.com

BirthdayUniversity.com



What's included?:

- ▶ **Web Page Limits:** The platform allows for unlimited pages but the project includes up to 15. Additional needs beyond this limit requires additional quote based on require page size, complexity and on-page SEO requirements.
- ▶ **Website Training Sessions:** We offer training sessions for your team so that they may operate and edit your site's content.
- ▶ **Plugin Installation:** Unique functionality requires specific plugins. We recommend and install various WordPress compatible plugins for all your website needs. This include third-party integrations.
- ▶ **Basic SEO:** Will be installed for the initial 15 pages. Basic optimization will be added to these pages. We can provide a quote for additional monthly SEO Campaigns.
- ▶ **Guarantee:** We guarantee site functions and revisions for 30 days after site launch (does not include repairs for code that the user has altered beyond their capability).
- ▶ **Additional Revisions:** Once all client comments, ideas and questions are consolidated and sent to Promotion Champs LLC, a new version will be provided to the client, marking the end of one revision. Project includes up to 3 revisions for style guide, wireframe, design comps stages. If after client sign-off of these stages, any additional revisions to these stages will incur additional cost at hourly rate. Up to 2 minor revisions per page are included for updating photos and page text as needed on finished pages.
- ▶ **Minor Revisions:** Changing short text phrases, updating images (within same image dimensions so that it does not alter page layout).

Ongoing Website Maintenance:

We offer ongoing website maintenance. A discussion of estimated monthly or yearly edits will determine the cost of ongoing site maintenance. This would include all edits, security, and troubleshooting.

Additional Services

Schedule a consultation call:

- ▶ **Advanced Search Engine Optimization (SEO)** - Request for quote, depends on project needs.
- ▶ **Retargeting (Remarketing)** - Request for quote, depends on project needs.
- ▶ **Copywriting** - Request for quote.
- ▶ **Photography Consultation** - Request for quote and examples.
- ▶ **Market Evaluations** - Request for quote.
- ▶ **WooCommerce** - Request for quote. Dependent on product inventory.



Phase 3: Digital Marketing Infrastructure

What doesn't get measured, doesn't succeed.

There is an overabundance of digital marketing tools and programs available to measure success today. With over 10 years experience in the digital marketing field, Promotion Champs will take the guesswork out of which tools to use and ensure it's budget friendly and necessary along with training and support.

With the right digital marketing tools in place, you are able to move away from business hunches and into confident business success with measurable data analysis backed with strategic moves based on data results.

AGREE DISCUSS

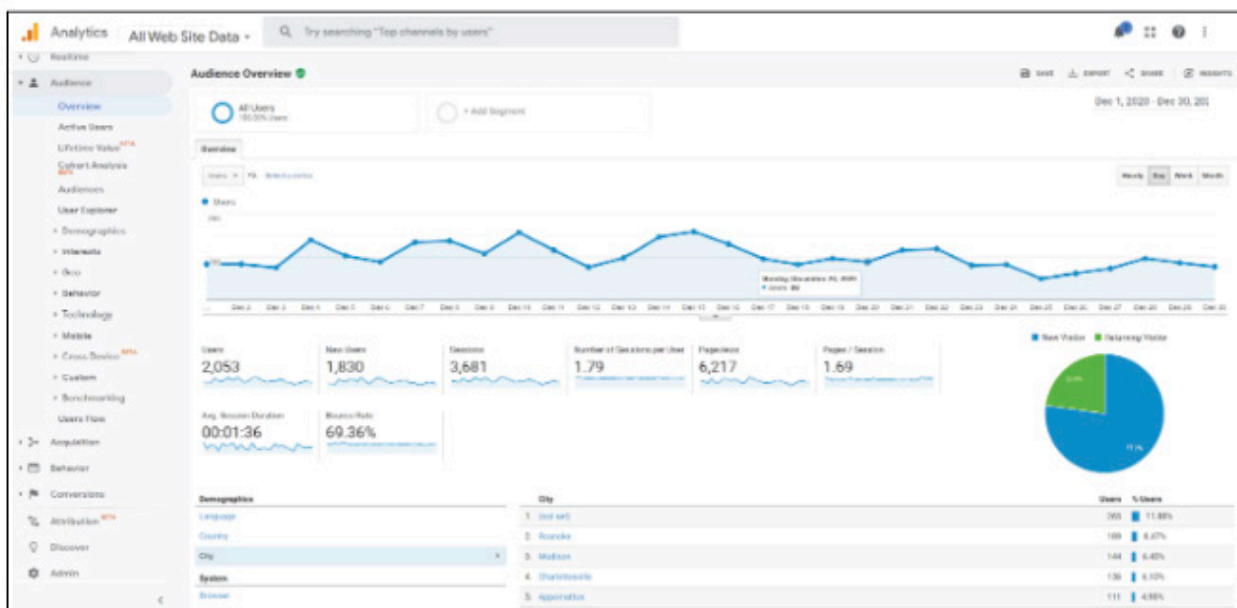
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Stage 1: Google Analytics Setup & Configuration

One-Time Setup Up Cost: **\$650**

\$700.00 Finance Options:

- \$300 up front - 6 months payment of \$66/mo.
- \$300 up front - 3 month payment of \$133/mo.





Your business website is your digital front door. It should reflect who you are as a business and provide an abundant amount of information on how it's performing as well as users who are engaging with your website.

Google analytics is a must have digital tool. This is the backend data reporting tool for everything that happens on your website. Not only does it provide the number of website visitors, where they are coming from (i.e. direct, social, paid, etc.) time on site and top pages visited. This tool also provides demographic and geographic information about your users, conversions on form fills, reservations, phone calls, and many more analytical data points.

The compare data timeline feature allows your business to clearly see how its performing year over year, quarter over quarter, month over month, week over week, or any time frame desired. Pull sales data and facility traffic from the same time period for a full view of success.

This tool also provides demographic and geographic information about your users, conversions on form fills, reservations, phone calls, and many more analytical data points with the ability to compare year over year, month over month, week over week, or any time frame to see how your website has been performing compared to sales and in-store traffic.

- Google Analytics Setup- Promotion Champs will create a Digital Marketing Gmail account (must have) to set this account up. Your business will have 100% ownership of this Gmail account and Google analytics account.
- Google Analytics Configuration- Full configuration to sync and verify your website will be handled as well as setting up all users at different levels to be able to see the dashboard or specific reports within the program. Configuration within the tool to ensure data is passing correctly and we meet Google standards for this program.
- Conversion Configuration- All customized conversion will be set up to track success. This includes form fills, reservation submission, mobile phone calls directly from the website, selection of certain pages, request for directions, etc.
- Custom Reporting Dashboard- a custom report will be set up based on the needs of the team as well as guidance on best data points to include for certain meeting reports. For example a high level weekly report vs. a more in-depth monthly report.



AGREE DISCUSS



Stage 2: Meta (Facebook) & Instagram Business Account Set-up, Configuration, Social Media Sync, & Training

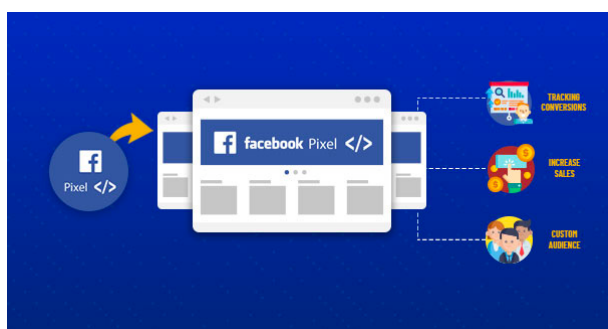
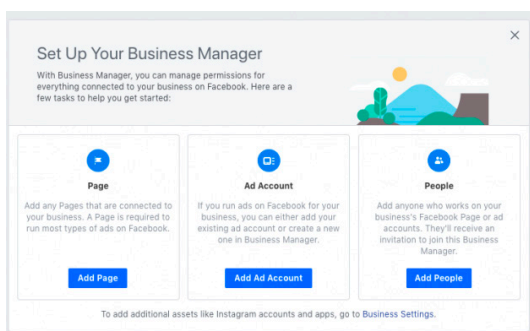
One-Time Setup Up Cost: \$750

Promotion Champs delivers expert digital marketing & social media marketing services to ensure you and your team are set-up, configured and trained for proper and efficient social media business use.

Meta business manager is the best tool to use for business primary utilizing social media within Facebook and Instagram. Facebook owns Instagram and this tool is their business platform with a dashboard to house all Facebook and Instagram assets such as Facebook page(s), ad account(s), Facebook pixel, Targeted Audiences, Billing, and Reporting tools.

This includes correct Facebook Business Manager set up and sync with Facebook page(s) along with syncs between the Facebook page, Instagram page and ad account without losing your existing followers. Proper set-up and training increases your team's efficiency and brand communication consistency across Facebook and Instagram social media platforms.

This also allows for future brand expansion i.e. branding the kitchen as its own entity under the your companies brand umbrella. Facebook Business Manager and all assets within are 100% owned by your company. This is important to Promotion Champs as it's our belief that you should be in control of your digital marketing assets and we assist in all your marketing needs, rather than binding you with ownership of assets.





Stage 2 Breakdown

- Meta Business Manager Set-Up - Account set up meeting (about 15 minutes) to ensure the account is set up under a business owners name.
- Facebook Business Manager Configuration- Pull in all existing assets. Facebook page(s), Facebook ad accounts(s), Instagram, etc. along with configuration and setting up the Facebook remarketing pixel asset and saved target audiences.
- Sync Instagram to the Facebook Business page if this has not already been done. This allows the team to post to Facebook and Instagram at the same time along with tips on imagery to use for both platforms so content is clean and engaging.
- Three 45 minute training sessions are set up via Video shared call with screen share to walk through the platform and real case use for all team members that need to be included. Promotion Champs provides a list of resources as well as where to find Facebook Business Chat Support. Promotion Champs will also provide 3 training videos at the end based on the team's needs.
- Optimize current Facebook page via the backend as well as instruction on best posting times for current audience and posting strategies.
- Tips & Tricks are included for organic (non-paid) content creation, scheduling, and drafting as well as the correct Free Business Mobile apps to use if the team is not able to be at a computer. This will allow your team to ensure they are posting as the business instead of their personal accounts and use the content scheduling platform to generate a content calendar that can be seen and approved by the entire team.
- Additionally training sessions or consultations are available at request with a quote provided prior to proposal.

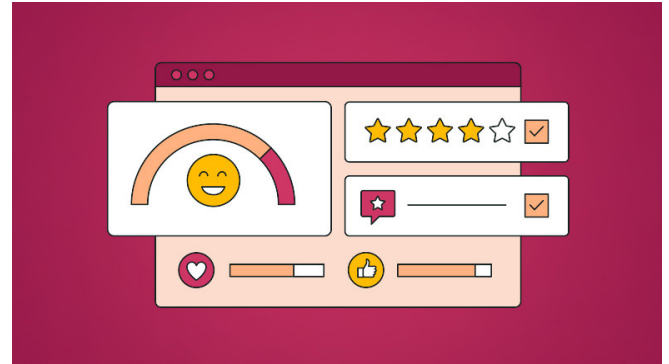
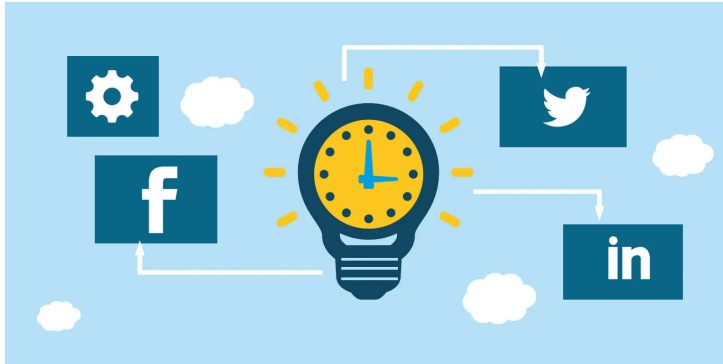


Phase 4: Digital Marketing Operation

AGREE DISCUSS

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Stage 1: BookMore Social Media Marketing & Automation



New technologies that generates growth

Promotion Champs digital marketing with automation software known as BookMore.app offers a comprehensive suite of services aimed at streamlining the online marketing efforts of businesses, particularly those in the entertainment industry. By automating various aspects of marketing, such as appointment scheduling, customer communications, and online bookings, BookMore.app empowers business owners to focus on running their centers while effortlessly managing their online presence. With automation setups in place, business owners can enjoy newfound freedom from the time-consuming task of marketing their centers online, allowing them to dedicate more time and energy to providing exceptional experiences for their customers.

Social Media and AI Generated Ads

- ▶ **Social Media Automation and Scheduling:** Use BookMore's powerful social media manager to efficiently schedule your social media content across platforms such as Facebook, Instagram, TikTok, and Google My Business. Schedule your posts and ads up to 90 day ahead.
- ▶ **AI-Powered Ad Creation:** Take advantage of AI technology to quickly create engaging social media advertisements in less than five minutes.
- ▶ **Automatic Optimization:** Enable automatic optimization features to enhance your



Reputation Management

- ▶ **Reputation Management Tool:** Utilize BookMore's reputation management tool to enhance your high-quality ratings on Google and other review platforms.
- ▶ **Effective Feedback Management:** Manage customer feedback effectively by encouraging them to direct their reviews to an internal webpage.
- ▶ **Private Feedback Option:** Provide customers with the opportunity to submit private feedback, allowing those with less-than-perfect experiences to share their concerns confidentially.
- ▶ **Proactive Issue Resolution:** Address any issues or concerns raised in private feedback before they escalate to public review sites, demonstrating your commitment to customer satisfaction.

Sales Pipeline

- ▶ **Enhanced Sales Follow-up:** Speed and consistency in follow-up efforts are crucial for closing sales successfully.
- ▶ **Prevent Lost Opportunities:** Don't let potential leads slip away due to delays or inconsistency in follow-up.
- ▶ **Streamlined Process:** Book More offers automation tools to streamline your sales follow-up process, ensuring timely and consistent communication with leads.
- ▶ **Increased Efficiency:** By automating follow-up tasks, you can focus your time and energy on building relationships and closing deals rather than manual follow-up efforts.





SMS Text, Email, Social Channels All-encompass Manager

- ▶ **Unified Inbox:** Manage text, email, and social media channels all in one place with Book More's integrated inbox feature.
- ▶ **Streamlined Conversations:** Easily handle customer inquiries and messages across various platforms, including Google My Business, Facebook, Instagram, WhatsApp*, email, and SMS.
- ▶ **Simplified Communication:** Unify your team's responses and interactions, ensuring consistency and efficiency in customer communication.
- ▶ **Powerful Hub:** Access all your communication channels through a single, powerful hub, making it easier to stay organized and responsive to customer needs.

Email Marketing

- ▶ **Unlimited Email Capabilities:** Book More offers unlimited email capabilities, freeing users from the constraints of limits or tiered pricing based on the number of contacts.
- ▶ **Convenient Email Management:** Convenient Email Management: Users can simply upload their contact lists and send emails at their convenience, without worrying about exceeding quotas or incurring additional costs.
- ▶ **Automation Capabilities:** Book More provides automation features to streamline email marketing efforts, allowing users to set up automated campaigns for efficient and targeted communication.
- ▶ **Scheduling:** With scheduling tools, users can plan and schedule email campaigns in advance, ensuring timely delivery and maximizing engagement.
- ▶ **AI Content Creation:** Book More leverages AI technology to assist users in creating compelling email content, providing suggestions and optimizations to enhance the effectiveness of their campaigns.
- ▶ **Cost Savings:** By eliminating the need for tiered pricing or upgrading plans based on contact limits, Book More enables significant financial savings for users compared to other major email service providers.



BIG COST SAVINGS WITH EVERYTHING IN ONE PLACE!

FEATURES	REPLACES	EXPENSES	book more
CRM & PIPELINE MANAGEMENT	  	\$103/MONTHLY	✓
AUTOMATED TEXT & EMAIL FOLLOWUP		UNIQUE TO BOOK MORE	✓
WEBSITE BUILDER	  	\$37/MONTHLY	✓
SURVEYS & FORMS	  	\$46/MONTHLY	✓
EMAIL MARKETING	   	\$126/MONTHLY	✓
2-WAY SMS WITH CUSTOMERS	 	\$279/MONTHLY	✓
CALENDAR BOOKING W/ REMINDERS	  	\$133/MONTHLY	✓
WORKFLOW AUTOMATIONS	  	\$171/MONTHLY	✓
SOCIAL MEDIA PLANNER	  	\$249/MONTHLY	✓
CALL TRACKING	 	\$45/MONTHLY	✓
REPUTATION MANAGEMENT	  	\$332/MONTHLY	✓
TRACKING & ANALYTICS		\$239/MONTHLY	✓
AFFILIATES & REFERRALS	 	\$174/MONTHLY	✓
AI SOCIAL MEDIA AD BUILDER	 	\$50/MONTHLY	✓
LEAD GENERATION MARKETING AGENCY		\$1500/MONTHLY	✓
OVERALL PRICE		\$3,485+ PER MONTH	ONLY \$297/MONTH

One-time setup cost of \$650 and then only \$297 per month



AGREE DISCUSS

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Stage 2: Email Marketing Campaign Package (Drip Campaigns)

Email packages include full management of the account to ensure the database is up to date and sending to a max amount of users. Two templates with new creative per email message and high level reports after each email campaign completion. All campaigns include 3 email sends; initial send to all users, second send to those that did not open and a final send to all that did open. Messages are scheduled in-line with promotions, events, or updates. Market to your customers on a 30/60/90 day schedule. Automatically.

Drip Campaign examples

Birthdays

Drip campaigns are perfect for reminding parents their child's special day is getting close.

Corporate Events

It is extremely important to schedule your corporate events promotions on quarterly basis's.

Holiday Parties

You can never start promoting holiday parties too early in the year.

1.....

2.....

3.....

Campaign Setup Estimate: \$450 Each



Phase 5: Video Marketing

Stay fresh with your digital presence utilizing video content.

To visually represent your brand or stay current with fresh content, high-quality custom videos will bring you to the front lines of current marketing. Branded videos and video blogs position you as having an authentic voice and stands to put you in the spotlight. Educating your viewers and not trying to sell them will create more of a bond and create more leads and sales.

All video, these days, is easily integrated into digital platforms such as websites, social media, email marketing, digital advertising, and even in-house marketing tools.

Our video services:

AGREE DISCUSS

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Brand Animation (Logo Reveal): \$300

Brand Animations or Logo Reveals present your logo (brand) in an exciting animation much like a cinematic title. These are great for end-scene title screens and contact info and they are excellent when placed on in-house marketing TV screens.

AGREE DISCUSS

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General Company Video: (up to a minute-and-a-half long) \$750

Visually represent your company in a way that captures viewers' attention. Describe your services to an audience that prefers video over reading. This includes a Brand Animation.

AGREE DISCUSS

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Video Blog (Initial Setup): (up to a minute-and-a-half long) \$500

Additional followup video blogs: \$75.00 each

Position yourself as having an authentic personal presence utilizing video blogging. The initial setup will include a Contact Footer and a Brand Animation. These will create a template that will allow you to streamline your future video productions.

AGREE DISCUSS

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Recruiting Video: (up to a minute-and-a-half long) \$750

Today's generations widely prefer video over any other marketing format when getting and keeping their attention. Getting and keeping quality staff is always a struggle. Make sure that you simplify the process. Utilize your digital tools with a custom recruitment video that shows excitement and comradery along with flexible scheduling and competitive pay.

On-site video production inclusion (capturing the footage) to these packages is available. Charged at an hourly rate and can be discussed in accordance to a budget.



Phase 6: General Marketing Materials

After completing the branding and website, we will have a good understanding of design styles and elements. With that we can carry through with brand consistency in your general marketing materials. Each one of these campaigns are essential to your industry as they will build revenue outside of your general foot traffic. These also advertise outside of your established customer base.

It is essential to distribute these marketing materials to places such as hotels, restaurants, visitor centers, schools, church groups, and any other community gathering establishments that allow for such advertising. Also, having all of these available in your center in what we call an "Information Station" is key to promote in-house sales. Your staff can hand customers rack card or brochures about the different things that you offer to take home with them.



AGREE DISCUSS

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General Marketing Materials:

Investment: \$350 per rack card or \$400 for trifold brochures

(Amount of content determines which format is best)

- General Facility Overview/Menu on Back
(For both in-house and local businesses. Full menu will transfer well to most of the other formats listed below)
- Birthdays
- Holiday Parties
- Corporate Events
- Groups/Teams
- Leagues/Tournaments

AGREE DISCUSS

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Add \$150 for all the additional general formats for each one of the campaigns:

- 8.5x11 Flier
- 24x36in Poster
- TV formats (please acknowledge if you need a vertical TV format as well as the horizontal)
- Scoring TV
- Social Media Format 600x600
- Email Version
- Website Revolution Slider

Estimate does not include printing.

As an option, we can take care of the printing for you, yet our estimates do not reflect the cost of printing.



Phase 7: Promotion Planning and Design

We can help you put together a schedule of monthly events that create additional revenue on top of your normal operations. Along with holidays and special events, you need to promote that you are a perfect destination for parties, group gatherings, corporate outings, and more. We can help establish these promotions for your business. Monthly package promotion can be altered to your needs. We can create a custom estimate based on your needs.

We can accommodate any formats that you require. Here are just the popular few.

- TV Slides (Horizontal and Vertical)
- Website Slides
- Email Blasts
- Hand Fliers
- 8.5 x 11 Fliers
- Posters
- Menus
- Postcards
- Rack Cards
- Brochures
- Banners
- Business Cards
- Envelopes
- Letterheads
- Stickers
- Table Tents
- Booklets
- Event Tickets
- Folders
- Roll Labels
- Calendars





Phase 8: Promotion Solutions Program

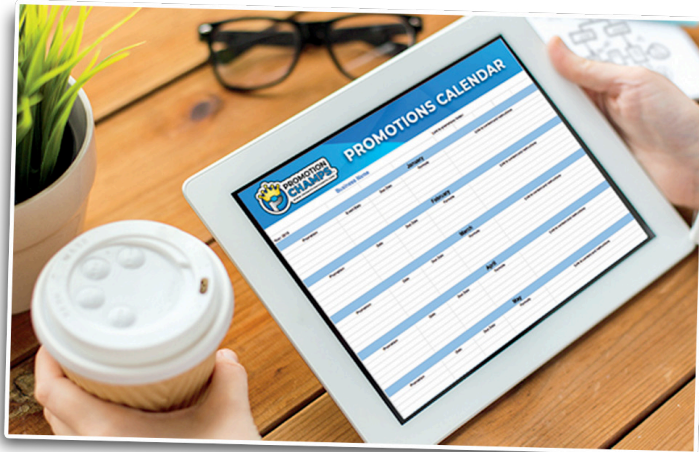
Promotion Champs' promotions solutions program is an ideal choice for companies seeking a comprehensive and efficient approach to their promotional activities. This program offers the unique advantage of planning, designing, and archiving a year's worth of promotions seamlessly integrated with Google Drive for convenient access. With a user-friendly interface and streamlined processes, Promotion Champs ensures that businesses can effortlessly manage and track their promotional campaigns. The program's strategic planning feature also facilitates marketing promotions on a flexible 30/60/90 day timeframe, allowing companies to stay agile and responsive in their promotional endeavors. By combining long-term planning with short-term adaptability, Promotion Champs empowers businesses to navigate the dynamic landscape of promotions effectively, fostering sustained growth and success.

AGREE DISCUSS

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Monthly Promotion Package

- Included formats: 8.5x11 Flier, Poster, TV (horizontal and Vertical), Web Flyer, Social Media (600x600px), Email.
- Custom plans are available as well.





WORK 30/60/90 DAYS AHEAD

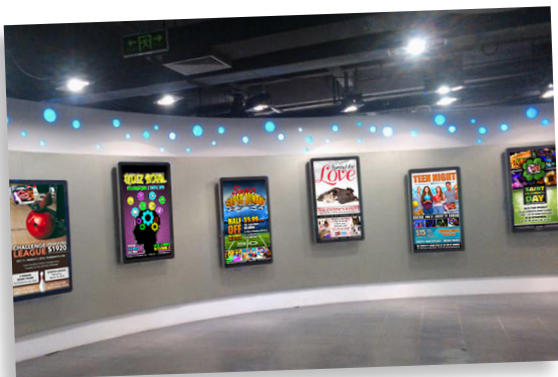
Promotion Calendar Monthly Call

We schedule two monthly calls with Tracey to go over your promotions calendar. This call will update your current lineup of upcoming events. We will establish what promotional formats need to be created for these events (fliers 8.5x11, handbills, digital signage, promo video, social media, etc), figure out when to schedule the actual promotions (dates and times to release promotions), and we will come up with tags that will be associated with these promotions. Last minute requests or requests outside of the established plan will have additional costs. Please do not expect full projects to be taken on at a moments notice.

Promotion Designs

Once we receive the events calendar and list of required promotional formats, Dane will create one overall design with all the details and send for approval. Once approved, we will create the other formats. Keep in mind, the content must be created with our team or fully provided. We will not be responsible for coming up with the overall language of each promotion. It is also the responsibility of the client to check over everything to make sure it is correct. Once approved, the client is responsible for any typos or errors.

We have the ability to work both by project and on a monthly basis.





Promotion Champs Services Proposal

Client Signature:

Date:

Printed Name:

Digitally signing this document is considered a legal signature. Please fill out all fields. Upon receiving the submitted proposal, Promotion Champs LLC will send you a service agreement to sign and an invoice for the deposit of the project.

We appreciate the opportunity to partner with you on this project and look forward to working with you! If you or any member of your team has questions, please reach out. Our team will contact you shortly to begin the project. Thank you!



Communication is Key:

Client's availability will be needed to provide feedback and approval all designs before we implement them on their platform.

Access to Promotion Champs Website Support Team
920-785-8955 or Dane@PromotionChamps.com.