

**MadCreek, LLC**

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**MADCREEK**

# Estimate

**ADDRESS**

William Reyes  
1976 Morris Ave  
Union, NJ 07083

**ESTIMATE #** 1699

**DATE** 04/03/2023

**EXPIRATION DATE** 04/17/2023

**MEMO**

TWU001

ACTIVITY	AMOUNT
TWU001_Township of Union Materials	
UNION HIGH SCHOOL DISCOVER STAGE- Conduct an audit of the current state of UHS. The information gathered will determine current perception of UHS internally and externally. Upon the conclusion of the discover phase, a marketing strategy will be constructed and determine the position of future PR/Creative strategies.	1,200.00
INFORMATIONAL PANEL CARD- Design and produce a 2-sided panel card that will focus on highlights of UHS and why it is the town's choice for a high school. This piece will merge both the school and the town and portray them as a unified front. It will focus on point of differentiation and unique combinations of successful students and famous alumni. The panel card will have a QR code and will direct people to informative landing page for athletic schedules.	1,100.00
POLE BANNER- Design and produce a two-sided pole banner.	1,250.00
HIGH SCHOOL STUDENT HANDBOOK SUGGESTIONS- Review current student handbook; Design and produce new handbook for 2023-24 School year with the intent to soften and make a welcoming first impression.	1,400.00
SOCIAL MEDIA AUDITS- Review current social media accounts; make suggestions for brand consistency, design new social media icon.	1,300.00

FEE INCLUDES: Art Direction, Layout, Production, Digital File Prep, (3) Rounds, Release & Upload. Stock photography and printing not included in fee. Please sign promptly & email to billing@madcreekllc.com. Work will begin when signed estimate is received. 1/3 of total will be billed upfront. Thank you.

**TOTAL**

**\$6,250.00**

Accepted By

Accepted Date

MadCreek reserves the right to utilize artwork after final release for business brand marketing, including social media.