



## ESTIMATE

FourthIdea  
535 Washington Street  
Suite 1400  
Buffalo, NY 14203-1427  
fourthidea.com

TEL. 716-725-6056

Visit Visalia  
112 E Main St  
Visalia, CA 93291

**Date:** Nov 25 2024

**Title:** 510 - Visit Visalia Rebranding **Estimate #:** 4718

**Prepared By:** Thomas Mooney

### Job Description:

This scope of work is for agency services to work collaboratively with Visit Visalia to provide comprehensive rebranding services. In the discover phase, FourthIdea will conduct primary and secondary research resulting in a key insights report. In the strategize phase, FourthIdea will deliver several foundational tools that Visit Visalia can utilize for all marketing communications including the brand position statement which is complemented by the segmentation strategy and master creative brief. Finally, in the create phase, FourthIdea will deliver a new brand identity system along with tagline, brand voice & messaging pillars, and brand guidelines. Shall this scope of work change a revised estimate will be provided.

The project will be billed 50% upon start (December 1, 2024) and the remaining 50% upon completion.

Service Group Name	Quantity	Rate	Total
<b>Discover Phase</b>			
<u>Internal Services</u>			
Project Management	12.00	\$145.00	\$1,740.00
Research - Primary + Secondary	36.00	\$145.00	\$5,220.00
Stakeholder Interviews, Discussion Guide Development, AAAA's Research, Traveler Data (client supplied) Analysis			
Key Insights Presentation	24.00	\$145.00	\$3,480.00
Client Meeting	9.00	\$145.00	\$1,305.00
<b>Discover Phase Total</b>	<b>81.00 hrs</b>		<b>\$11,745.00</b>
<b>Strategize Phase</b>			
<u>Internal Services</u>			
Project Management	8.00	\$145.00	\$1,160.00
Creative Supervision	7.00	\$145.00	\$1,015.00
Positioning Strategy + Statement	22.00	\$145.00	\$3,190.00
Master Creative Brief	8.00	\$145.00	\$1,160.00
Client + Internal Meetings	12.00	\$145.00	\$1,740.00
<b>Strategize Phase Total</b>	<b>57.00 hrs</b>		<b>\$8,265.00</b>



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Service Group Name	Quantity	Rate	Total
<b>Create Phase</b>			
<u>Internal Services</u>			
Project Management	10.00	\$145.00	\$1,450.00
Creative Supervision	12.00	\$145.00	\$1,740.00
Tagline Development	16.00	\$145.00	\$2,320.00
Logo + Identity	90.00	\$145.00	\$13,050.00
Brand Voice + Messaging Pillars	22.00	\$145.00	\$3,190.00
Brand Standards Guide	26.00	\$145.00	\$3,770.00
Internal Meeting / Creative Review	10.00	\$145.00	\$1,450.00
Client Meeting	12.00	\$145.00	\$1,740.00
<b>Create Phase Total</b>	<b>198.00 hrs</b>		<b>\$28,710.00</b>
<b>Grand Total</b>			<b>\$48,720.00</b>

Terms & Conditions

This price quotation will be honored for 30 days from the day it was sent.

All estimates may vary +/-10%. Any deviation from original project scope as described in the overview in this document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.

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Approved to proceed. I have read and agreed with the terms and conditions.

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