

# Boerne Parks & Recreation 2019 Guidebook

## PROJECT OVERVIEW

Creative Parc ("CP") will partner with Boerne Parks & Recreation ("Client") to design a new 2019 Guidebook that uses unique layout, fresh colors, and client photography to showcase diverse local activities, events, and services.

## PHASE 1: CONTENT STRATEGY (WIREFRAME)

- Within two weeks of deposit receipt, CP will present a fully wireframed version of the piece, demonstrating the various information levels, positioning of imagery and infographics, and demonstration of length and format. No formal design will be presented in this phase, the conversation will be centered on the overall communication of the piece and making sure we have all of the content elements accounted for in the draft.
- The Client is allotted two rounds of revisions to this stage.
- At an in-person meeting, we will also discuss ideas for the overall style of the piece to get general creative direction before the design phase.
- Final length of piece and content needs will be defined in this stage. Any revisions to the overall structure and length of the piece after this phase may be subject to an additional charge.

**Deliverables in this phase include:** A fully wireframed version of the guidebook.

## PHASE 2: FULL DESIGN

- The approved wireframes will serve as the blueprint for the refined design. CP will present a full design within two weeks of Phase 1 completion. All final copy, photography, and links for interactive report will be due to CP at this stage.
- CP and Client will meet for an in-person meeting to present a full design with up to three cover options to demonstrate proof of concept of the final printed piece.
- Two rounds of design revisions and content edits are allotted to revise the design.

**Deliverables in this phase include:** Full design of the guidebook to include print-ready and interactive files.

## PHASE 3: PRODUCTION & MAILING

- CP will coordinate printing and deliver flattened, print-ready PDF files to Client for future use.
- Production process will be managed by CP with in-person press checks for quality assurance.

**Deliverables in this phase include:** All guidebooks not mailed out as part of this phase will be delivered to the Client.



FROM  
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PHONE  
210-908-7272

FOR  
Boerne Parks and Recreation  
TO  
Lissette Jimenez

EMAIL  
[LJimenez@ci.boerne.tx.us](mailto:LJimenez@ci.boerne.tx.us)

QUOTE NUMBER  
533

DATE  
June 5, 2018

VALID UNTIL  
September 2, 2018 at  
2:34pm

<div>DESIGN COST</div> <div>This package cost includes:</div> <div><ul style="list-style-type: none"><li>• Design of the guidebook</li><li>• Set up of interactive guidebook and URL for use</li></ul></div>	<div>5,887.60</div> <div>x 1</div> <div>5,887.60</div>
<div><input type="checkbox"/> PRODUCTION COST - 8,200 copies</div> <div>This package cost includes:</div> <div><ul style="list-style-type: none"><li>• Production costs for 8,200 copies of the 72-page guidebook (8.12"w x 7"h, full color, front/back, full bleed)</li><li>• Mailing services for 6,000</li></ul></div>	<div>17,551.20</div> <div>Not selected</div>
<div><input type="checkbox"/> PRODUCTION COST - 8,500 copies</div> <div>This package cost includes:</div> <div><ul style="list-style-type: none"><li>• Production costs for 8,500 copies of the 72-page guidebook (8.12"w x 7"h, full color, front/back, full bleed)</li><li>• Mailing services for 6,000</li></ul></div>	<div>17,984.40</div> <div>x 1</div> <div>17,984.40</div> <div>Not selected</div>
<div>MAILING COST</div> <div>This package cost includes:</div> <div><ul style="list-style-type: none"><li>• Mailing cost for 6,000 guidebooks</li><li>• Cost is approximately .54 cents per piece. This represents an estimate of postage, which is dependent on the mailing list.</li></ul></div>	<div>3,240.00</div>
<div>PHOTOGRAPHY SESSION</div> <div>Our in-house photographer will take one trip to Boerne, for up to six hours, in order to take staff and necessary facility photos. The edited images will be utilized in the booklet design and will be provided to Client for future use.</div>	<div>950.00</div> <div>x 1</div> <div>950.00</div>
<div>Options selected</div> <div>Subtotal</div> <div>Total USD including tax</div>	<div>0 of 2</div> <div>10,077.60</div> <div>\$10,077.60</div>

## AD CREATION

If needed, we can create ad designs for your advertisers and will bill them directly. Here are the costs for those designs. (Once we begin designing the brochure we will create a spec sheet to provide to your advertisers and we will include these prices on that, for their reference).

- Full Page - \$760
- 1/2 Page - \$570
- 1/4 Page - \$380
- 1/8 Page - \$285

These prices include:

- Content editing
- Coordination of assets
- Ad design
- Two rounds of revisions
- Final PDF of the design

## PROPOSED PROJECT TIMELINE

*The following proposed timeline is based on receiving content by mid October. Timeline can shift based on when content is received.*

**10/12:** Content Received from Client *(To include all links for the interactive piece)*

**10/15-10/26:** Phase 1, Content Strategy and Wireframes

**Week of 10/29:** Feedback and revisions

**11/5-11/16:** Phase 2, Full Design

**Week of 11/19:** Feedback, Revisions, and Final Touches

**Week of 11/26:** Final Files Ready for Production

## PAYMENT TERMS

- A non-refundable deposit in an amount equal to 50% of the total cost is required upon signing this agreement and prior to the start of any work on the project.
- The second invoice of 40% will be invoiced upon presentation of initial design in Phase 2.
- The final invoice of 10% will be invoiced upon completion of allotted revisions in Phase 2.
- Payment for printing must be delivered before project is sent to the printer.

Additional design or revisions at the Client's request may be subject to an hourly non-profit rate of \$95.00.

Project may be re-estimated if, upon receipt of all project elements, Designer determines the scope of the project has been altered dramatically from the originally agreed upon concept. A new fee will be negotiated with Client before adjusted.

## ADDITIONAL TERMS

I approve the Statement of Work outlined in this proposal. By accepting this proposal, I also acknowledge that I have read and understand Creative Parc's standard terms of agreement.

 [Nonprofit Standard Terms Design Collateral](#)

This quote has expired.