



INTEGRATED SERVICES PROPOSAL

Project Proposal: Consulting, Website Development & Branding/Creative

Client: Worldwide Sports, LLC (Rozlyn Geason)

Delivered on: 9/4/2020

OVERVIEW AND PURPOSE

Thank you for allowing ProBizCa and our team the opportunity to present our business strategy & services to you. We look forward to building a partnership that leads to your great success with “Worldwide Sports, LLC” (WWS).

Through our integrated marketing/services proposal, we will execute a results-oriented business strategy and will develop your branding and website to achieve the best results possible.

ProBizCa will develop and implement the company branding, develop website and drive positive Return On Investment.

PRIMARY GOALS

Our primary goal is to help WWS penetrate local, regional and national markets.

SCOPE OF SERVICES/OUR DELIVERABLES

• **“Go-to-Market” Business Strategy & Consulting**

- Assist with current and future plans to develop, market, grow and manage your business plan. This will include:
 - Branding
 - Website/Digital Development
 - Database Development/Management
 - Social Media & Online Marketing (TBD)
 - Digital Media (TBD)

• **Branding & Creative Development**

- Develop a brand platform for WWS, including information and interactive services based on the company mission, vision-values-messaging, which will be developed with our assistance.
 - Create a brand identity including logo design, colors, and fonts & style guidelines for online/offline marketing collateral.
 - Design specific, visually compelling Marketing Collateral, Promotional Sales Merchandise (TBD)

• **Website Design & Programming**

- Create a new interactive website that will be a user-friendly, online content hub for WWS that speaks to target audience. Web Development will include:
 - A Content Management System (CMS)
 - Application Forms
 - User Profiles
 - Login Capabilities
 - Leaderboard/Results



- Video Integration/Broadcasting
 - Subscription Models
 - Advertising Areas
 - Media Player (audio & video)
 - Content Library (image, audio & video)
 - Calendar
 - Company Overview
 - Shopping Car/Merchandising
 - Upload Functionality
 - Resource Area
 - Blog
 - Social Media Inclusion
 - Contact Information
 - Supporting Web services will include:
 - Annual Website Hosting
 - Annual SSL Certificate
 - Monthly Maintenance (including updates & changes)
- **Custom ProBizCa HUB**
- This will allow your users to network and collaborate on a consistent basis with trackable activity, marketing automation and real-time analytics.

TIMEFRAME

PHASE 1 (15-30 days)	PHASE 2 (30-45 days)	PHASE 3 (45+ days)
Explore & Envision	Engage & Execute	Evaluate & Enhance
Business Strategy & Consulting, Hosting, SSL Certificate	Website Design & Programming, ProBizCa, Internet Video planning, Marketing Collateral development	Mobile APP Planning(TBD), Merchandise Design(TBD), Website Maintenance

YOUR INVESTMENT

Below is our estimated budget based on the scope of services outlined in this proposal. Our fees are based on the time required and services rendered and will be billed at the all inclusive fixed rate for the contract completion period starting from the date of signed contract.

- \$425 – Hosting, SSL Certificate
- \$2,800 – Website Design & Programming, Internet Video planning TBD
- \$2,400 – Custom Content Management System (CMS)
- \$1,800 – Shopping Cart (revenue share)
- \$680 – ProBizCa Digital HUB Design & Development
- \$2,500 – Mobile APP Planning, Merchandise Design
- \$250 - Website Maintenance (per 5/hr block)
- TBD – Merchandise / Marketing Collateral Development