



A Fire Bee Proposal & Budget (March 7, 2018)

Thank you for your interest in partnering with Fire Bee to develop a social-media strategy and implementation plan for The Main Street Academy. The following outlines the scope of services, budget and terms.

PROJECT	DESCRIPTION OF SERVICES	COST
Discovery Session & Strategy Development	Two-hour-long, in-person meeting with key team members to discover The Main Street Academy's 1) unique selling proposition, 2) key prospect types, 3) goals for social media, 4) opportunities and challenges, and 5) new enrollment techniques that work vs. those that don't. Deliverable after the Discovery Session: High-level, two-page overview of key social-media strategies, target audiences and main messages for social (to be approved by The Main Street Academy before Fire Bee begins implementation-plan development). Delivered within five business days after the discovery session.	\$1,100
Social-Media Implementation Plan	Detailed plan, approximately 10-12 pages long, outlining specifics on how to manage social media, including 1) measuring success, 2) a content filter to determine what to post and what to nix, 3) examples of ways to tie key selling propositions into every-day social copy, 4) outline of recommended responsibilities (who should be handling what), 5) creative recommendations for increasing engagement/growing the social audiences, 6) recommendations for imagery and more. Deliverable: Detailed implementation plan, approximately 10-12 pages long, along with an editorial-calendar template and two example promotions.	\$1,870
Training Session	2-3 hour training session with parents and key stakeholders to present best practices, answer common questions and walk through the implementation plan.	\$770
PROGRAM COST	Note: This does not include hard costs for printing materials, if needed for training.	\$3,740

PROPOSED TERMS

Schedule of Payment

The total for this project is **\$3,740**. Fire Bee will invoice The Main Street Academy after the completion of the project for the full project's fee. Payment will be due within 15 days. All payments should be mailed to Fire Bee, 151 Ted Turner Drive NW #16, Atlanta, Georgia 30303.

Payment terms:

The Main Street Academy reserves the right to discontinue the services of Fire Bee. Under such circumstances, The Main Street Academy is to provide Fire Bee notice of termination. The Main Street Academy will pay for services pro-rated to the date of termination. Fire Bee reserves the right to terminate services for The Main Street Academy. Under such circumstances, Fire Bee is to provide The Main Street Academy notice of termination and The Main Street Academy will pay for services pro-rated to the date of termination. Upon termination and payment, Fire Bee will provide The Main Street Academy with any intellectual property developed per the marketing plan to date.

ACCEPTED AND AGREED:

By The Main Street Academy: _____ Date _____

By Fire Bee: _____ Date _____