



# DIGITAL MARKETING SUPPORT

## // SUBMITTED TO

Brian Tingley | Executive Director at  
Mount Clemens Downtown Development Authority

## // SUBMITTED BY

Matt Pitters | Managing Director at Hunch Free

## // DELIVERED ON

September 09, 2022



## DRIVEN BY DATA. POWERED BY PEOPLE.

Hunch Free is a data-driven agency, powered by a group of amazing people. Our team thrives on solving complex problems using user-centric research & creative solutions. But in the end, what really drives us is the passion we have for helping our clients achieve their goals.

As Southeast Michigan's premier boutique agency, our team members are experts in all things *digital*. Whether you need help developing premium-quality content, increasing your brand's visibility, or building a conversion-driven website or app, our crew has the vision and talent to make it happen.

### Our Core Values

- **Support** - Be there for each other and clients. We emphasize positivity and generosity to our team and clients.
- **Integrity** - We do what we say we're going to do. Conduct yourself in a manner that is a good, honest and a positive reflection of yourself and the company.
- **Drive** - Be excited and passionate about what you're going to do every day.
- **Quality** - embrace the philosophy of continuous improvement and education. Find ways to go above and beyond.
- **Communication** - Be prompt, clear and transparent with co-workers and clients about expectations, status, and results.
- **Balance** - Establish a healthy balance in life by maintaining positive equity in all relationships (family, friends, co-workers, clients). Be professional, but have fun!





## WHAT WE DO

# DON'T WORRY, WE'VE GOT THIS.

We use data science and creativity to solve complex business problems. We have a proven track record of identifying the correct audience, determining their key motivators, and then crafting a message that resonates with them to improve conversions.



### Digital Marketing & Strategy

- Communication Strategy
- Social Media & Email Campaigns
- PPC & Display Advertising
- SEO, Analytics & Reporting
- Online Reputation Management
- Business Process Audit
- Research & Discovery
- Data Analysis
- Usability Testing



### Creative & Design

- Design Direction
- User Experience
- Web & Mobile UI
- Brand Development
- Concept & Layout
- Copywriting
- Promotional Materials
- Illustration
- Photography, Video & Motion



### Development

- Responsive Websites
- CRM Development
- Web & Native Applications
- E-Commerce
- Software as a Service (SaaS)
- Website Hosting & Maintenance

Brands That Have Trusted Us



## PROPOSED SERVICES

## SUBTOTAL

### Digital Marketing Support (1 Year Retainer)

Hunch Free will provide ongoing digital marketing support services for the Mount Clemens Downtown Development Authority to help promote the city of Mount Clemens including:

- Social Media Management:
  - We will set up your organizations social media page (if necessary), update and maintain social media pages to meet your current brand standards (bio, contact information, overall look and language), posting (2-3 times per week) of predetermined posts from client or from a pre-approved content source, and reputation management.
  - We will monitor engagement, organic content, and paid social media promotions across up to 3 social media platforms. This includes strategy, organic or boosted content planning, audience engagements and responses, etc. This does not include actual ad or boosted post spend budget.
- Content Creation: We will also create custom graphics or capture photography or video as guided by our social media posting strategy
- Reporting: We will provide monthly reports on social growth metrics and notable highlights. We will also constantly seek out and curate content from trusted and relatable third party sources in an effort to establish thought leadership.

\$2,500/month

### Website Design & Development

Hunch Free will design and develop a stand-alone website for the Mount Clemens Downtown Development Authority

- Responsive Website Design | Hunch Free will build your site to look great on multiple devices, automatically adapting to different screen sizes and viewports, which is increasingly important due to the growth of mobile device use.
- Wordpress CMS | Hunch Free will build your site on Wordpress' content management system (CMS) to make managing site content easier
- Google Analytics with Goal Tracking | Hunch Free will add Google Analytics to your website and setup relevant goals.
- Revisions | One round of revisions per page

\$7,500

\$0

Discount -100%

\*Discount requires commitment to 12 month Digital Marketing Support Retainer

### Website Hosting & Maintenance

Includes:

- Managed backups & WordPress updates
- Website Content Updates | Up to 2 hours/month of website edits, as needed
- Staging site | We'll make a clone of your site for testing purposes. This is where we'll test new themes, plugins, code, apps, etc. to give you peace of mind that your site functions properly before changes are seen on your live site

\$250/month

\$0/month

Discount -100%

\*Discount requires active Digital Marketing Support Retainer

## Total Per Month

## \$2,500

## WE'RE AMPED TO WORK TOGETHER


Brian Tingley, acting as Authorized Representative of Mount Clemens Downtown Development Authority, and having reviewed the accompanying proposal and terms and conditions, authorizes Hunch Free, to perform the agreed upon services within the proposal. Work will commence immediately upon payment terms outlined in proposal:

- Strategy and Setup costs: 100% due at contract approval.
- Monthly Costs: 100% due at beginning of each month.
- Project Cost: 50% due at contract approval with remainder due upon completion.

This document and the accompanying proposal represent the entire agreement between Mount Clemens Downtown Development Authority and Hunch Free, and may be changed or modified only in writing and with the approval of both parties.

Mount Clemens Downtown Development Authority and Hunch Free represent that they have full power and authority to enter into this agreement and that it is binding upon Mount Clemens Downtown Development Authority and Hunch Free and enforceable in accordance with its terms.

Individuals signing on behalf of a principal warrant that they have the authority to bind the principal, and are signing in official capacities on and not in their personal and individual capacities.



2022-10-06 09:26:58 (EDT)

**Brian Tingley**

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**Mount Clemens Downtown  
Development Authority**

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DATE: October 11,  
2022



2022-10-11 12:17:58 (EDT)

**Matt Pitters**

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**Hunch Free**

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DATE: October 11,  
2022

## TERMS & CONDITIONS

**ART. 1. AGREEMENT TO PERFORM SERVICES:** Mount Clemens Downtown Development Authority (from here on shall be referred to as "The Client") hereby engages Hunch Free to perform services on a contract basis as laid out in the accompanying proposal. Hunch Free shall expend such time as shall reasonably necessary to effect said services in consideration of the accompanying proposal.

**ART. 2. COMMENCEMENT DATE OF SERVICES:** The Agreement for services shall initiate on the date that the Agreement is fully executed by authorized representatives of both the Client and Hunch Free, and a fully executed copy of same is delivered to each of the contracting parties with deposits as required hereto.

**ART. 3. TERM OF AGREEMENT FOR SERVICES:** The term of the Agreement for services shall be for such time as is necessary for Hunch Free to complete the proposed services as laid out in the accompanying proposal, and that such services are to the reasonable satisfaction of the Client. The Agreement, and the Client's required performance thereunder survives the completion of Hunch Free's performance, whether in whole or in part. In the event that a dispute over the completion of Hunch Free's performance should occur, the Client is liable for divisible performance up to, and including, all undisputed portions and percentages of project completion, while the dispute over the remaining portions and percentages is being resolved. In the event of cancellation of this assignment, a cancellation fee will be paid by the Client and will include full payment for all work completed, expenses incurred, and hours expended. The cancellation fee will be based on the prices outlined in the accompanying proposal. Any initial payments that have been received will be credited against any amounts due.

**ART. 4. CONDITIONS OF SERVICES TO BE PROVIDED:** Hunch Free agrees to provide the services specifically outlined in the accompanying proposal within the criteria specified. If, however, the client changes any of the criteria during the project requiring additional services, a revision fee will be charged. Additional services will include, but are not limited to, changes in the extent of work, changes in schedule, changes in the complexity of any elements of the

project, and any changes made after client approval has been given for a specific stage of the project according to the agreed-upon schedule, including concept, design, composition, and production of mechanicals. Hunch Free will keep the Client informed of additional services that are required and obtain the Client's approval for any services that cause the total fees to exceed those outlined in the accompanying proposal.

Any budget figures or estimates for reimbursable expenses or implementation charges, such as out-of-pocket expenses, design, printing, or production, are for planning purposes only. Hunch Free will use its best efforts to work within stated budgets but will not be liable if these expenses exceed budgets. When possible, no expenses in excess of the budget will be incurred without the Client's written or initialed approval in advance.

The Client will reimburse Hunch Free for all out-of-pocket expenses incurred by Hunch Free on this project. These expenses are listed in the accompanying proposal and will be billed at cost plus any surcharge indicated in the accompanying proposal for account handling and supervision. Upon the Client's request at the start of the project, records for out-of-pocket expenses will be retained by Hunch Free and will be made available to the Client upon completion of the project. The Client will approve and proofread all final designs, storyboards and/or prototypes before production commences. The Client's approval of all tangible materials and artwork will be assumed after the work has been submitted to the client for review, unless client indicates otherwise in writing.

Unless otherwise specifically stated in the attached proposal, the Client is expected to provide all content, copy, photographs, imagery and branding collateral to be utilized in the production of services, and within the agreed upon time frames, as laid out in the accompanying proposal. Hunch Free reserves the right to adjust the schedule and/or charge additionally in the event that the Client fails to meet the agreed-upon deadlines for delivery of information, materials, approvals, payments, and for changes and additions to the services outlined in the estimate/proposal.



## TERMS & CONDITIONS

**ART. 5. TERMS OF PAYMENT:** Unless indicated otherwise in the accompanying proposal, the Client agrees to pay Hunch Free an initial down payment against services to be rendered by Mount Clemens Downtown Development Authority, of 50% of the attached budget summary total. This initial down payment amount is due and payable upon complete execution of this Agreement. Should the Client make changes to the proposed services as laid out in the accompanying proposal or end product thereof, cost increases may apply at the rates listed in the accompanying budget for hourly and/or per item prices. Unless indicated otherwise in the accompanying proposal, upon completion and delivery of the agreed upon services, the Client agrees to pay Hunch Free the remaining balance of the total contract price, including any and all price extensions or increases. Balances will be considered past due after 30 days from completion and final invoicing. Hunch Free reserves the right to charge a monthly late payment fee of 2-5% on any and all past due balances.

**ART. 6. GRANT OF RIGHTS:** Until the receipt of full payment from the Client for any and all services rendered, all tangible materials in all circumstances remain the property of Hunch Free. All rights and ownership apply to preliminary concepts, works in progress, and finished materials, until receipt of full payment for the production of same.

Upon receipt of full payment from the Client, Hunch Free shall grant to the Client the exclusive rights for the products and/or services designed for the Client under this Agreement. Hunch Free retains the right to use the business name in a press release, make portfolio use of the services provided, or portions thereof, after the completed product has been delivered to the Client.

**ART. 7. THIRD PARTY CONTRACTS:** Hunch Free may contract with other individuals or companies acting on behalf of the Client to provide additional services such as writing, illustration, animation, printing, and production. The Client agrees to be bound by any terms and conditions, including required credits and usage rights, with respect to reproduction of the materials that may be imposed on Mount Clemens Downtown Development Authority by these third parties.

**ART. 8. RESERVATION OF RIGHTS:** All rights not expressly granted to the Client are hereby reserved and retained Hunch Free.

**ART. 9. COMPLIANCE WITH APPLICABLE LAWS:** Hunch Free and The Client agree to conform, abide, and comply with all applicable state, federal, and local laws, rules, regulations, and codes.

**ART. 10. SEVERABILITY:** If any provision of these policies and regulations or the application thereof to any person or circumstances is held invalid, such invalidity shall not affect other provisions or applications of these policies and regulations which can be given effect without the invalid provision or application, and to this end the provisions of these policies and regulations are severable. In lieu thereof there shall be added a provision as similar in terms to such illegal, invalid and unenforceable provision as may be possible and be legal, valid and enforceable.

**ART. 11. OPPORTUNITY TO CURE:** Prior to any claim for damages being made, you must provide Hunch Free with reasonable notice of any alleged deficiencies in performance and Hunch Free shall have a reasonable opportunity to cure any alleged defect in performance.

**ART. 12. CONTRACT TERM & EVERGREEN CLAUSE:** Services quoted in this proposal at a per month rate shall have an initial term of twelve (12) months from the effective date (at the time of signing unless otherwise specified). Upon expiration of the initial term, this agreement shall automatically renew for successive additional terms of twelve (12) months unless either party provides notice of non-renewal no later than sixty (60) days prior to expiration of the initial term or any successive renewal term. Any adjustments to the term specified above may result in a change to the quoted price. Please note that this scope and pricing is only valid for 30 days from the date the contract was sent. After 30 days, pricing, scope and availability is not guaranteed and any contract signed after 30 days may not be valid, unless explicitly expressed by Hunch Free.





Hunch Free Inc. | A digital marketing agency  
25 North Main Street Mount Clemens, MI 48043  
877.HUNCH.08 | [info@hunchfree.com](mailto:info@hunchfree.com) | [hunchfree.com](http://hunchfree.com)