



Statement of Work

September 6, 2024

Intergenerational Schools
Brooke King
Executive Director
bking@tisonline.org

Dear Brooke,

Enclosed is a statement of work and agreement covering the communications and design support for Intergenerational Schools.

Please sign off on any components you are ready to proceed with and contact me with any questions.

As always, it is a pleasure to work with you!

Thanks,

Reanna Karousis

reanna@brandpivotinc.com

BrandPivot

WHY BRANDPIVOT?

Every day, we help clients like you forge the brand strategies that help them flourish. Our growing team of designers, writers, programmers and strategists represent decades of experience and accessible expertise—driven by results, not ego. As a boutique creative studio with a portfolio of long-term and repeat clients, we value collaborative relationships rooted in trust.

Statement of Work

Initial below to approve	Item	Deliverables	Cost
	Family + Staff Handbooks and Office templates	Brand fonts + colors set for both books with Word, Excel and PowerPoint templates configured and installation instructions for IT to deploy across the team.	\$1,000
	Brand Guide Revision	Guide revision to reflect updated network/school information.	\$500-\$750
	Annual Report	Includes design, PDFs for review, 2 sets of revisions and final files for production.	\$2,000
	Strategic Plan Summary (Design only)	All content provided; design only. (For one or two-page document.)	\$250
	Strategic Plan Summary (option 2)	To include writing/editing support and design.	\$500-\$750
	Shirt Designs	Two designs: board t-shirt and staff sweatshirt. Does not include production/shirt costs.	\$250

Production timeline and prioritization of each deliverable to be determined. Any impact on cost estimates will be elevated for pre-approval before proceeding as stated in the terms below.

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About this Statement of Work

This Statement of Work is based on immediate acceptance and job specifications as of this date and may be inappropriate if specifications change. While variations, if any, from estimated total cost normally do not exceed plus/minus 15%, client changes in scope, objectives, or quantities, as well as supplier price changes will affect this estimate's accuracy. When cost exceeds 15% of original quote, BrandPivot will re-estimate job if scope of job changes. Estimate does not include outside expenses unless noted. Additional expenses (e.g., stock photos) will be estimated, approved and billed separately if needed.

Right to Authorship Credit

Both Parties agree that when asked, Client must properly identify Agency as the creator of the deliverables. Client does not have a proactive duty to display Agency's name together with the deliverables, but Client may not seek to mislead others that the deliverables were created by anyone other than the Agency.

Agency reserves the right to display all aspects of creative work, including work in progress and completed projects in Agency's portfolio, in articles on websites and in other promotional materials. Agency will not publish any confidential or non-public work without Client's prior written consent.

Terms

- 40% deposit upon contract execution
- 30% upon presentation of draft deliverables
- 30% upon delivery of final deliverables

Brooke King, Intergenerational Schools

Date

Darcy Zehe, BrandPivot

Date

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