



FragO 2- 17 -- Brand Marketing
Development – Exclusive for
Opps4Vets Members

Established in 2000, The ARRC® is a multigenerational business, combining fresh perspectives with seasoned experience. **The ARRC® is a proud Service Disabled Veteran Owned Small Business (SDVOSB).**

Website: TheARRC.com
E-Mail: TheARRC@TheARRC.com
Phone: 951-443-1980

Office Location:
11 So D Street
Perris CA 92570

Executive Summary



The ARRC® is an Online Branding & Marketing solutions provider.

We are experts at building a strong presence in the largest network of consumers in the world - the World Wide Web.

The ARRC® achieves Online Branding & Marketing with **a variety of services.**

- Web Development
- Video Production
- Social Media Marketing
- Business Consulting (On-Site, Virtual, or and/or Phone Conferencing)
- Business Training (On-Site, Virtual, Phone Conferencing, and/or Training Materials)

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Project Summary & Deliverables

Web Design & Development

- ❖ Implement Landing Page upon initiation of project
- ❖ Re-design Website – Modern, **Mobile Responsive**, User Friendly Experience
 - Incorporate current Brand Guidelines into new Design
 - **Modern and Mobile Responsive** – Optimized for all devices
 - Updated Visuals – Photo Media, Color Scheme, Typography
 - Implement “Call-To-Action” – Quick Access to main area of Interest
 - Easy to Maintain
- ❖ Content Refresh/Updates
 - Update/Modify existing content as necessary to match the new website. Any changes made to existing content will require approval by client before implemented.

Video Production

- ❖ Implement Teaser Video upon initiation of project
- ❖ Company Profile Video
 - Products Highlight
 - Process Highlight

Work Plan – Web Development

Landing Page

Prior to the development process, The ARRC will create and implement a landing page for the client. The landing page will include the client's Logo, Business Contact information, Social Media information and a contact form so users can get in touch with the client through their website while the website development is in production.

Evaluate / Pre-Planning

The ARRC will initiate development of this project by first evaluating the client's current objectives and media assets.

- ❖ Review Current Brand Guidelines
- ❖ Review Current Media Assets – Photography, Graphics, Written Content, Brochures, Sales sheets
- ❖ Review Client Notes – Target Demographics, Website and Organizational Goals

Website Design

The ARRC will begin the development of the website design based on the notes achieved in the pre-planning period. This will allow us to provide a design that promotes and directs users towards the end goal of the organization.

- Custom Layout Design
- Stock Photography
- Typography
- Color & Style Setup
- Advanced Customization – LESS, SASS, CSS/3

Development Process

Design Drafts

The ARRC will provide up to 3 static design drafts to the client. These drafts are non-functional and serve as a visual. Once the client approves the design, we will begin development.

Review Period

The ARRC will utilize two periods of review for the client to assess their new website. The client is given up to 7 days to provide feedback on the new design as well as at the completion of the website to ensure that the client is completely satisfied with their end product. If the client needs more than 7 days, we are more than happy to

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accommodate but to request that we are given a heads up if the client knows in advance that more time is needed.

Project Schedule — Website Development

Phase 1 [Evaluation & Creative Planning, Create Landing Page](#) (Day 1 - 90)

Phase 2 [Design Development](#) (Day 90 — 120)

Phase 3 [Design Review](#) (Day 120 - 134)

Phase 4 [Content Integration / Revision Updates](#) (Day 134 — 140)

Phase 5 [Final Website Review](#) (Day 140 - 147)

Phase 6 [Development Completion](#) (Day 148)

Project Schedule — Company Profile Video

Phase 1 — Start on Month 6 - Concept Development (Day 1 — 90)

Phase 2 Storyboard (Day 90-120)

Phase 3 Submit Storyboard Draft for Review (Day 120 — 127)

Phase 4 If Storyboard is not approved, submit follow-up Drafts (TBD)

Phase 5 Begin Production (Day 127 — 157)

Phase 6 Begin Post-Production (Day 157 — 187)

Phase 7 Finalize and Embed Video Online (Day 188)

Price Proposal

The timeline of deliverables will begin upon the first installment payment of \$200.00 and payable monthly at \$200 for 60 months interest free and no fees.

Must have a PAID Wild Apricot Account using this link

<https://register.wildapricot.com/?refcode=TSHIN3B9WZ> to be part of this opps4vets opportunity.

Services	Amt/Hrs	Rate	Total
Pre-Production – Creative Design	20	\$100.00	\$2,000.00
Production – Director, Videographer, Audio Technician	35	\$50.00	\$1,750.00
Post-Production – Editing, Storage Media, Talent (Voice Actor), Music, Archiving, Stock Footage	40	\$100.00	\$4,000.00
Website Development – Pre-Planning and Evaluation	25	\$75.00	\$1,875.00
Website Development – Draft Design Development	25	\$75.00	\$1,875.00
Website Development – Implementation, HTML, CSS, SASS	25	\$100.00	\$2,500.00
SubTotal:			\$14,000.00
DISCOUNT:			\$2,000.00
TOTAL:			\$12,000.00

Hourly Pricing:

General Support \$50/hr

Site Customization \$100/hr

Graphic Design \$100/hr

Website Administration \$75/hr

Retainer Plan Starting at \$600/m (Further details available upon request)

Experience and Capacity

The ARRC® is a "Service Disabled Veteran Owned Small Business" (SDVOSB), whose main objective is to provide both public and private sectors the tools to successfully develop their brand. The ARRC® achieves this objective with its team of experts in various fields - from web and media to marketing and business consultation.

Training is not a side business for us; it is a core competency and a major focus of our work. Unlike other companies in our market space, our team's end-to-end offerings support the entire contract life cycle, with services such as assessment, planning, design, development, integration, training, evaluation, and sustainment.

Turn Key Solutions

The ARRC currently occupies a fully operational 10,000 SqFt facility that houses 2 boardrooms, 1 classroom, a video production studio, and a web design studio. This allows The ARRC to satisfy all criteria in-house; **removing the need to outsource to third parties.**

SERVICES

- Branding
- Marketing
- Web Development
- Graphic Design
- Logo Design
- Print Media
- Business Consulting
- Business Training
- Video Production
- Instructional Videos
- Promotional Videos
- Web Videos
- Video Editing
- Filming

LICENSE INFORMATION

DUNS: 831188953 **CAGE:** 5KDU2 **DGS:** 1073640

Business License:

[Perris Business License](#)

Certifications:

[VA CVE Certification](#)

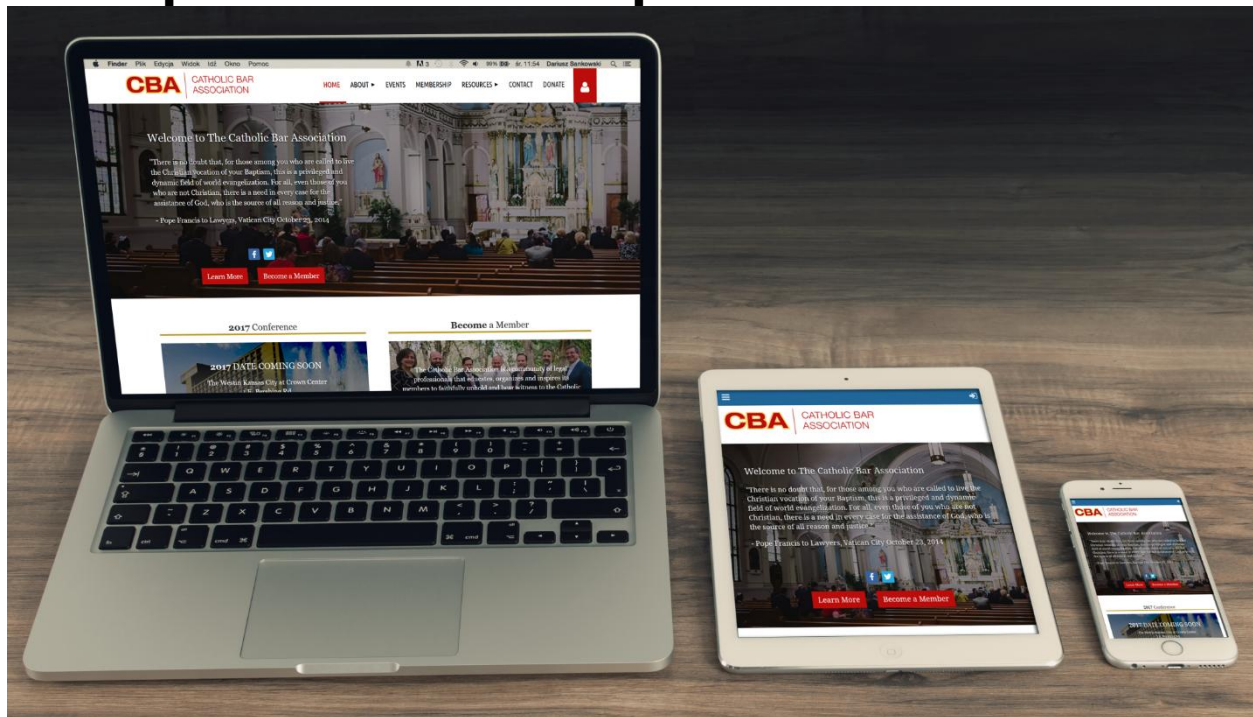
[Disabled Veteran Business Enterprise](#)

[Small Business \(Micro\)](#)

[DBE Certification](#)

Recent Work

Wild Apricot Website Samples



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Logo and Brand Design Samples

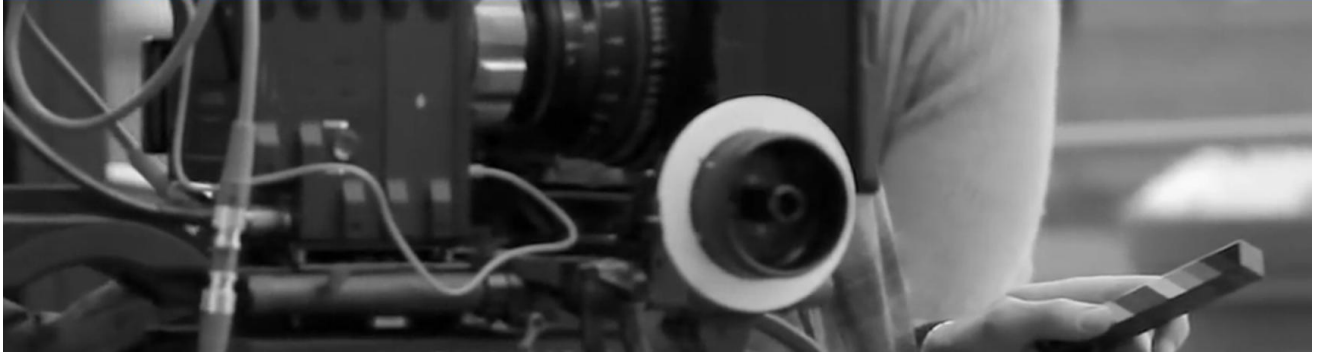


Where Communities Serve Veterans®



VIDEO PRODUCTION

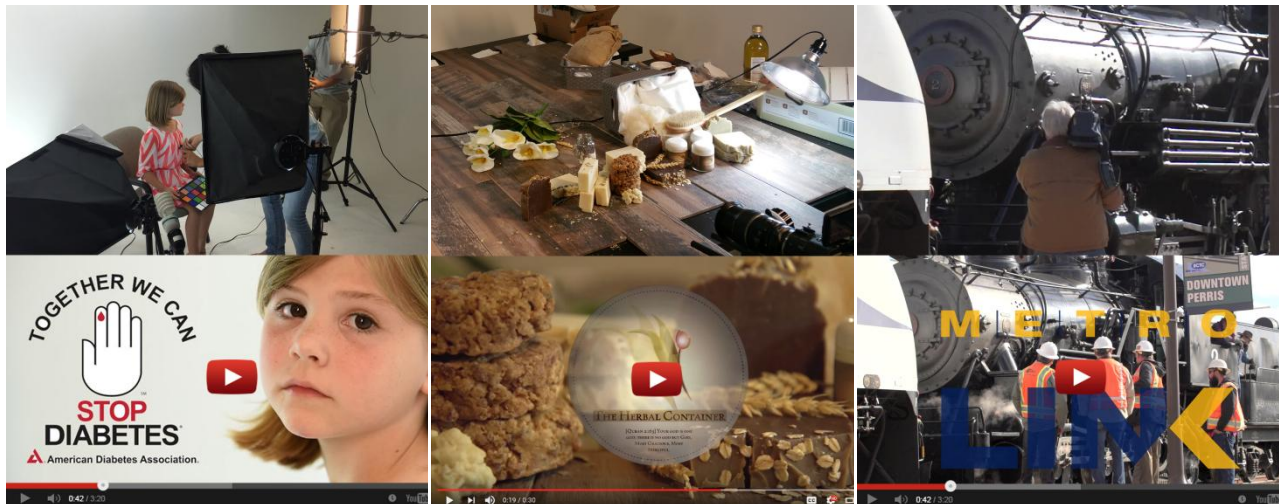
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The ARRC® is a full-service Video Production Agency, managed by experts in visual storytelling...

Our biggest asset isn't our ability to produce high-end visuals, it is our ability to listen to your needs, capture your story, and effectively present it to the masses.

With a background in Marketing, The ARRC provides video production with measurable results in mind. From YouTube pre-roll to company profile videos – video brings big ideas to life and achieves real, measurable results.



...from Commercial video to Corporate video The ARRC's video production team is here for all of your video needs.

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