



Allegra Consulting, Inc.

129 North Marengo Blvd.
Pasadena, CA 91101
(626)405-4848

Proposal

Proposal Date: 6/1/2023

Proposal #: 1927

Project:

Bill To:

City of Pasadena
100 North Garfield Avenue
Pasadena, CA 91109
Measure H Commission

Description	Est. Hours/Qty.	Rate	Total
Communication and Education Strategy - Measure H		0.00	0.00
Press Release - One	10	125.00	1,250.00
Research Measure H			
Prepare One Draft Press Release			
Two Client Revisions			
One Final Press Release for Measure H - Public Education and Outreach			
Additional Research and Copywriting - Measure H Fact Sheet, Supported with Key Words for SEO	8	125.00	1,000.00
Measure H Fact Sheet - Creative Design and Layout	15	89.00	1,335.00
Two Concepts, Three Revisions and One Final Design			
Project Time Line	0		0.00
Client Kick Off Meeting - June 8th			
Compile Measure H Research (Pros/Cons) - June 8th-9th			
Daft Copy for Press Release - June 12th			
Draft Copy for Fact Sheet - June 13th			
Design Two Fact Sheet Concepts - Mailer and Flyer - June 13th - 14th			
Revisions - June 15th - 22nd (Pasadena, Commission and Attorneys)			
Final Press Release and Fact Sheet - June 30th, 2023			
Client Meetings - Two 30 Minute Meetings During the Project Engagement	2	150.00	300.00
Deploy Press Release and Fact Sheet		0.00	0.00
Local and Regional Media Outlets (Optional Service) - \$1,000.00			

Thank you for considering our firm to manage your communication needs!

Total **\$3,885.00**