

INTERNATIONAL GAY
RODEO ASSOCIATION
BRANDING/WEBSITE

—
Proposal Document



A few reasons why we'd
love to work with you

We've put together this in-depth proposal,
presenting ideas for how we'd work on your
upcoming project

For additional information contact us heather@culturalsponge.com

It all starts with the pitch.

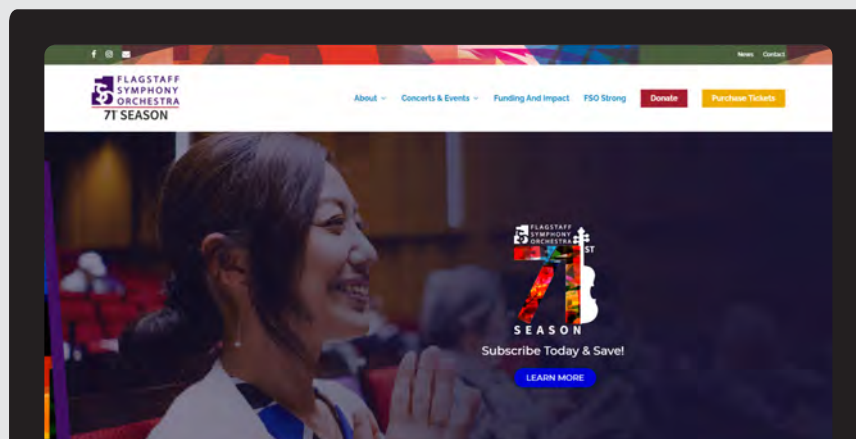
An Unique Company

Cultural Sponge is a marketing and design agency dedicated to assisting nonprofit and educational organizations that focus on making the world a better place by aligning ourselves with their vision and amplifying their messaging.



Welcome.

We are pleased to present our proposal for the International Gay Rodeo Association. Our team has extensive knowledge in communications, consumer branding, digital marketing, design and project management. This includes print and social media campaigns, marketing strategies and implementations as well as website/SEO development.



A Company That Cares

Cultural Sponge is a marketing company dedicated to assisting nonprofit, educational and organizations that focus on making the world a better place by aligning ourselves with their vision and amplifying their messaging.

Cultural Sponge is a team of creative design and marketing specialists. Our company has been in business for over 12 years. Currently, all team members work from home in and around the Phoenix area. Our expertise spans more than just in creating compelling designs; we also specialize in end-to-end project management to ensure that the designs we create achieve your desired outcomes. We work with you to evolve your ideas from concept to finished project.

Heather Brown, owner, is a professional graphic and website designer, seasoned trainer and prior adjunct college professor on topics such as digital publishing, marketing, WordPress, print design, and sales. She has been honored to receive the Kiwanis' Service Above Self Award and Spotlight On Local Heroes Award for her human rights passion and work. Heather has presented at multiple regional and international conferences.

“*You have been a true delight, Heather - and your team definitely added brilliance to our advertising campaign! Thank you so much for everything you do for Aunt Rita's Foundation. We truly appreciate the support of Cultural Sponge and look forward to another year working with you! Thank you!*”

Our Clients

Cultural Sponge cares about important community issues and is proud to have worked with the following organizations:

- ▶ Albuquerque Pride
 - ▶ American Heart Association
 - ▶ Arizona Humane Society
 - ▶ Aunt Rita's Foundation/Phoenix AIDS Walk
 - ▶ Barrow Neurological Foundation
 - ▶ Brain Injury Alliance Arizona
 - ▶ Cancer Support Community
 - ▶ Compete Diversity Magazine
 - ▶ Estrella Mountain Community College
 - ▶ Experience Matters AZ
 - ▶ Flagstaff Pride
 - ▶ Flagstaff Symphony Orchestra
 - ▶ InterPride
 - ▶ Office of Mayor Greg Stanton
 - ▶ Phoenix HRC
 - ▶ Phoenix Pride
 - ▶ Phoenix School of Law
 - ▶ Roosevelt School District
 - ▶ SeedSpot
 - ▶ St. Joseph's Foundation
 - ▶ Terros Health
- and many others!

Memberships & Awards

Active Members of:

- ▶ Human Rights Campaign (HRC)
- ▶ National Association of Professional Women
- ▶ National Organization for Women
- ▶ Phoenix Gay Chamber
- ▶ ONE Community
- ▶ Phoenix Designers
- ▶ Society of Publication Designers
- ▶ Westside Creatives
- ▶ Who's Who in Professional Women

Awards & Recognition:

- ▶ Kiwanis' Service Above Self Award
- ▶ Spotlight on Success Local Heros Award
- ▶ Letters of Appreciation from Mayor Phil Gordon, Aunt Rita's Foundation, one n ten

Fostering Cultural Equity and DEI

Cultural Sponge Diversity Statement:

Diversity, Equity and Inclusion are key values at Cultural Sponge. Our commitment to not only inclusion, but equity across race, gender, age, religion and understanding the intersectionality between various identities drives us forward every day.



Cultural Sponge was one of the first businesses to sign the UNITY PLEDGE in 2013. Now more than 3,200 businesses and over 20,000 Arizonans have taken the UNITY Pledge which is the largest equality pledge in the nation.

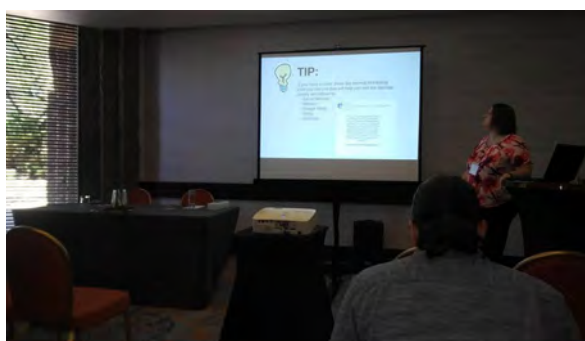
UNITY Pledge is a concerted effort by Arizona businesses and individuals to advance workplace equality and equal treatment in housing and public accommodations for Lesbian, Gay, Bisexual, and Transgender (LGBTQIA) individuals and their allies.



Cultural Sponge/Heather Brown Spotlight on Success Local Heros Award recipient. The ONE Community Spotlight on Success, Local Heroes Awards Ceremony applaud ONE Community LGBTQIA and allied business and community heroes.



Cultural Sponge/Heather Brown judge at Phoenix Pride Parade 2008-2012.



Notable Presentations at regional and global LGBTQIA+ conferences.



We don't just "talk the talk," we "walk the walk" by participating and sponsoring many of our client's events. We genuinely and passionately believe in their work.

Franklin Diaz



Position: Full Stack Web Developer

Experience: 18 years

Franklin is our Full Stack Web Developer and has an impressive technological background. He is an expert in: Web Design (HTML, DHTML, XHTML, CSS), Wordpress, JavaScript, Software programming, custom plugins, E-commerce Development, Blog, CMS Development and so much more.

Carmen Martin



Position: Graphic Designer

Experience: 16 years

Carmen is our graphic designer, specializing in print design. She also supports Franklin on projects with her web design knowledge.

Carmen had over ten years experience as lead designer at Alpha Graphics. Carmen has extensive knowledge setting up files for print as well as being a talented graphic designer. She enjoys designing brands/ logos, advertisements and multipage publications. Carmen's professional design is eye catching and attracts target markets.

Faleign Garcia



Position: Project Strategist

Experience: 10 years

With over 10 years in customer service, sales, marketing and management, Faleign provides a very unique ability to aide in all of our client needs. She is highly organized and have an intense eye for detail.

Her diverse background has allowed her to manage various small business startups, as well as an extensive book of business in the automotive industry. In these ventures, she has found a new love and niche for website management, e-commerce support, bookkeeping, clientele management, appointments and travel arrangements.



HEATHER BROWN

CULTURAL SPONGE OWNER



602.930.1031



heather@culturalsponge.com



linkedin.com/in/culturalsponge



5031 W. Orchid Ln.
Glendale, AZ 85302

EDUCATION

1995-1999

Bachelor of Fine Arts (BFA)
Concentrating in Graphic Design

Arcadia University, Glenside, PA

SKILLS

■ Software Skills

Microsoft Office:

Word
Excel
Powerpoint

Adobe Creative Cloud:

Photoshop
Illustrator
InDesign
Acrobat
Adobe Spark

Web-based Platforms

Basecamp
Wordpress
Hootsuite
Sprout Social
Google Analytics
Facebook Adwords

■ Professional Skills

Social Media Design and Management
Copy writing
Graphic Design
Website Design
Management
Teamwork

AWARDS & PUBLIC SERVICE

Heather has been honored to receive the Kiwanis' Service Above Self Award and Spotlight On Local Heroes Award.

Public Service: HRC; Special Olympics;
Shop with a Cop; PTA President;
Peace Corps Partnership Program.

ABOUT ME

Heather Brown, BFA in graphic design is a forward-thinking professional with over a decade of experience empowering nonprofit clients. She is an experienced trainer on topics such as SEO, digital publishing, WordPress, print design, and social media. Heather has been honored to receive the Kiwanis' Service Above Self Award and Spotlight On Local Heroes Award.

EXPERIENCE

Owner, 2008 - present

Cultural Sponge | Glendale, AZ

Over the past decade, Heather has devoted her skills to nonprofits and the LGBTQIA+ Community. She has assisted nonprofits nationwide by creating strategic marketing plans, designing branding, print, web, social media, TV and radio campaigns. She successfully integrated services into grant awards, produced trade work, and managed large-scale campaigns. Clients have included National and International Pride organizations, Cancer Support Community, St. Joseph's Foundation, Barrow Neurological, Arizona Association of Foster and Adoptive Parents, American Heart Association and many others.

Marketing Director, 2006 -2008

Arizona Title | Phoenix, AZ

National Marketing Director, 2004 - 2006

Stellar Title/Alpine Lending | Phoenix, AZ

Lead Graphic Designer

Marcoa Publishing | San Diego, CA

EDUCATOR

Adjunct Faculty, 2015-2018

Grand Canyon University | Phoenix, AZ

Adjunct Professor

Courses taught: Design is a Business, Advanced Marketing

Adjunct Faculty, 2010-2015

Estrella Mountain Community College | Phoenix, AZ

Adjunct Professor

Courses taught: Marketing 200 Level, Social Media Marketing, Adobe Illustrator

NOTABLE PRESENTATIONS

InterPride Global Conference | Speaker | Montreal, Canada

Invited to present WordPress & SEO to 300+ global leaders of the LGBTQIA community.

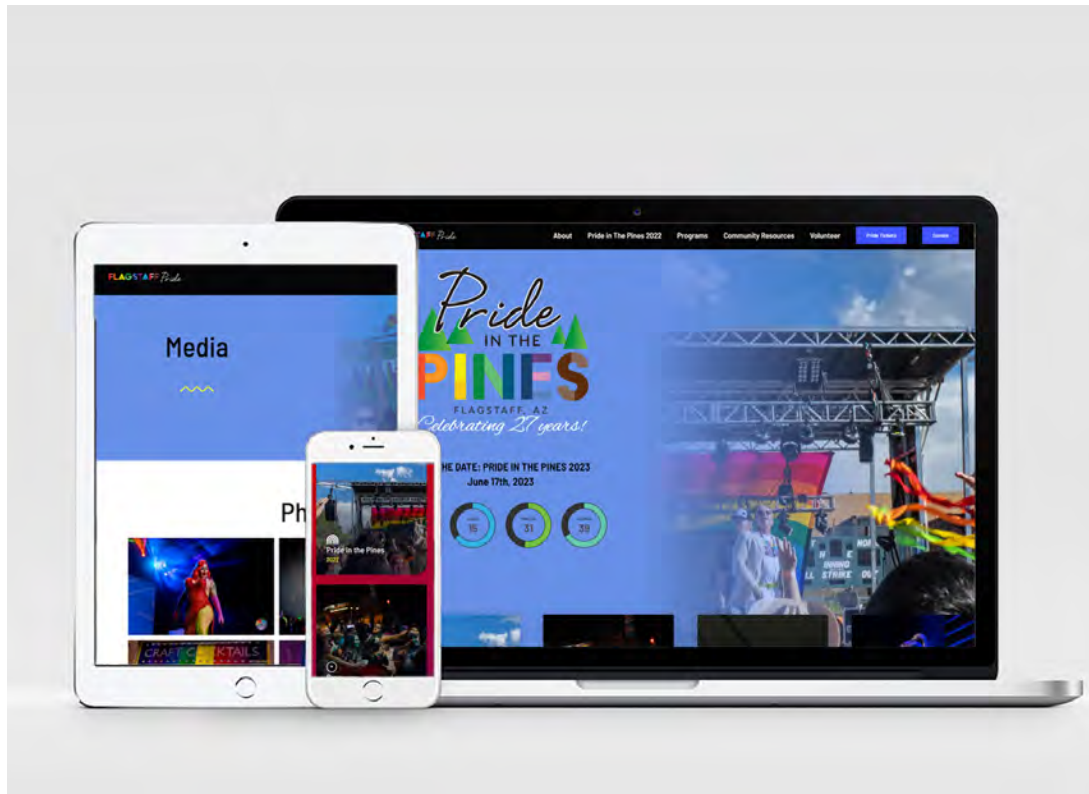
Estrella Mountain Community College | Guest Lecturer | Phoenix, AZ Invited to present WordPress and SEO tutorials to 40+ students in attendance.

Art Institute of Phoenix | Guest Lecturer | Phoenix, AZ

Presented post-graduation career development strategies to 50+ graphic design students.

The Consolidated Association of Pride, Inc. | Presenter | Palm Springs, CA

Presented sessions at regional conference on SEO, Social Media and Marketing Strategies; 250+ attendance



Flagstaff Pride: Diversity | Website Development, Graphic Design, Marketing Strategy

Since inception in 1996, Northern Arizona Pride Association (Flagstaff Pride) mission has been to educate, celebrate and increase acceptance and awareness of the lesbian, gay, bisexual and Educational Impacts and Community Enhancement.

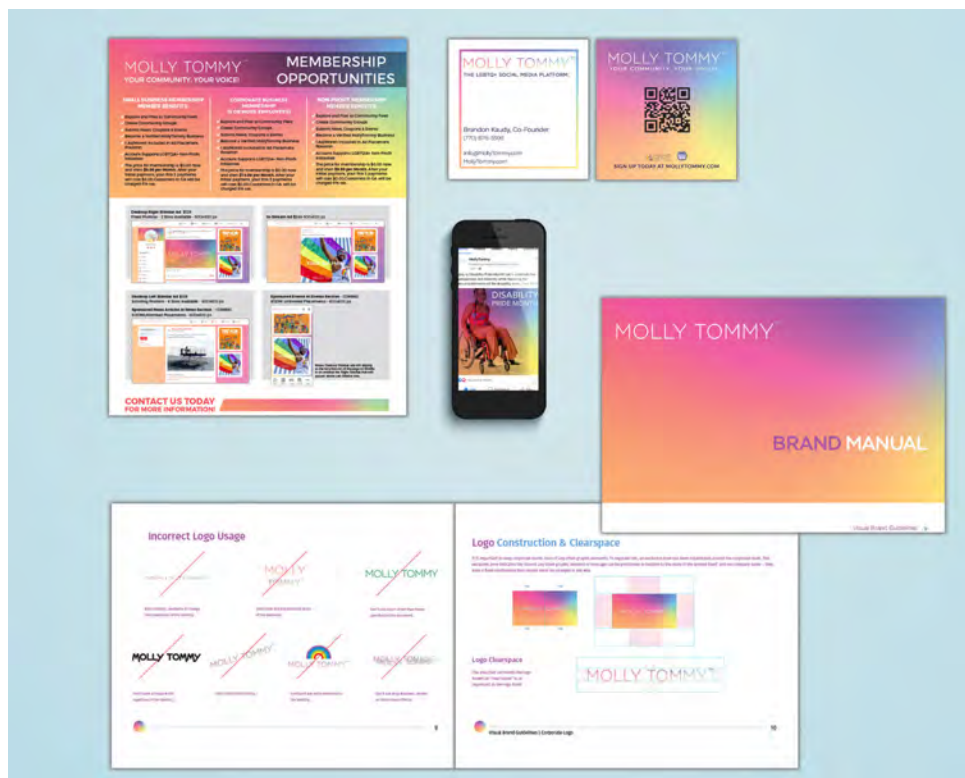
The purpose of Pride in the Pines is to educate the general public on the needs and issues affecting the gay and lesbian Community.

Flagstaff Pride came to us to update their logo. They asked to include all 9 colors in the progressive pride flag – not an easy task! We also wanted to give them a fresh new modern look which captures the essence of the Flagstaff mountain culture. We were able to create a wordmark logo that harmoniously displayed all the colors of the progressive pride flag. The adjacent colors created a “plaid” effect reminiscent of a mountain town. Next, we designed their website which complimented the new brand.

FLAGSTAFF
Pride



FLAGSTAFF Pride



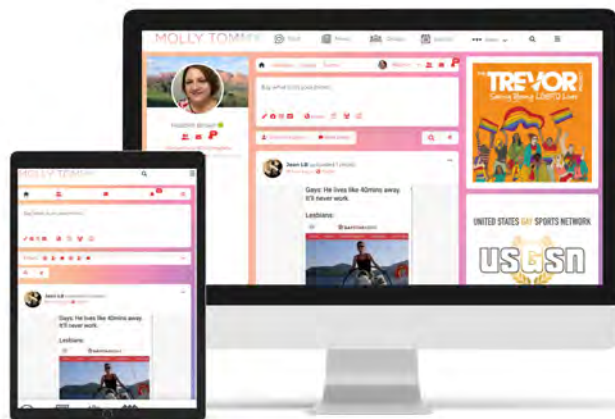
MollyTommy: Diversity | Website Development, Graphic Design, Social Media, Marketing Strategy

MollyTommy is a free social media platform where LGBTQ+ communities, their friends, families and businesses can unite with a sense of purpose and use their voices to engage with each other in a safe environment. MollyTommy allows each member to browse feeds, news, events and groups, as well as engage in community-wide conversations, access information and receive support.

MollyTommy approached us during their initial beta stage with a website already built. They needed a forward thinking company passionate about working within the LGBTQ+ community and able to take MollyTommy to the next level. We were made for this project! We immediately took the bull by the horns and began managing website updates, developing and executing strategic marketing plans and designing all creative work. In order to increase members and advertisers, we strengthened the online presence and credibility. We also were able to use our network to create win-win partnerships.

GOALS:

- ▶ Online Reputation
- ▶ Credibility
- ▶ Increase Membership
- ▶ Increase Advertisers
- ▶ Project Management
- ▶ Troubleshoot Website





**Roosevelt School District: Strategic Marketing | Naming Development | Sponsorship Acquirement
Website Development | Graphic Design**

Roosevelt School District desired increased enrollment and attendance along with positive brand recognition.

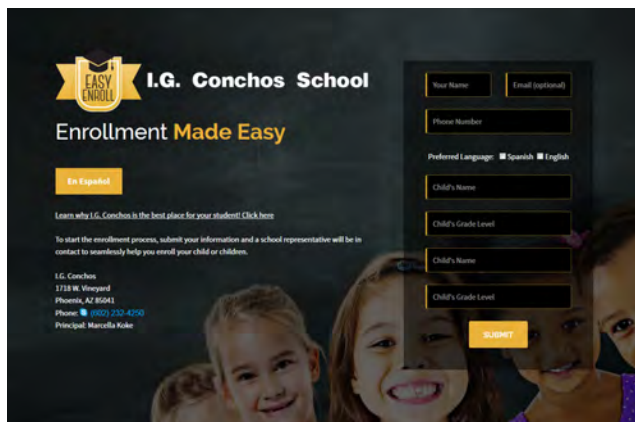
Roosevelt School District contracted Cultural Sponge to provide targeted outreach to support enrollment efforts. The intent of this program was to gauge the effectiveness and strategies of targeted media outreach, and the impact on new student enrollment and student attendance.

GOALS

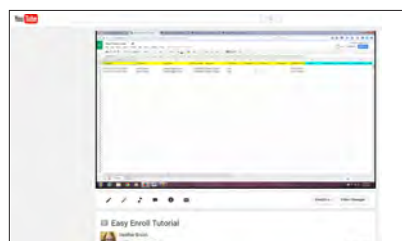
- ▶ Raise positive brand recognition
- ▶ Create and execute a strategic enrollment plan
- ▶ Create and execute a marketing campaign to increase attendance

To meet the objectives, Cultural Sponge created a targeted media campaign that put RSD at the forefront of enrollment for public schools. We used sponsored content, audience specific online ads, and geo-distributed printed collateral to increase the public perception of the district, and promote enrollment.

Through market research, we identified the pain points of the target audience and created several strategic campaigns:



Cultural Sponge created the campaign "Easy Enroll" and built custom enrollment websites to gather enrollment data from interested parents and provided support and training videos for attendance staff when checking enrollment data, contacting leads and updating the online task management system.



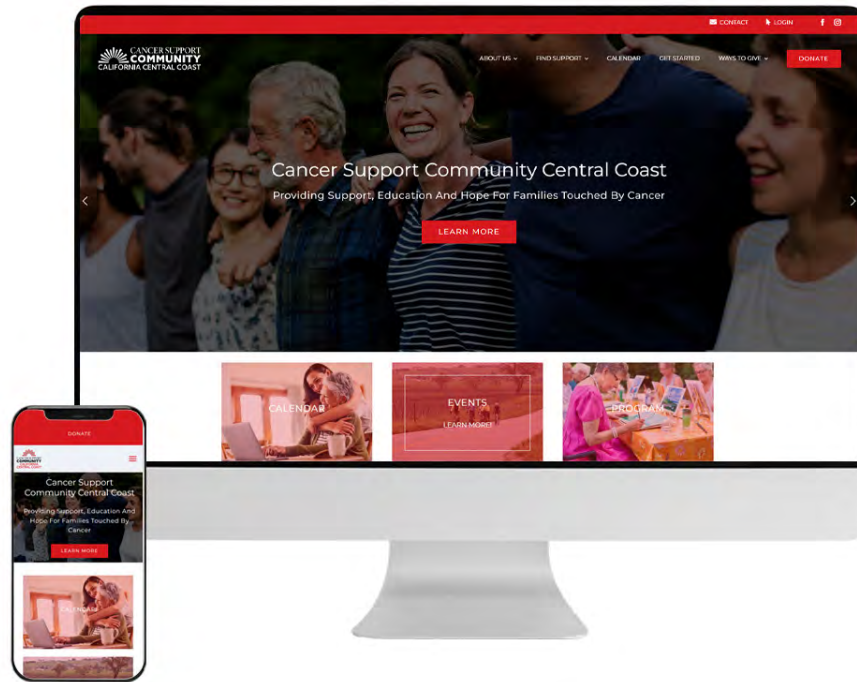
To increase attendance, Cultural Sponge created the campaign, "Easy Attend." Working with school leadership, we created a recognition plan to positively acknowledge student attendance improvements and reward better attendance. Cultural Sponge developed "Did You Know" campaigns for both parents and students that shared age relevant information about why education and attendance matters. Parents received information on social media pages and printed flyers. Students saw professionally designed posters on campus sharing different tips and could also view wake up videos on their school social media accounts.

Part of the Easy Attend campaign included "Thanks A-Latte!" day. Thanking parents who got their children to school. We partnered with Starbucks serving free coffee to parents along with educational flyers.

We established relationships and secured over \$60k in donations from the Arizona Cardinals, Main Event Entertainment, WalMart, Starbucks, Arizona Science Center and Cox Communications to provide varied resources to meet attendance campaign objectives.

THE RESULTS: +\$180,000 net revenue gain from increased enrollment and attendance!!

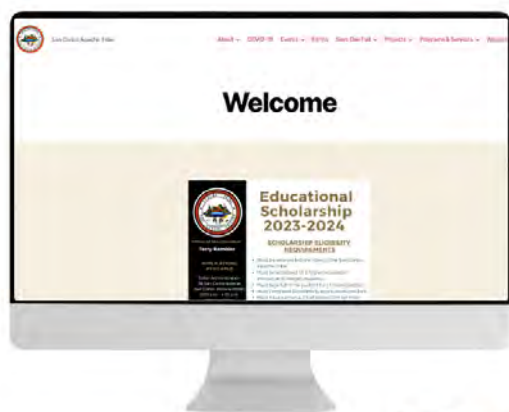




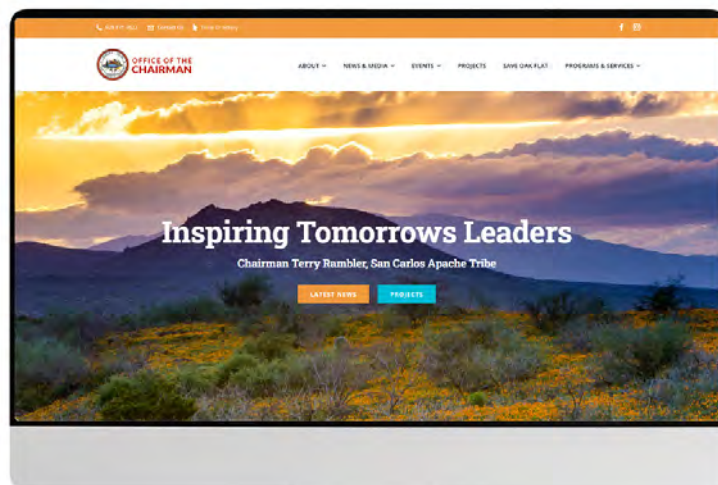
Cancer Support Community California Central Coast: Website Development

Cancer Support Community is on a mission to provide unwavering support to patients, families, and caregivers affected by cancer, and all of their services come at no cost to those in need. From support groups and counseling to healthy lifestyle classes, educational workshops, social activities, and vital resources and referrals.

We developed a user-friendly website that serves as a comprehensive hub for cancer patients, families, and caregivers. From support groups and counseling to educational workshops and resources, the new website seamlessly connects individuals with the support they need. By incorporating intuitive navigation, embedded donation forms, and compelling storytelling, the website effectively communicates the organization's mission and empowers individuals to navigate their cancer journey with confidence and support.



Before



After

San Carlos Apache Tribe: Website Development, Graphic Design, Marketing Strategy, Direct Mail

The San Carlos Apache Indian Reservation sprawls across Gila, Graham, and Pinal Counties in southeastern Arizona, encompassing a diverse landscape that ranges from alpine meadows to arid deserts. Encompassing a vast expanse of 1,834,781 acres, the establishment of the San Carlos Apache Reservation was decreed through executive order on November 9, 1871.

Recognizing the importance of keeping tribal members informed about the latest developments and events, Chairman Rambler has taken proactive steps. To achieve this vital goal, he initiated the creation of a quarterly newsletter, meticulously prepared and distributed by mail, ensuring that crucial information resonates within the community.

Over the past decade, we have been privileged to collaborate directly with Chairman Rambler and his dedicated team on the production of these quarterly newsletters. Our involvement spans a wide spectrum of tasks, including project management, some copywriting, graphic design, and the meticulous coordination of direct mail efforts.



Presently, our collaboration with Chairman Rambler extends to an exciting endeavor—a new website. This digital platform will not only boast a contemporary appearance but will also serve as a dynamic hub for informing the tribe about significant projects and news, thus reinforcing the spirit of connectivity and engagement.

What's In a Name?

Naming & Branding A Campaign

Consumers cannot take away multiple messages from one ad. At best, they will walk away with the explicit primary message or call to action. But don't expect consumers to pick up on a secondary message, or make the connection between an abstract concept and your brand. Successful brand campaigns make it easy for consumers to know something is new. Advertisers must connect the dots for consumers.

Here are some examples of Cultural Sponge's well thought out logos and campaign brands.



Our Process

A Four-Phase Approach to Design Excellence

We believe that good quality design requires more than just creativity. It requires research, analysis and close collaboration with you to reflect your organization's vision, strengths, messages and priorities. To ensure that our design aligns with your expectations, we've developed a four-phase process to guide us every step of the way.

Phase I: Research

Before any actual creative work begins, Cultural Sponge conducts extensive background research. We will meet with you to understand your goals, audience needs and project expectations. In addition, we will conduct market, customer and competitive research to gather additional insight.

Phase II: Design

When our research is complete and you are on board with the initial concepts, design work begins. We keep your communication needs and priorities at the core of every design decision – from colors to image selection to font styles. Typically, we explore several different creative approaches before centering in on our main creative ideas. Based on your feedback, we evolve these creative approaches into comprehensive design directions.

Phase III: Implementation

After you select your preferred creative direction, we begin design execution. Cultural Sponge works with you to select images and gather content where needed. For websites, we produce a staging site to proof as we implement design, content and coding. When your quality standards (and ours) are achieved, we prepare your design pieces for final production. We collaborate closely with any third-party vendors (such as hosting providers) to make sure the new website conveniently becomes live in the evening or weekend hours to avoid as much down time during business hours as possible.

Phase IV: Evaluation

After designs are complete, we follow up with you to assess the outcome of the project. We are keen to hear not only your insights on our process and designs, but also any feedback you have received from your audiences. If desired, we can work with you to design data-gathering tools – such as customer surveys – to collect insight from your target audiences. We also provide training via zoom meetings and teach you how to use your new website and make content and media changes. We record the zoom meetings and give you the recording for your reference or as a training tool.

Scope of Work

Project Specifications

The International Gay Rodeo Association (IGRA) is a proud, long-standing organization that has challenged stereotypes, uplifted the LGBTQIA+ community, and built a vibrant rodeo culture around inclusivity and tradition. Your current digital presence, however, no longer reflects the heart and growth of your mission. Our goal is to redesign and unify your online platforms into one mobile-friendly, emotionally resonant, and highly functional website that honors your past and embraces the future.

Based on our understanding of your needs, we have discerned the following key facts about this project:

1 Brand Name & Brand Mark Exploration (Optional, but Recommended)

Why Consider a Brand Evolution

While a name change is not required, we highly recommend exploring this option to ensure the IGRA brand resonates with new and future generations of LGBTQIA+ rodeo fans, participants, and allies. Cultural Sponge will lead a careful, data-informed process to evaluate the current brand name and visual identity—while honoring the organization's legacy and respecting long-time members' attachment to IGRA's historic name.

Proven Process Rooted in Community Input

This approach mirrors our successful process with NAGAAA, now known as iPride Softball. That transition required deep community consultation, careful attention to brand equity, and thoughtful management of stakeholder input. The process begins with Survey #1, distributed to members and key stakeholders, to test how the current name is perceived in terms of relevance, creativity, inclusivity, and emotional resonance. We then host collaborative Zoom sessions to review findings and introduce naming ideation informed by LGBTQIA+ research and competitive analysis.



Gathering Feedback, Building Consensus

Next, we present potential new names (or brand evolutions) with contextual visuals—supporting colors, moodboards, and sample brand marks. A second survey will then gather feedback on both name and visual identity options. Results will be reviewed in a final session with leadership and stakeholders, where we present name rationales, refinements, and visual directions based on community input.

This process ensures:

- ▶ Broad participation and buy-in from your community
- ▶ Emotional connection to legacy is respected
- ▶ Any new or refreshed identity reflects your values, your future, and your audience

Key Steps

The most important element in the rebranding process is consensus management. We provide expert guidance and direction every step of the way to ensure success.

Here are the key steps:

- ▶ Discovery (on-site or via zoom)
- ▶ Competitive Name Analysis
- ▶ Development of Brand Criteria
- ▶ Naming Ideation and Specific LGBTQIA+ Research
- ▶ Brand Name Rationale for Each Name
- ▶ Contextual Visual Support
- ▶ Consensus Management of the Naming Process
- ▶ Domain Name Acquisition (if necessary)

INVESTMENT: \$2500*

* The Brand Name & Brand Mark Exploration may result in a new name for your organization, a need for a new logo (new logo costs separately and outlined below) , or a modernization of your current visual identity, and includes mood boards, color palettes, typography, and more to support a confident brand evolution.

2 **Branding Package**

Includes logo & business card design

Brand Discovery

The first step involves our team really getting to know your business, your industry, your competition and your customers. This involves meeting with your team, conducting some research, doing customer interviews and really drilling down to the core of how people see you now and how you want them to see you moving forward.

Identity Package

Once we've finished with discovery, we will move into interpreting your brand characteristics in a more visual way. A standard package includes:

- ▶ Logo design
- ▶ Colors/fonts
- ▶ Business card design

Deliverables include:

- ▶ Original custom logo designs presented as a PDF file
- ▶ Business card designs
- ▶ Final logo/business cards to be supplied to client -emailed - in most standard formats
- ▶ Logo needing to be supplied to other vendors - at anytime -after final completion, will be done at no additional expense to client

INVESTMENT: \$2500

3

Brand Guidelines

This is your handbook for how to properly express your brand: where and how to use the logo, colors, fonts and just as importantly, how NOT to use them, in order to consistently communicate your message. This guide book will include:

- ▶ Brand mission
- ▶ Brand story
- ▶ Logo variations (size requirements, spacing, reversed color, monochrome, etc.)
- ▶ Create vector artwork of logo
- ▶ Color palettes
- ▶ Fonts
- ▶ Brand typography (headlines, sub headers, paragraph fonts)
- ▶ Brand imagery

INVESTMENT: \$1500

TOTAL BRANDING INVESTMENT

1. Brand Name & Brand Mark Exploration,
2. Branding Package (includes logo and business card design)
3. Brand Guidelines

Total investment: \$6500. 50% deposit required to begin work OR receive a 10% "Nonprofit discount" when paying the full amount upfront. This price does not include cost of hosting, domains, specialized plugins. Forms of payment accepted are: credit card, debit card, ACH, and check.

4 Website Redesign

Research and Communications Plan:

Before any actual creative work begins, Cultural Sponge conducts extensive background research. We will meet with you to understand your goals, audience needs and project expectations. In addition, we will conduct market, customer and competitive research to gather additional insight. Our research will include:

- ▶ Clarifying goals and objectives
- ▶ Identifying primary and secondary audiences
- ▶ Strategic considerations for online engagement
- ▶ Reviewing current website analytics, creating a navigation map
- ▶ Assessing messaging and content strategy

GOALS & VISION

- ▶ Combine IGRA.com and gay-rodeo.net into one streamlined platform
- ▶ Integrate the Gay & Lesbian Rodeo Heritage Foundation into the main site
- ▶ Improve usability for three core audiences: Fans, Participants, and Admins
- ▶ Highlight the legacy of Cowboy Frank through a dedicated History & Archives section
- ▶ Modernize the brand to appeal to younger LGBTQIA+ audiences while retaining existing equity
- ▶ Increase ticket sales, donations, and participation through storytelling and streamlined systems

CORE FEATURES

Platform Unification

- ▶ Merge IGRA.com, gay-rodeo.net, and the Foundation into one centralized site
- ▶ Consult on domain structure and redirects to preserve SEO equity

Fully Responsive Design

- ▶ Full responsive design for phones, tablets, and desktops
- ▶ Intuitive navigation built for fans, participants, and admin users

Ticketing & Donations

- ▶ Third-party integration with Givebutter (or similar) for:
 - ▶ Event ticketing and RSVPs
 - ▶ One-time and recurring donations
 - ▶ Dedicated giving campaigns or memorials
- ▶ Unified donation stream across all programs and pages

Hall of Fame

- ▶ Searchable Hall of Fame archive with bios, images, and filters by year or name
- ▶ Optional submission form for future nominations

Cowboy Frank Tribute & History Archive

- ▶ Visual tribute to Cowboy Frank, including:
 - ▶ Archival screenshots
 - ▶ Interview quotes or stories
 - ▶ Photo timeline
- ▶ Expandable “History of IGRA” archive using galleries, PDFs, and oral histories

Rebrand & Visual Identity

- ▶ Logo evolution and style update that retains western charm and legacy
- ▶ New colors, typefaces, and graphics to attract a modern LGBTQIA+ audience
- ▶ Style guide and social media templates included

Organizational Leadership & Structure

Pages for:

- ▶ Executive Board & Leadership
- ▶ Trustees
- ▶ Royalty
- ▶ Committee Chairs
- ▶ Member Associations & Regional Chapters
- ▶ Current Partners/Sponsors

Foundation Integration

- ▶ Incorporate Gay & Lesbian Rodeo Heritage Foundation content into main site
- ▶ Ability to accept restricted donations or legacy gifts through Givebutter
- ▶ Timeline, vision, and founder history

Online Store

- ▶ Link to third-party store (e.g., Shopify) with custom call-to-actions and featured product section
- ▶ Branded merchandise spotlight for fundraising

Media & Resources

- ▶ Gallery for event photos, videos, and reels
- ▶ Member-only resources with optional password protection
- ▶ Blog for rodeo stories, event recaps, announcements
- ▶ Downloadable documents (e.g., annual reports, forms, bylaws)

SUGGESTED SITE MAP

- ▶ Home
- ▶ About IGRA
 - ▶ Our Story
 - ▶ Breaking Stereotypes
 - ▶ Cowboy Frank Tribute
- ▶ Events
 - ▶ Upcoming Rodeos (with calendar/tickets)
 - ▶ Past Rodeos Archive
- ▶ Hall of Fame
- ▶ Get Involved
 - ▶ Volunteer
 - ▶ Join
 - ▶ Sponsor
- ▶ Donate
- ▶ Media
 - ▶ Photo Gallery
 - ▶ Videos
 - ▶ Blog
- ▶ Foundation
- ▶ Leadership
 - ▶ Board, Royalty, Chapters, Committees
- ▶ Shop
- ▶ Resources (some password-protected)
- ▶ Contact

GOOGLE ANALYTICS INSTALLATION:

- ▶ Set up and integrate Google Analytics to track website performance and user engagement.

5 Hosting and Security Consultation:

- ▶ Ensure proper setup of website hosting and implement security measures.
- ▶ Conduct a thorough review to ensure all security features are active and functioning.
- ▶ Advise on ongoing hosting and security needs (note: hosting, SSL, and security features are additional costs).

6 Staff Training:

- ▶ Provide a up to 3 Zoom training sessions for staff to familiarize them with website management, content updates, and basic troubleshooting.
- ▶ Record the session for future reference.

7 Accessibility (Recommended - easiest and most affordable way to remain ADA compliant!)

- ▶ **Accessibility Features:** Ensure compliance with accessibility standards such as WCAG (Web Content Accessibility Guidelines) to make the website accessible to users with disabilities.
- ▶ Leveraging accessiBe* Assistive Technology:
 - ▶ Utilize accessiBe's assistive technology to automate accessibility checks and remediation.
 - ▶ accessiBe offers a user-friendly interface that allows us to monitor and address accessibility issues on an ongoing basis.

****Outside Product Cost: accessiBe Standard Version: \$490 per year (up to 1,000 pages and 5,000 visitors per month)***

8 Timeline

- ▶ Discovery + Planning: 2–3 weeks
- ▶ Design + Feedback: 4–5 weeks
- ▶ Development: 5–6 weeks
- ▶ Testing + Launch: 2 weeks
- ▶ Total: ~12–16 weeks

9 Investment

Website Design: \$8,000

Includes content strategy, design, development, page building, training, and basic SEO setup

*** 50% deposit required to begin work OR receive a 10% "nonprofit discount" when paying the full amount upfront. This price does not include cost of hosting, domains, specialized plugins.**

► Maintenance Rate: \$105 per hour for ongoing support.

Thank You!

Thank you for considering our customized proposals for the International Gay Rodeo Association. At Cultural Sponge, we are deeply honored by the opportunity to support an organization with such a rich history and vital mission. We are committed to creating solutions that celebrate your legacy, resonate with your community, and help you engage the next generation of fans, participants, and advocates.

We're excited about the potential to collaborate and contribute to IGRA's continued impact and visibility. If you have any questions, thoughts, or would like to discuss anything further, please don't hesitate to reach out.

Warmly,



Heather Brown, owner
Cultural Sponge

Agreement

Letter of Agreement

This agreement is between International Gay Rodeo Association hereafter referred to as CLIENT, and Cultural Sponge, hereafter referred to as CONTRACTOR.

Revisions

Revisions or alterations to the scope of work or schedule may obligate the CLIENT to additional fees. These may include copy or layout changes made after initial CLIENT approvals. Extensive alterations, such as a change in marketing objectives or project goals, shall be considered new work and will require that this agreement be amended with a change order to reflect the revised scope of work.

Project Pricing

50% deposit due for projects over \$1000 and/or projected completion takes longer than 30 days. 50% due when project is completed. A nonprofit discounted rate of 10% is given if client wishes to pay in full when work begins.

Upon receipt of full payment, the CLIENT is hereby granted exclusive and unlimited usage and reproduction rights to the final designs prepared for the CLIENT as part of this project.

Promotion

Cultural Sponge shall have the right to document the completed work, and to reproduce, publish and display such documentation for promotional purposes.

Project Assumptions

The following assumptions have been made in this estimate. Any changes to these assumptions may result in a change of price.

- ▶ Client is responsible for acquiring and supplying all necessary product photography (which may be detailed in a different proposal, upon client request), as well as any related licensing unless otherwise indicated in this proposal.
- ▶ Client will be responsible for gathering login and password information as well as any additional signing or login information required.
- ▶ Client is responsive with timely feedback and any collateral materials that may be necessary. Timely feedback is defined within 3 business days of last inquiry regarding project. Delays in response can affect overall time line of project completion.
- ▶ The cost of any stock media used in the campaign is not included in this estimate unless otherwise indicated in this proposal.
- ▶ If client cancels the project, the client agrees to forfeit their deposit or pay for the work that's been completed, whichever is greater.

Errors

CLIENT has responsibility to proofread and review all work produced during the project. As a result, the client is fully responsible for any errors in spelling, typography, illustrative layout, photography or other errors discovered after printing or reproduction or for any work performed by third-parties selected by the CLIENT.

IGRA Representative

Heather Brown, Cultural Sponge

Testimonials

"You have been a true delight, Heather - and definitely added brilliance to our advertising campaign! Thank you so much for everything you do for Aunt Rita's Foundation. We truly appreciate the support of Cultural Sponge and look forward to another year working with you! Thank you!"

- **Kit Kloeckl, Executive Director**

"Thanks for what you did and do for Phoenix Pride and our city."

- **Phil Gordon, former Phoenix Mayor**

"Cultural Sponge has been an absolute pleasure to work with. It's wonderful to have formed such a strong relationship with them, they really understand who we are as an organization and what Phoenix Pride's message is to the public. Heather spends a great deal of time sitting in brainstorming meetings with the Pride team, she really listens to the customer and gives you exactly what you are looking for. I look forward to working with Cultural Sponge on future projects."

- **Brandi Sokolosky, Former Executive Director, Phoenix Pride**

"You (Heather) have contributed beyond expectation to the development of student knowledge and skill set in the area of Marketing. Thank you!"

- **Clarissa Davis Ragland, Estrella Mountain Community College, Department Head Chair**

"Cultural Sponge is great to work with. They are able to understand the overall vision of what we need and incorporate our sensibilities in a way that is tasteful and creative."

- **Angela Hughey, One Community**

References

ANGELA HUGHEY

President, ONE Community
angela@onecommunity.co
602.284.1418

DEB TAYLOR

President, Flagstaff Pride
deb@flagstaffpride.org
928.699.7521

ERIC CARLYLE

CEO,
Compete Sports Diversity
eric.carlyle@competediversity.com
480.688.2080