



RainCastle
communications, inc.



The RainCastle QuickStart Program

1 • 2 • 3

Greetings from RainCastle Communications



As an emerging business, you have a specific set of communications needs that must be taken care of quickly, with excellent quality and for a fee that respects your limited marketing budget. Whether you are preparing for an event, need to impress investors, attract employees, generate business leads or build brand awareness, we will put RainCastle's 15 years of building award-winning websites and brands for emerging businesses to work for you.

We begin by offering three tailored "QuickStart" packages for our emerging business clients. Based on experience, these packages represent options for what most emerging businesses need to successfully present their businesses. At whatever level you choose to engage, the bottom line is a distinctive market presence that will elevate your business above your competition.

1 QuickStart

The most universal marketing vehicle today is the Website. It is the most powerful tool for creating the impression of substance and stability. QuickStart 1 gets you started on the right foot.

QuickStart 1 includes the following:

- Website design and html programming of up to a 25 page Website
- QA in all popular browsers



QuickStart 2

The logo is the anchor of your visual design system. It sets the tone for representing the character of your organization. From the logo, springs the corporate color palette and often a choice of standard fonts.

QuickStart 2 includes the following:

- Corporate logo
- Stationery system; letterhead, envelope, business card, mailing label
- Website design and html programming of up to a 25 page Website
- QA in all popular browsers



QuickStart



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In order to create a cohesive communications system, such that from wherever you are viewed, the impression to your audience is one of consistency and confidence of an established company. Of our 3 QuickStart business options, QuickStart 3 is our most comprehensive package, often needed and desired by emerging businesses.

QuickStart 3 includes the following:

- Corporate logo & Stationery system; letterhead, envelope, business card, and mailing label
- Website design and html programming of up to a 25 page Website
- QA in all popular browsers
- 2 page product overview brochure or data sheet
- PowerPoint Template



QuickStart Emerging Business Additional Services

Emerging businesses evolve quickly, and we know from experience that you may want to budget for more robust marketing programs to round out your marketing presence. If you have a customized marketing need that doesn't fit into one of our **3 QuickStart** packages, RainCastle can create a custom option to include any of the following services:

Design, Interactive & Writing Services:

- Flash animation for web or presentations
- Web Content Management
- Email templates
- Email newsletters
- Copywriting

- Photography, Illustration and diagrams
- Extended collateral systems
- White Paper templates
- Advertising

- Banner Advertising
- Event booth graphics
- Direct Mail Creative

Strategic Services:

- Brand Strategy
- Messaging
- Naming



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Assumptions: 1. Client will provide all content, as final and approved, unless otherwise specified; 2. Client will provide photography or RainCastle will select royalty-free stock photography at additional cost; 3. Expenses such as couriers, FedEx and color comps if applicable, will be billed separately; 4. For websites, 2 design options will be presented from which client will choose. One round of design refinements or changes is included. Additional rounds will be treated as change orders; 5. For logos, 3 options will be presented from which one will be chosen. There will be one refinement round of the logo; 6. For stationery and 2 page data sheet, one option will be presented, the design of which will cohere with the chosen website. One round of refinement or changes is included.