

1.5

PRICING PROPOSAL



YOU'RE ASKING

What does their ballpark look like?



Hahn
SURE
THING.





PRICING PROPOSAL



SCOPE OF WORK	VALUE
Brand Strategy Framework Brand framework that positions TXST to bring the current reality of the university to perception.	\$50,000
Messaging Platform Develop and pressure test a market-ready system of core messaging that cuts through the noise, tells a compelling story about what makes TXST distinctive and essential and sets the brand up for continued growth and momentum.	\$75,000
Visual Identity Guidelines Strategic and structured approach to visual exploration, design refinement and revisions, pressure testing and internal stakeholder collaborations to ensure consistency, clarity, and impact across all touchpoints.	\$150,000
Campaign Concepts Multiple creative campaign concepts for presentation and further exploration. Development of chosen direction to maximize impact across all mediums (including video), channels, touchpoints and audiences in collaboration with internal team.	\$175,000
Marketing Plan Integrated, cross-channel outreach that seamlessly combines owned, earned, and paid media strategies with immersive event activations.	\$350,000
Stakeholder Engagement Plan Critical audiences become active participants in TXST's story.	\$350,000
Launch Plan 360 degree, go-to market playbook. Reporting strategy and dashboard set-up.	\$100,000
Sustaining the Campaign Ongoing strategic guidance and hands-on support to keep campaigns dynamic, effective, and aligned with institutional goals.	\$250,000
(All numbers are based on comparable, competitive universities' reported 2024 spending from AdIntel and Vivvx. See hyperlinks below.>>>)	TOTAL \$1,500,000



REQUESTED ADDITION



<https://www.nielsen.com/solutions/media-planning/ad-intelligence/>

<https://www.vivvix.com/home>

NCAA Video Regional-national level production value brand anthem video/commercial.	RANGE	\$150,000 - \$300,000
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BILLING METHODOLOGY AND APPROACH

At Hahn, we believe in delivering the best value by balancing cost-effectiveness with high-quality work. Our billing practices ensure you pay what's fair while we deliver impactful results. As your partner, we maximize the efficiency of your budget—whether through strategic media placements or creative investments that drive results.

FLEXIBLE BUDGET MANAGEMENT

We recognize that priorities can shift throughout a project. Our flexible approach allows budgets to be strategically reallocated as opportunities arise, ensuring your investment remains focused on the areas with the greatest impact.

ALIGNMENT WITH YOUR NEEDS

Our approach supports both single-project scopes and long-term partnerships. While our standard rates reflect the expertise required for effective campaigns, we prioritize efficiencies that extend the value of your budget.

Ultimately, our billing methodology is built on fairness, flexibility, and partnership—ensuring your investment generates measurable impact and supports a sustainable, long-term relationship.

INVOICING TERMS

A detailed pricing and milestone plan will be developed, shared, and continuously updated to ensure transparency and alignment with project progress and completed deliverables.

**WE CAN'T WAIT
TO DIVE RIGHT IN.**

