



# PROPOSAL

ROCK MEDIA, LLC.  
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Orphan Outreach  
Ms. Amy Seale

2001 West Plano Parkway #3700  
Plano, TX 75075

## Project Overview

Orphan Outreach (the client), proposes to engage Rock Media as an independent contractor to design, develop, and deploy a new external website. The new site is to be based on design inspiration based on client in-take and design meetings. We will also be integrating the design concepts from the clients logo, style guide and input from client as needed. The website framework requires flexibility to ensure future functionality, sections and landing pages can be accommodated without additional development work.

## Project Scope

Our proposal is to deliver a custom WordPress framework that integrates the feature set requirements to the client's server. The client's existing graphics, content and data will be integrated into the site along with additional graphics and video elements as required. The framework will support a fully customizable, unique landing page (home page), unique interior pages (five different layouts), integrated SEO toolset, integrated blog/news, and featured media. The website will also support one-directional integrations (as defined by the client) to incorporate third-party data for Mission Trips and Child Sponsorships. The site will be fully responsive for three (3) screens: desktop, tablet & handheld and with mobile optimized content.

All work is covered by a 12-month support agreement that provides for content and site updates based on site functionality and structure at project launch. Any new feature sets or functionality requested will be covered under a separate scope of work and may incur additional costs.

## Project Investment

Service	Price
<b>Design, Develop and Deploy Framework</b> Includes: Core web-platform ecosystem, landing page(s), contact page, and up to five unique interior page layouts and integrated SEO toolset built on a fully responsive and mobile optimized design.	<b>\$2,000.00</b>
3 <sup>rd</sup> party one-way data integration for Child Sponsorship and Mission Trip data	500.00
<b>Total Project Investment</b>	<b>\$2,500.00</b>

## Fee Schedule

- 50% due upon acceptance of the proposal before work commences.
- Balance Due (50%) plus any authorized, incurred expense upon final approval and prior to site launch.

## Next Steps

To proceed with this project, we ask you to take the following steps:

- Accept the proposal "as is" or contact us to discuss desired changes.  
*Please note that changes to the scope of the project can be made but additional charges may apply.*
- Finalize and sign this proposal.
- Submit initial payment of 50% of total project fee along with executed copy of this proposal

Dear Ms. Seale,

Thank you for considering Rock Media for your project. Our goal is to become a resource and a partner to our clients. Our approach is simple; provide our customers with what they want the first time, on time and under budget.

We have based our proposal on our discussions and review of your materials and content to date.

#### SCOPE OF SERVICES

1. Website framework design, development and implementation and third-party Integrations
2. Work with you and/or your designated representatives on designing, developing and implementation of your project
  - A. Website will be a standard, open-source WordPress framework. Any premium plugins required will be the responsibility of the client.
  - B. Scope of this proposal is limited to the external website for <https://orphanoutreach.org> and does not include programming or support for other client owned/managed platforms, except for the inbound integrations for Child Sponsorships and Mission Trip promotion/publication..
  - C. We will manage securing a development web servers and hosting including setup and all configurations for testing and review.
  - D. Incorporate your graphics, design elements and content into the new Web Application, as desired.
  - E. Develop the computer code necessary to render your project.
3. Training and Testing
  - A. We will fully test and validate all code, graphics and design elements for proper function, display and cross-browser rendering.
  - B. Initial development phase is six (6) to eight (8) weeks based on timely client information and feedback
  - C. We will provide you with a live test environment prior to project launch.
  - D. We will provide you with on-going user training (i.e. – system administrators, editors, etc.) during the agreement period.

We appreciate the opportunity to earn your business and look forward to a wonderful partnership.

Sincerely,



Bradley K. Rock

The undersigned hereby agree to the terms, conditions and stipulations of this agreement on behalf of his or her organization or business. This Agreement constitutes the entire understanding of the parties. Any changes or modifications thereto must be in writing and signed by both parties.

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#### AGREED TO AND EXECUTED BY

ORPHAN OUTREACH

ROCK MEDIA, LLC.

By

By



Name

Name

Bradley K. Rock

Title

Title

Owner

Date

Date

February 26, 2025