

CLIENT MARKETING SERVICES

The Center for Entrepreneurial Innovation (CEI) provides discounted, in-house professional marketing services to our client companies as a result of your affiliation with our program. Below is a description of the available services, including cost and resource commitment. All projects, including customization, will be confirmed with a written estimate prior to initiation.

WRITTEN CONTENT SERVICES

Press Release: \$50.00

3 - 5 business days

- 30 minute consultation meeting
- 500-750 words

Website Copywriting: \$100.00

5 - 7 business days

- 30 minute consultation meeting
- 200-750 words (1 website page or project)
- Includes (1) revision

VIDEO PRODUCTION SERVICES

Company Overview Video: \$300.00

6 - 8 weeks for final deliverable

- 30 minute consultation
- Up to (8) hours of filming, and editing
- Music track and company branding
- 60-120 seconds final product

Scriptwriting and Storyboarding: \$50.00

5 - 10 business days

- 30 minute consultation
- 100 - 250 word script for video or voice over
- Storyboard or video outline
- (2) rounds of revisions

GRAPHIC DESIGN SERVICES

Company Overview Flyer or Postcard: \$100.00

5 - 10 business days

- Single-sided company fact sheet (8.5 x 11) or Double-sided Postcard (5x7)
- Includes (1) revision
- Additional \$25 for .AI, .PSD, or .INDD file

Business Cards or Letterhead: \$40.00

5 - 10 business days

- Includes (1) revision
- Delivery of (1) INDD file and (1) PDF file
- Additional \$10 to convert to .DOTX or .PPT

PHOTOGRAPHY SERVICES

Company Head Shots: \$25.00 per person

5 - 8 business days after the shoot

- On-site at CEI
- Includes basic light and/or color correction
- Delivery of (1 - 2) high-res JPEGs per person

Promotional Images: \$100.00

7 - 12 business days after the shoot

- 30 minute visual needs assessment
- One hour photo shoot at CEI
- Includes basic light and/or color correction
- Delivery of (10 - 12) high-res JPEGs

DO-IT-YOURSELF OPTIONS

With rare exceptions, audio and video equipment is not available to rent or borrow. However, you may use the computers in the Competitive Intelligence Lab, which includes the Creative Suite and Final Cut Pro X software, free of charge for select projects (not for daily work use).

MARKETING SERVICE NOTES & DISCLAIMERS:

- All project time lines are subject to the availability of CEI's marketing coordinator. The estimated turnaround times listed for each service cannot be guaranteed, so please submit your project request as soon as possible, or at least 3 weeks before the desired completion date (8 weeks for websites and video projects).
- Customized services can be negotiated; however, they will be charged at an advanced rate of \$50/hour.
- Project start dates will not begin until an in-person or phone consultation is held between the marketing coordinator and CEI client and a project quote is approved by the company founder.
- Clients may request only one project at a time; if more than one project is needed, the client can work with CEI's marketing coordinator to prioritize deadlines and ensure there are no overlaps or conflicts.
- In order to offer services at the lowest cost possible, clients may be expected to provide additional information, written content or outlines, media files, and perform text revisions for the project.
- If a deliverable deadline does not allow for the minimum recommended turnaround time listed for each service, a daily rush fee of \$50 may be applied.
- Unless outlined in the project quote, clients are expected to manage printing, distribution and other finishing services for all projects.
- If CEI is unable to provide the services you need due to the lack of skill set or availability, we will try our best to identify an alternative.

SUBMIT YOUR REQUEST: CEI.GATEWAY.COM/MARKETINGSERVICES



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CUSTOM PITCH DECKS

For many startups, pitch decks play a big role in getting their business off the ground. Whether they are needed for pitch competitions or for potential customers, CEI is here to support our clients through the entire process. We are pleased to offer one complimentary template as a part of our incubation program. Additionally, our team is available to provide feedback and design support on an ongoing basis.

PITCH DECK SERVICES

On-boarding Template: FREE

After you've been accepted into CEI's incubator program, chances are you'll need to revamp your pitch deck in preparation for future applications and competitions. Whether or not you have a logo or brand standards, we're here to help you get started. Your on-boarding pitch deck template includes:

- 20-minute project consultation to understand your business, design, and deck needs
- 10-color pallet built into your .PPTX file
- (5) slide layouts
- A 10-slide sample pitch deck for you to modify with your own content
- 2 rounds of revisions (after you've added your content to the slide deck)
- A 30-minute meeting with CEI's marketing coordinator to review design principles and best practices in PowerPoint

Re-branded Template or Pitch Deck: \$50 - \$200

Your pitch deck will likely evolve as your business grows, and simple tweaks can help reflect those changes along the way. However, if you decide to re-brand your company after CEI has helped you create your first template, the price of your new template will depend on how extensive you want to change the look. Additional cost may be added if you'd like our team to transfer content from your previous deck (rather than doing it yourself). Once a price is determined, your deliverables will include everything in the On-boarding Template package.

Custom Slides: \$10

Have a complicated go-to-market strategy? Need to clarify a confusing product? Unsure how to represent your competitive advantage? We can help! If you need a custom slide which requires advance layout and graphic design that goes beyond a typical revision, CEI's marketing coordinator will design individual slides that are clear and effective.

PITCH DECK RUSH POLICY

If you've ever build a pitch deck from scratch, you know how long they can take. Well, revisions are no different. These complicated pieces of content require a lot of time and effort from our staff to make sure you are ready to present. That's why we ask for at least three weeks to review, edit, and schedule a practice session with your deck before you pitch. However, in the event that you need a rushed revision, a fee will ensure that our staff can provide the support you need. Please note: there will be few exceptions, so plan accordingly!

20 - 10 Business Days: No Rush Fee

9 - 4 Business Days: \$50 Rush Fee

3 - 1 Business Days: \$100 Rush Fee

PITCH DECK SERVICE NOTES & DISCLAIMERS:

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- Project start dates will not begin until an in-person or phone consultation is held between the marketing coordinator and CEI client and a project quote is approved by the company founder (if applicable).
- Clients may request only one marketing project or pitch deck at a time; if more than one project is needed, the client can work with CEI's marketing coordinator to prioritize deadlines and ensure there are no overlaps or conflicts.
- In order to offer services at the lowest cost possible, clients may be expected to provide additional information, written content or outlines, media files, and perform text revisions for the project.

SUBMIT YOUR REQUEST PITCH DECK REQUEST: [CEIGATEWAY.COM/MARKETINGSERVICES](https://ceigateway.com/marketing-services)



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ADDITIONAL RESOURCES

Beyond business and marketing support, CEI offers a number of other free and reduce-cost resources to our clients. Below are a few perks that are available to you and information on how to access them. If you have any other questions or requests, feel free to let our staff know – we're always happy to help!



The AWS Activate Portfolio Plus package is designed to provide your startup with the resources you need to get started on Amazon Web Services. CEI clients may apply to receive program benefits that include AWS credits, training, support, and more. See a CEI staff member for more details.



Discover how HubSpot can help your startup grow with their CRM, sales, marketing, and customer service software, plus education and support. CEI clients receive 90% off HubSpot Software for eligible Seed-stage startups and 50% off HubSpot Software for eligible Series A startups. See a CEI staff member for more details.



ONE BUTTON STUDIO

The One Button Studio is a simplified video recording setup that can be used without any previous video recording experience. Located at the GateWay Library, the studio can be reserved with a gatewaycc.edu email address and CEI badge. Visit <https://libguides.gatewaycc.edu/obs> for information.

GATEWAY LIBRARY

The GateWay Library has a variety of databases and journal finding tools that can be utilized for research.

RAPID PROTOTYPING & MANUFACTURING

GateWay's Production Technology lab offers state-of-the-art, industry grade equipment that includes 3D printers, CNC machines, and more.



MARICOPA PERKS - DISCOUNT PROGRAM

One of the many benefits of being an affiliate of the Maricopa community is your access to thousands of exclusive discounts and offers with your MEID account and Maricopa.edu email address. The Maricopa PerkSpot is a fun and easy way to get discounts on a wide variety of products and services.

MICROSOFT OFFICE 365

A variety of applications and programs are available to you as a part of the Maricopa Community Colleges community. This includes use of Microsoft Office 365, and other programs free of charge. Office 365 is the latest version of Microsoft's productivity suite including Word, Excel, PowerPoint, Access, OneNote, and more. It is available for offline and online use. As long as you have a current MEID and email at one of the Maricopa Community Colleges, you'll be able to use this software.



ACADEMIC SOFTWARE STORE

Members can save money on software at the Maricopa OnTheHub software store. Just sign in with your MEID to shop and make purchases. No account registration is required. Visit <https://my.maricopa.edu/tools/student-perks> to access these savings.

