



TOOELE COUNTY CORPORATION  
 CONTRACT # 23-12-04

**ESTIMATE**

Redirect LLC  
 1283 E South Temple, #502  
 Salt Lake City, UT 84102  
 redirectdigital.com/  
 TEL. 8019495845

Tooele County

Date: Tuesday, Oct 10, 2023

Title: Tooele County Tourism | Marketing & Creative Services 23/24 Estimate #: 15926

Prepared By: Sarah Lyman

**Campaign Description:** Redirect Digital will work with Tooele County to create, design, and implement Tooele Tourism's 23/24 marketing campaign. Services include creative direction, account management, tourism video and media buys.

| Scope of Work   | Cost               |
|---|--------------------|
| <b>Tooele County Marketing 23/24</b>                                | <b>\$95,000.00</b> |
| Creative & Account Management                                       |                    |
| Develop Brand Platform for Tooele Tourism                           |                    |
| Creative Concepting of Tourism Brand & Campaign                     |                    |
| Identity Messaging  |                    |
| Brand Identity Development  |                    |
| Develop Photography & Videography Assets                            |                    |
| Digital Advertising   |                    |
| Google Ads  |                    |
| Facebook/Instagram  |                    |
| Digital Radio   |                    |
| Programmatic  |                    |
| Outdoor Advertising   |                    |
| Six, Four-week Periods  |                    |
| *We are still negotiating possibilities and this price could change |                    |
| Tooele Tourism Video  |                    |
| Scripting   |                    |
| Videography   |                    |
| Editing   |                    |
| Website Updates   |                    |
| Design & Development Updates to exploretooele.com                   |                    |
| Tooele County Marketing 23/24 Total                                 | \$95,000.00        |
| <b>Total</b>  | <b>\$95,000.00</b> |

**Terms & Conditions**

- 1) Client appoints Redirect, LLC as its agent to purchase materials that may be necessary to complete the work outlined above. Redirect accepts such appointment and acknowledges that its purchases of any such materials are on behalf of the client. This estimate does not include variables with regard to said purchases such as sales tax, shipping costs, domain purchases, photography, hosting, and other materials and services. Those charges will be included in Redirect's final invoice.
- 2) This work authorization must be signed by a manager with signature authority. Any items not expressly listed here are not included in the scope of the project. In the event that agency time or hard costs will exceed the original estimate due to a strategic shift, change in project scope, or request for additional revisions, Redirect will notify the client contact and will send a revised estimate reflecting the amount of the increase. Client will need to sign the revised estimate and return it to Redirect in order for the project to be completed and delivered.
- 3) On the above outlined work, with the exception of media placements, and on all future work authorized either verbally or in writing, client agrees to render payment within 30 days after invoice date, whether invoices represent part or full billing on the authorized work, and agrees to pay interest on overdue accounts at the rate of 2% per month thereafter, including costs and expenses incurred in collecting overdue accounts.



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- 4) Redirect must receive full payment for media buys prior to placement.
- 5) Redirect accepts checks, direct deposits or credit cards for payment of invoices. The client is required to pay a 3% charge when using a credit card.
- 6) When fully executed, this estimate will constitute a binding agreement for performance of the services described herein at the prices set forth herein.
- 7) Unless otherwise agreed to, Redirect may promote projects in our portfolio, social media, proposals, and other agency media for the purpose of self-promotion.

signature \_\_\_\_\_ printed name \_\_\_\_\_ date \_\_\_\_\_  
 Approved to proceed and have read and agree with terms and conditions.

signature \_\_\_\_\_ printed name \_\_\_\_\_ date \_\_\_\_\_

APPROVED AS TO FORM:

Nathan Harris  
Deputy Tooele County Attorney