

Initial Investment in Rebranding	Single fee	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020	
Logo	£ 250,00								
Outward facing content (e.g. Header banner YouTube and Facebook)	£ 100,00								
Website Development (e.g., third-party site design and development)	£ 350,00								
Total Initial Investments	£ 700,00								

Rebranding	Total Rebranding	June 2020	July 2020	August 2020	September 2020	October 2020	November 2020	December 2020	
Content	£ 10.500,00	£ 1.500,00	£ 1.500,00	£ 1.500,00	£ 1.500,00	£ 1.500,00	£ 1.500,00	£ 1.500,00	Research, Creation, Planning, Copywriting, Optimization, Design, Publishing, Tools, Monitoring Tools, Project Management
Public Relation	£ 3.500,00	£ 500,00	£ 500,00	£ 500,00	£ 500,00	£ 500,00	£ 500,00	£ 500,00	Market Research, Influencer Marketing
Events	£ 4.000,00			£ 750,00		£ 750,00	£ 750,00	£ 1.750,00	Planning, Cash prize (1x £1,000), Design Posters and Flyers, Print Posters and Flyers (venue booking excluded)
Project management	£ 5.250,00	£ 750,00	£ 750,00	£ 750,00	£ 750,00	£ 750,00	£ 750,00	£ 750,00	Activity planning, controlling time management, developing budget, managing project and monitoring progress, rebrand campaign evaluation
Merchandise		on demand	on demand	on demand	on demand	on demand	on demand		
Total Costs Rebranding	£ 23.250,00	£ 2.750,00	£ 2.750,00	£ 3.500,00	£ 2.750,00	£ 3.500,00	£ 3.500,00	£ 4.500,00	