

 WORKING WITH IMP: TWO WAYS

For larger discrete engagement, marketing or other projects (over \$10,000), IMP is pleased to prepare a unique proposal for your consideration, including detailed activities, timelines, expenses and outcomes.

However, many producers or other clients are not yet in the position to move forward with a major project, but still need support on a range of items related to publicity, marketing, distribution, and engagement.

For projects with a variety of smaller needs, we recommend a retainer agreement with IMP to handle any a range of items for as long as you need us (long term commitments are not required).

For a fixed price per month (based on a combination of discrete tasks and projected hours worked) IMP can meet both your regular communications and engagement needs (social media posts, e-newsletters, audience surveys) as well as more specific items that require a deeper dive and expert touch (creating an engagement plan, producing screening events, creating pitch presentations or drafting PR materials).

In either case you have access to IMPs deep knowledge, broad network, and full support.

 SERVICES INCLUDED IN RETAINER AGREEMENT

ENGAGEMENT & OUTREACH	COMMUNICATIONS & MARKETING	DISTRIBUTION SUPPORT	PUBLIC MEDIA MANAGEMENT
Strategic planning	Social media	Distribution strategy	PBS & CPB relations
Campaign development	Press releases & press lists and pitching	Relationship management	Submissions strategy
Partner outreach	Materials creation	Research	Submissions management
Event production	Screenings	Submissions management	Content support
Focus groups & community surveys	E-marketing for educational sales	Station Relations	Manage delivery

 PRICING

Basic retainer plans are available for as little as \$1000 per month for as few as three months, and will vary depending upon specific needs and projected hours worked.

Contact us to schedule a preliminary conversation to review your needs.
desiree@impactmediapartners.com // dennis@impactmediapartners.com