

CAUSE+ EFFECT

SERVICES OFFERED

| | STANDARD PRESS OUTREACH | INDIVIDUALS/ PROJECTS | SPEAKERS/ EXPERTS | CORPORATIONS/ ORGANIZATIONS |
|------------------------------------|--|-----------------------------|-------------------------------|--------------------------------|
| | \$150 per outreach | \$750 3 month engagement | \$1,500 3 month engagement | \$1,500+ per month |
| 1: LAYING THE FOUNDATION | | | | |
| BIO/BOILERPLATE DEVELOPMENT | ✓ | ✓ | ✓ | ✓ |
| PRESS RELEASE/PITCH DEVELOPMENT | ✓ | ✓ | ✓ | ✓ |
| PRESS OUTREACH PLAN | | ✓ | ✓ | ✓ |
| MEDIA KIT DEVELOPMENT | | ✓ | ✓ | ✓ |
| MESSAGING MATRIX | | | ✓ | ✓ |
| MEDIA TRAINING | | | ✓ | ✓ |
| 3-MONTH & 12-MONTH PLANNING | | | | ✓ |
| 2: ENGAGING YOUR FANS | | | | |
| DIGITAL MEDIA STRATEGY | | ✓ | ✓ | ✓ |
| DIGITAL MEDIA SUPPORT | | | ✓ | ✓ |
| CONTENT PLANNING | | | ✓ | ✓ |
| WEBSITE AUDIT | | | | ✓ |
| 3: MAXIMIZING YOUR EXPOSURE | | | | |
| PRESS RELEASE/PITCH DISTRIBUTION | ✓ | ✓ | ✓ | ✓ |
| EVENT/APPEARANCE OUTREACH | | ✓ | ✓ | ✓ |
| EXPERT POSITIONING | | | ✓ | ✓ |
| CONTRIBUTOR/OPINION OUTREACH | | | ✓ | ✓ |
| MEDIA RELATIONSHIP MANAGEMENT | | | | ✓ |
| SPECIAL PROJECTS | | | | |
| BRAND STRATEGY | Special services available for an additional fee | | | |
| IDENTITY SYSTEM | | | | |
| CONTRACT NEGOTIATIONS | | | | |
| MARKETING STRATEGY & PLANNING | | | | |
| STRATEGIC PARTNERSHIPS | | | | |
| EVENT STRATEGY & PRODUCTION | | | | |
| STRATEGY CONSULTATION | | | | |
| TV/FILM TREATMENT DEVELOPMENT | | | | |
| STYLING & IMAGE MANAGEMENT | | | | |
| EVENT BOOKINGS* | | | | |

* Booking Fees (15% of appearance fees booked through C+E, or 5% finders fee for booking leads delivered to third-party agencies)

* Notes: Expenses, including travel, news wire, clipping services, etc. billed separately and at cost.