



Spark Space Creative is a branding and design studio that partners with nonprofit organizations to build their brands, tell their stories, and help them to support the communities they love.

Recruiting tools we can help you to implement.

Social media management

Share your organization's goals and we'll develop a content calendar to increase likes, build awareness and fill your seats!

- Create, post and track 4-5 posts per week on Facebook, Instagram and Twitter.
- Includes up to 10 custom graphics per month.
- Collaborate with providers to place targeted social media advertising – advertising on social is a low cost and efficient way to target the demographics that meet your specific needs.

\$1,250 per provider per month, 6 month minimum

+ costs for any ads you wish to launch.

Brand development and brand design

Over time, brands can just feel off, or maybe the mission and values don't reflect an evolution in your organization. Can your team clearly and consistently describe what makes your agency special?

Every organization has a secret sauce, and one of our favorite things is to dig deep into what makes an agency unique and then work together to provide a solid foundation you can build upon. We start with a discovery process, and then walk you through how to cultivate a strong brand message that feels so right, you can't wait to share it with the world! From there we brainstorm and develop concepts that lead us to the creation of a distinct and powerful visual identity that your audience will trust and feel good about.

Starting at \$10,000

Before



After



Before



After



Website refresh or rebuild

Does your current website accurately reflect all that your center has to offer? When families visit your site, is it easy for them to learn more and sign up?

- We collaborate with you every step of the way whether we start from scratch and rebuild your site from the ground up, or we can edit your content and provide a fresh new look and user interface so families can find what they need in just a click or two.

\$3,000-\$20,000

Cost varies depending on your needs and the size of your site.

Promotional Items

Postcard design

We can arrange printing and have them shipped to you or we can send the press-ready files to your own print provider.

\$1,000 + printing costs, which vary by quantity.



Yard sign design

Stakes are typically included in the price. We can arrange printing and have them shipped to you or we can send the press-ready files to your own print provider.

\$750 + printing costs, which vary by number of colors and quantity.

Continued



FREE 30-minute consultation to develop a custom marketing plan. If you're interested in several services, or you have ideas that you don't see listed here, reach out to Melissa Hook at melissa.hook@sparkspacecreative.com or (317) 919-7421 to get started.

Promotional Items

Promotional flyer design

We can arrange printing and have them shipped to you or we can send the press-ready files to your own print provider.

\$850 + printing costs, which vary by quantity.



Vehicle wraps

\$850 + cost of wrapping services.

Some vendors build the cost of design services into the cost of the wrap.



Car magnet design, full color

\$150 + printing and shipping costs.

Multiple sizes available:

8 x 18" 1-9 magnets \$20 each; 10-24 \$15 each; 25+ \$13 each
12 x 24" 1-9 magnets \$24 each; 10-24 \$18 each; 25+ \$16 each
16 x 24" 1-9 magnets \$26 each; 10-24 \$20 each; 25+ \$18 each
Shipping TBD based on number of magnets.

Face masks

Full color, all-over mask design or simple logo imprint + coordination with vendor. You share your ideal mask design with us (full color, all-over mask design, logo imprint only, plus any tie specifications) and we'll work with the vendor to develop a list of masks that fit your specs. You choose the masks you like and you'll receive free samples to try before buying.

\$150-250 + cost of masks.

T-shirt design

We can arrange printing and have them shipped to you or we can send the press-ready files to your own print provider.

\$250-500 for 1- or 2-sided design.

Google Ads

Google My Business/Local SEO (Search Engine Optimization)

Share your organization's goals and we'll develop a content calendar to increase likes, build awareness and fill your seats!

- Helps locations appear in Google Maps.
- Completes your listing and optimizes the listing monthly to over 200+ other top search directories so you can reach people no matter what search engine they are using.

\$125-385 per month/per location, requires 6 month commitment.

Based on population density and google search volume.

Display Ads

- Display ads can help you promote your business when people are browsing online, watching YouTube videos, checking Gmail or using mobile devices and apps. The Google Display Network reaches 90% of Internet users worldwide, across millions of websites, news pages, blogs and Google sites like Gmail and YouTube.
- Targets 3 zip codes.

\$60-750 per month/per location, requires 3 month commitment.*

Based on population density and google search volume.

*Does not need to be contiguous.

Pay-Per-Click

- Pay-Per-Click ads are served when someone is searching for keywords related to Head Start programs.
- Due to high cost per click (compared to Local SEO and Display), we recommend using Pay-Per-Click only during select months that are most important for enrollment.

Minimum monthly spend:

\$1,100 monthly / 140-220 clicks per month

Recommended monthly spend:

\$1,900 monthly / 250-375 clicks per month

