

LET'S STICK TOGETHER

## CREATIVE RETAINER PACKAGES

We strive to build long-lasting partnerships with our clients. With our retainer program, you get access to our creative team - on demand, giving you the opportunity to utilize our services over time, and on your own schedule.

### Is a creative retainer right for you?

Meeting the communication design needs of your business can be tricky. If your communication design needs vary throughout the year, arise unexpectedly, or you have ongoing needs for website maintenance, graphic design, website & project management services that don't require having a designer on site, a creative retainer might be the perfect solution for your business.

### What is a creative retainer?

A creative retainer is a 12, 6 or 3-month agreement between your business and us that allows you to contract for as few as 4 hours of service per month. A creative retainer gives you instant access to a wide range of professional services minus the overheads associated with a permanent employee.

### What are the advantages of a creative retainer?

- You come first. As a retainer client, your projects receive first priority. Retainer clients are always given a higher priority when it comes to projects.
- Discounted design & service rates. Without a retainer, our normal hourly rate starts at £60 for all services.
- No agreements to sign for each individual project and no per project costs. For multiple small projects, you can take advantage of your combined work volume, and avoid the need to seek estimates and pay multiple invoices. With a creative retainer, dearto Creative reserves your retainer time exclusively for you, so even if you have a last minute requirement, or an unplanned project, our creative staff can respond to your needs immediately.

What services are included in a creative retainer?

## WEBSITE MAINTENANCE RETAINER

Monthly maintenance, performance maintenance, CMS website version core updates, plugin & extension updates, backups and automation, security scans, error fixes, server monitoring and emergency support.

## WEBSITE / PROJECT MANAGEMENT RETAINER

Website enhancements, (on various platforms like Wordpress, Laravel, Duda, Wix, Shopify, Squarespace and so on) performance maintenance, responsive UI changes, general website tasks, new pages, content updates, graphics, re-occurring updates, layout updates, support, strategic consulting & creative direction, research, project management services.

## GRAPHIC DESIGN RETAINER

Creative graphic design, updates to existing materials, image editing, print design, social media posts, strategic consulting & brainstorming, creative direction, research, project management service.

## CREATIVE RETAINER

The 3 main retainer packages combined into one and customised to your exact requirement.

## What services are NOT included in a creative retainer?

Logos, Brand Strategy, Identity Systems, Brand Identity Manuals, New Website Development, new website functions or video creation. Nor do these packages cover expenses such as printing, stock photography licensing, and subcontractor fees.

We will consult with you before beginning any work to identify any fees or costs that may be billed in addition to your chosen retainer agreement.

## Ask us about our packages

Identity Package, Basic Branding Package or Ultimate Branding Packages, Social Brand Identity Packages and so on... We can tailor a package to your need.

## Which package should I choose?

Every business is different and has different needs. We'll work together to determine the package that will not only meet your needs but also give you the best return on your investment.

Dearto Creative offers packages ranging from 4 hours to 40 hours per month at a rate of £50.00 per hour.

For example, our 4-hour package costs just £200.00 per month, with a one year, 6 months or 3 months agreement.

You can roll unused hours into the following month. Rollover hours expire at the end of the third month. In the last month of the agreement, unused hours are forfeited. Hours in excess of the monthly agreement are billed at our normal hourly rate.

## Payment Options

PREPAID: (3 months minimum commitment)

**SAVE 10%**

The full retainer amount is due at time of the contract signing. As services are used, time is deducted from the pre-paid retainer.

We offer 10% discount for this option.

50% DEPOSIT: (3 months minimum commitment)

**SAVE 5%**

The 50% deposit retainer amount is due at time of the contract signing. As services are used, time is deducted from the pre-paid retainer.

The second 50% amount is due half way through the agreed contract length. We offer 5% discount for this option.

MONTH to MONTH subscription: (3 months minimum commitment)

**£50/HOUR**

The first monthly amount is due at time of the contract signing.

You can complete the payment either by direct debit or choose to be billed automatically each month.

With this option you can cancel your contract at any time regardless of how many months have been agreed by letting us know 30 days in advance.

## Can I upgrade or downgrade my package?

If you decide you want to upgrade your package before we begin, we can update the invoice accordingly.

We offer monthly subscriptions with a 3-month minimum commitment that can be easily upgraded / downgraded.

If you are unsure which package is best is to start with, we recommend to begin with a 3 months agreement. At the end of 3 months, we will re-evaluate the package to ensure the number of hours are fitting to your business needs. After that, we can move on to a 6, or 12-month commitment.