# The Experience Blueprint

*A clearer plan for everything you want to bring to life.*

For marketing and business leaders who know experiences matter, but need the calendar, investment and priorities organized before making a full-year commitment.

**$7,500**

**ONE-TIME STRATEGY ENGAGEMENT**

Paid in full at kickoff. Approximately two weeks from receipt of a complete intake and scheduling of the strategy session. No event production or third-party costs included.

## WHAT YOU RECEIVE

01 **A focused strategy workshop**

Priorities, target audiences, existing commitments and internal responsibilities.

02 **A recommended annual experience calendar**

Up to seven proposed events with goals, formats, audience and suggested timing.

03 **Preliminary investment plan**

Planning-level production budget ranges, dependencies and trade-offs.

04 **Sponsorship and partnership shortlist**

Up to five relevant opportunities to evaluate with marketing leadership.

05 **A decision-ready roadmap**

Creative themes, priority vendors, next steps and a 60-minute presentation.

Founding partner credit: The $7,500 Blueprint fee is credited in full toward an $80,000 Signature Experience Program if the client signs by January 31, 2027. No duplicate credit, cash refund or production budget credit.

Scope: One workshop, one draft plan, one consolidated revision round and one final presentation. This is strategy only, not a promise of a specific event outcome or sponsorship agreement.