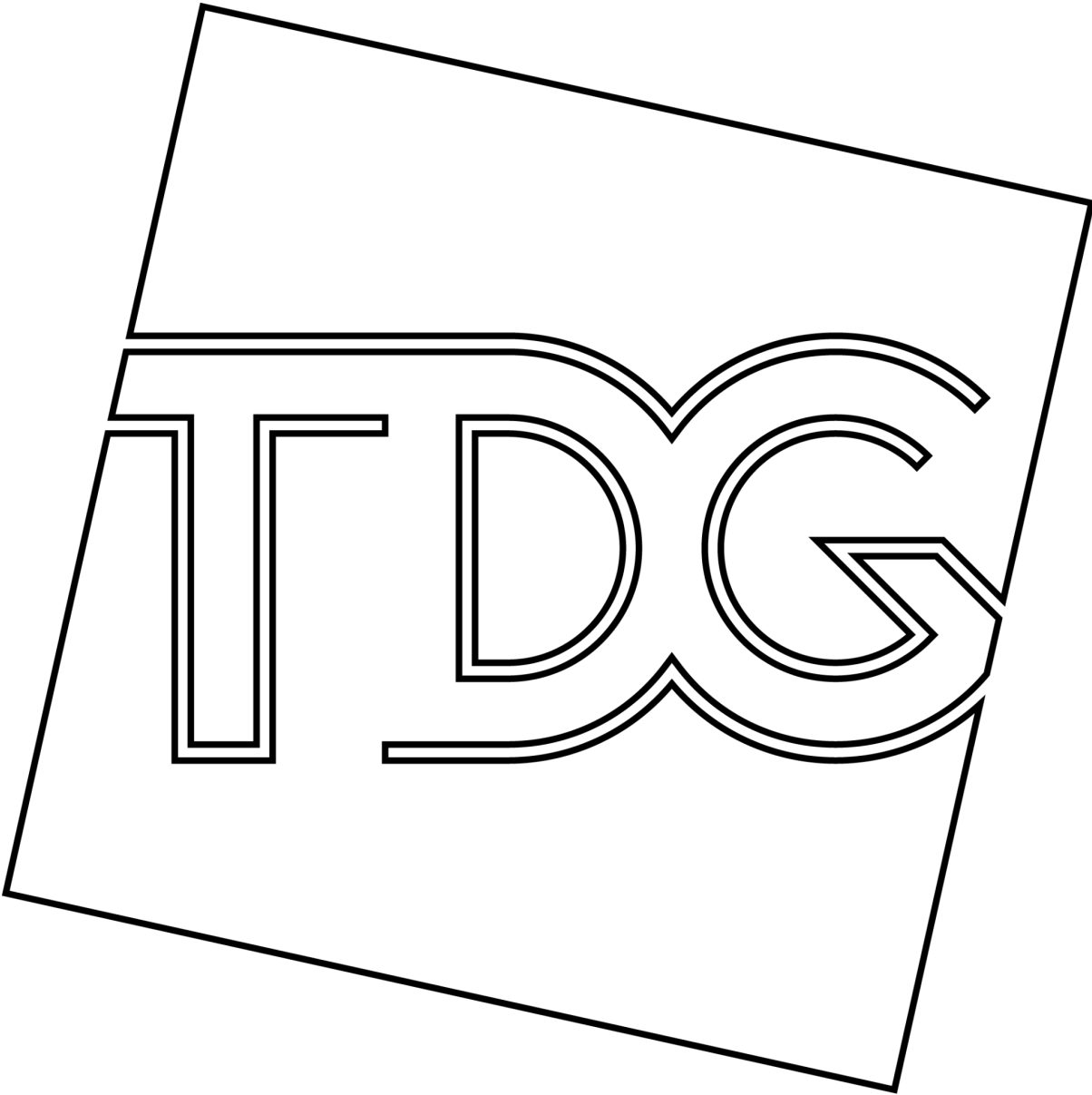


**INTRODUCING DANVER COMMUNICATIONS**

*Part of The Danver Group*



## A PR & Communications Agency that loves arts and entertainment as much as the clients we serve.

Part of The Denver Group, Denver Communications are a group of knowledgeable, enthusiastic, and personable creatives and communications professionals with a genuine interest in the cultural and creative industries. Musicians, authors, cultural academics, bloggers, podcast hosts - you name it, we've done it, and we will bring that enthusiasm and knowledge to your account. Entertainment and arts PR is not for us because it's glamorous and full of red carpets (spoiler alert, that's about 5% of the job!), it's for us because it allows us to interact with creators across the cultural spectrum, shining the light on talent, artistry, and sheer hard work that deserves to be experienced by the widest audience possible.

### Our Services

We are a full service communications agency, meaning you can get your logo, website, and event all created before your eyes in the same place. Our services include:

- Web Design, Maintenance and SEO
- Logo & Graphic Design
- Art Direction
- Filmmaking
- Photography
- Copywriting
- Brand Strategy
- Social Media Management
- Email Marketing Management
- Media, Press, and Influencer Relations
- Event Management

### Our Fees

We believe that every member of the creative industries should have access to knowledgeable, high quality, focused, and enthusiastic PR and communications support for the budget and the time that they need it. With this in mind, we have constructed a three pronged approach to serving up our skill-sets:

## Hourly fees, suitable for every budget.

We know that 4, 5, and even 6 figure PR retainers might be daunting and not creative friendly, so we charge our PR and tech maintenance fees by the hour with no minimum limits, so you can receive quality PR support without sacrificing your creative budget.

- **Junior Publicists:** Responsible for social media non-specialist content creation, post scheduling, audience/fan engagement response, newsletter compilation, event administration, market research, general PR account support: **£15 per hour**
- **Publicists:** Account managers and client liaison for smaller sized accounts. Media and PR relations, event management, client budget management, Assistant account managers for larger accounts. **£25 per hour**
- **Senior Publicists:** Account managers. Responsible for strategic direction of client accounts, high level media and PR relations, client budget management, event management PR team line management. **£35 per hour**
- **Website maintenance:** **£30 per hour**

## Full service short term PR & Communications packages

You may not be sure if you're ready for long term support, or you might only need our help for a particular project. With this in mind, we have created 3 full service packages, to get everything taken care of in one go with one fee.

- **Silver: £1500**
  - Standard audit of social media channels, competitor analysis, brand strategy, advice on content creation and implementation
  - Design and functionality analysis of existing website, trouble-shooting and solution implementation
  - 3 graphic design routes, 1 round of amends
  - Up to 500 words of copy, with 2 rounds of editing
  - 30 minute photo session, 5 edited photos, private gallery
- **Gold: £4000**
  - Enhanced audit of social media channels, competitor analysis, brand strategy, advice on content creation and implementation

- Website brainstorming, design, development & platform integration (including e-commerce where applicable)
  - Media kit consultation
  - Brand positioning consultation
  - 3 graphic design routes, 1 round of amends, colour palette typography
  - Up to 1000 words of copy, with 2 rounds of editing
  - 1 hour photo session, 10 edited photos, private gallery
  - ½ day film shoot (1 filmmaker), 2 days of editing
- **Platinum: £5750**
    - Enhanced audit of social media channels, competitor analysis, brand strategy, social media content creation and implementation
    - Website brainstorming, design, development & platform integration (including e-commerce where applicable)
    - Media interview training, media kit consultation and personalised kit
    - Brand positioning consultation
    - 3 graphic design routes, 1 round of amends, colour palette typography, photography, and illustration style.
    - Up to 2000 words of copy, with 3 rounds of editing
    - 3 hour photo session, complete editing, private gallery
    - 1 day film shoot (1 filmmaker), 3 days of editing

### **Bespoke Creative Services.**

Our Creative Services don't come up with a fee and then try to make your project fit; we listen to your requirements and tell you how much it will cost, with clear and concise communication every step of the way. This way, you can be sure you're getting the final product that you need.

**For further information, and to book a no obligation, complimentary bespoke consultation, contact [cheryl@thedanvergroup.com](mailto:cheryl@thedanvergroup.com).**