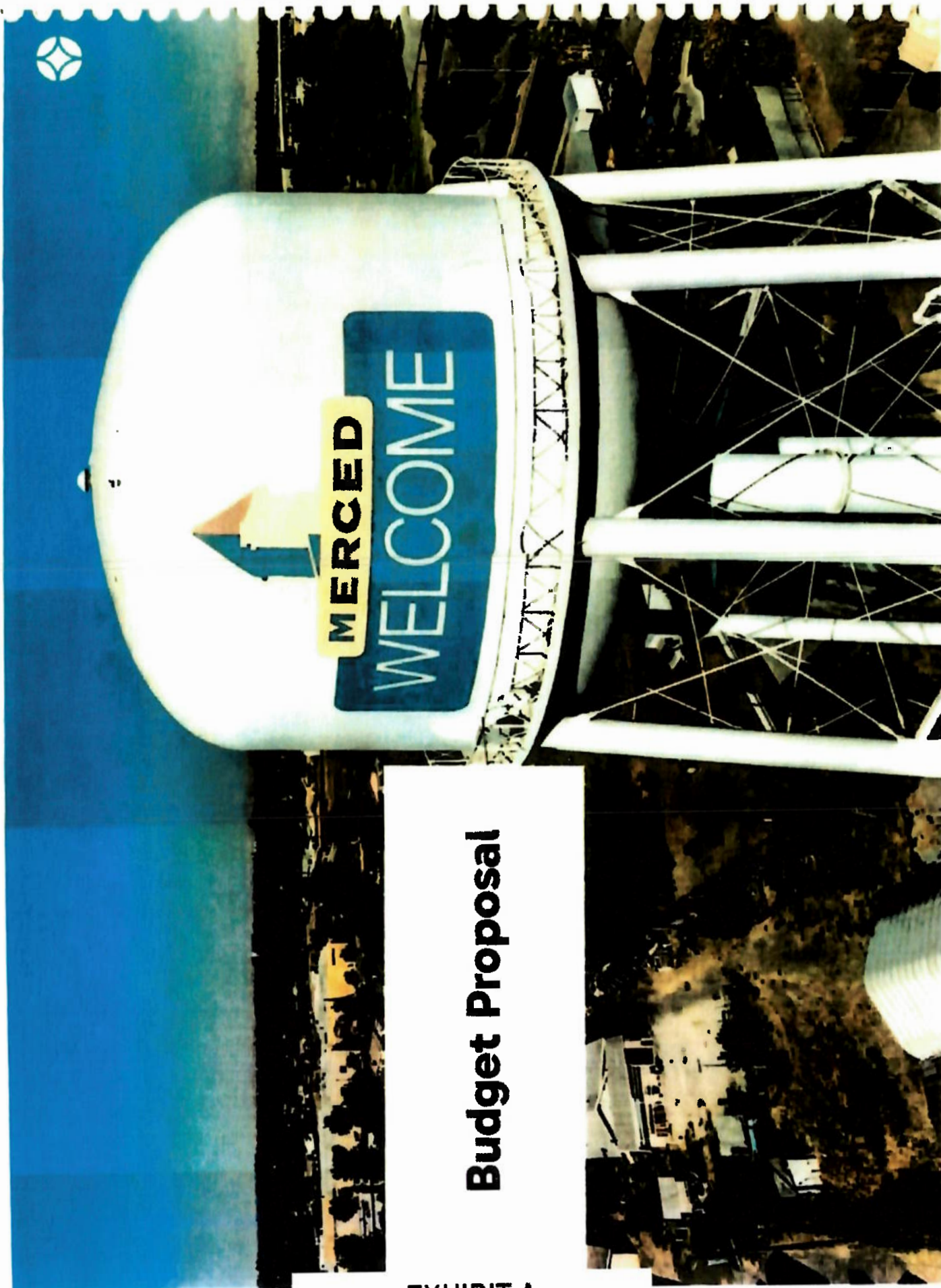




Budget Proposal

EXHIBIT A
Attachment 2



STELLAR RATES

The reality of social is that no week or month is the same. Stellar sets itself apart by ensuring our senior-level staff rolls seamlessly with the cadence of your efforts. Our estimated hours will flex and bend between months at no additional expense to you.



Malene Blaedel
Sr. Marketing & Social Media Manager

Malene will be the City of Merced's primary point of contact for this engagement

Role	Rate	Est. hours	Est. cost
Social Media Manager <i>Day-to-day contact, ensuring a positive relationship between the client and agency teams.</i>	\$135	120 hrs	\$16,200
Brand Strategist <i>Creates overarching social strategies, calendars and kickoff post ideation</i>	\$135	100 hrs	\$13,500
Graphic Designer, Social <i>Maintains the visual integrity of social posts and series</i>	\$125	100 hrs	\$12,500
Video Production Lead <i>Responsible for the video capture of agreed-upon content assets</i>	\$140	40 hrs	\$5,600
Content Strategist <i>Crafts and maintains a consistent brand voice across copy and captions</i>	\$120	80 hrs	\$9,600
Total	-	440 hrs	\$57,400

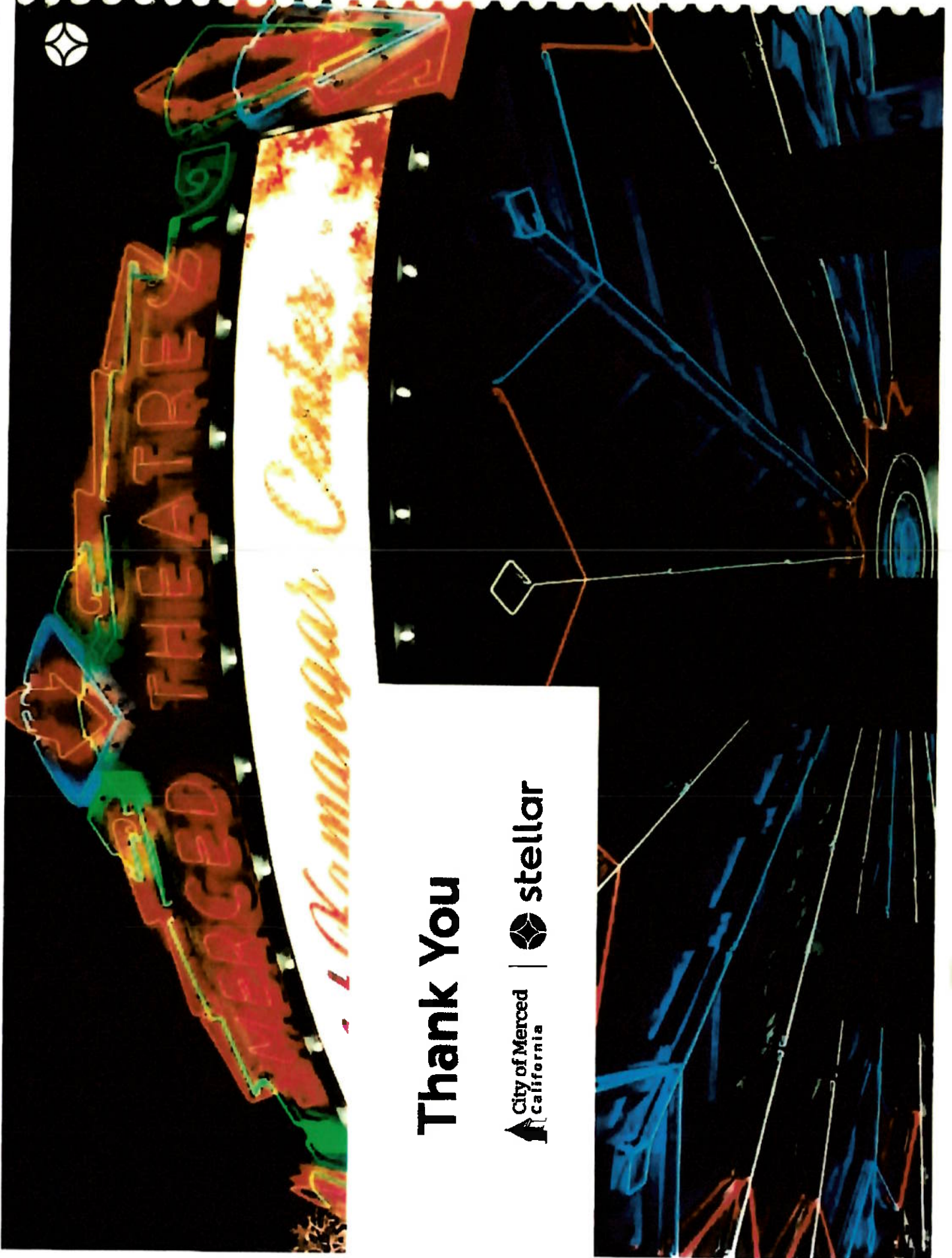
- The Stellar team will not be employing subcontractors for the duration of the 12-month engagement without client approval.
- Costs include onsite event coverage (travel, photography, live streaming).
- Separate budgets will be established for potential contract extensions beyond the scope of this proposal and/or 12-month term



TOTAL ESTIMATE

Assuming the engagement begins on November 3, 2025 (according to the RfP). The total budget across the 12-month engagement is as follows:

Item	Description	Estimated Budget
Walk (Month 1)	Strategy, Social brand guidelines, Initial content testing opps.	\$4,000
Run (Months 2-3)	2-3 month editorial calendar, regular reporting, learning, optimizing	\$8,400
Sprint (Months 4-12)	4-12 month editorial calendar, regular reporting, performance optimization, expanded content formats	\$45,000
Total		\$57,400



Thank You



stellar