

**PRIDELAND STRATEGIES**  
**Service Pricing and Engagement Structure**

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**PRIDELAND STRATEGIES**  
**Winning Strategies for Modern Campaigns**

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**Service Pricing and Engagement Structure**

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From the African Union to Global Capitals – Proven Expertise for Your Victory

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Confidential – For Prospective Clients Only

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**PREAMBLE: OUR COMMITMENT TO TRANSPARENCY**

At Prideland Strategies, we believe that trust is the foundation of any successful partnership. That trust begins with transparency. We understand that engaging a political consultancy is a significant decision and investment, and we want you to make that decision with complete confidence and clarity.

Unlike many firms in our industry that operate with opaque pricing models, hidden fees, and vague service descriptions, we have chosen a different path. We have laid out our entire pricing structure

clearly and comprehensively in this document. Every service, every deliverable, and every cost is spelled out for you to review before you ever sign an agreement with us.

Why do we do this? Because we believe that informed clients make better partners. When you understand exactly what you are paying for, what you will receive, and what the engagement will entail, we can work together more effectively toward our shared goal: your victory.

This document covers the following.

- Three distinct service levels designed to match campaigns of different scales and ambitions.
- Detailed descriptions of what each service level includes.
- Specific deliverables you can expect at each level.
- Clear pricing ranges and payment terms.
- Add-on services for additional needs.
- Our engagement process from consultation to completion.
- Payment terms, cancellation policies, and frequently asked questions.

We invite you to review this document thoroughly. Should you have any questions or require clarification on any aspect of our pricing or services, we encourage you to reach out to us directly. We are always happy to discuss how we can tailor our services to your specific needs and budget.

When you choose Prideland Strategies, you choose a partner who values transparency as much as victory. Let us build a winning campaign together.

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## 1. INTRODUCTION AND OUR PHILOSOPHY

Welcome to Prideland Strategies.

We understand that every political campaign is unique, with its own challenges, opportunities, and ambitions. Our pricing structure is designed to be transparent, flexible, and scalable to meet your specific needs and budget.

### Our Philosophy

At Prideland Strategies, we believe that victory is not accidental. It is engineered. Our approach combines rigorous research, strategic messaging, and real-time intelligence to give our clients a decisive advantage. We do not offer one-size-fits-all solutions. Instead, we tailor our services to your political landscape, your opponents, and your aspirations.

### Why We Offer Tiered Pricing

We recognize that campaigns operate at different scales and with different resources. Our three-tiered structure allows you to select the level of support that aligns with your ambitions.

Level 1 (Basic): Ideal for local or grassroots campaigns with limited budgets.

Level 2 (Professional): Designed for regional or parliamentary campaigns requiring comprehensive support.

Level 3 (Premier): Our flagship service for high-stakes gubernatorial, presidential, or national-level campaigns.

### What You Can Expect

Regardless of the tier you choose, you will receive the following.

Dedicated support from experienced political strategists.

Data-driven insights to guide your decision-making.

Clear, actionable deliverables with defined timelines.

Transparent pricing with no hidden costs.

Let us help you build a winning campaign.

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## 2. HOW WE STRUCTURE OUR ENGAGEMENTS

### Engagement Duration

All our service levels are offered on a project basis, aligned with your campaign timeline. Typical engagements range from 6 to 24 months, depending on the electoral cycle. We also offer short-term advisory contracts for specific campaign needs.

## Our Team Structure

Every engagement is supported by a dedicated team.

Lead Strategist: A senior partner who oversees the entire campaign strategy.

Campaign Manager: Day-to-day coordination and execution.

Research Analyst: Data collection, polling, and analytics.

Communications Specialist: Messaging, media relations, and content creation.

Intel Officer: Monitoring, opposition research, and sentiment tracking.

The size and composition of your team will vary based on the service level selected.

## Client Collaboration

We view our relationship with clients as a true partnership. Your input, vision, and local knowledge are essential to our success. We commit to regular check-ins, progress reports, and open communication channels throughout the engagement.

## Confidentiality

All engagements are conducted under strict confidentiality. We are happy to sign non-disclosure agreements prior to commencing work.

## Flexibility

We understand that campaigns evolve. Our service levels are designed to be scalable. You can upgrade or adjust your engagement as your needs change.

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## 3. SERVICE LEVEL OVERVIEW

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| Feature                  | Level 1 Basic      | Level 2 Professional   | Level 3 Premier               |
|--------------------------|--------------------|------------------------|-------------------------------|
| Best Suited For          | Local/grassroots   | Regional/parliamentary | Gubernatorial/presidential    |
| Campaign Strategy        | Basic messaging    | Comprehensive strategy | Full electoral blueprint      |
| Media and Communications | Press releases     | Full media management  | Dominant media strategy       |
| Research and Analytics   | Basic demographics | Targeted polling       | Advanced predictive analytics |
| Monitoring and Intel     | Limited tracking   | Regular monitoring     | Real-time intelligence        |
| Dedicated Team Size      | 2-3 consultants    | 4-6 consultants        | 7-10+ consultants             |

|                   |                   |                    |                          |
|-------------------|-------------------|--------------------|--------------------------|
| On-Site Support   | Remote only       | Hybrid             | Full on-site presence    |
| Weekly Hours      | 10-15 hours       | 25-35 hours        | 40+ hours                |
| Reporting         | Monthly reports   | Bi-weekly reports  | Weekly + daily briefings |
| Price Range (USD) | \$15,000-\$35,000 | \$50,000-\$150,000 | \$200,000-\$500,000+     |

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## 4. LEVEL 1 – BASIC SERVICES

### 4.1 Service Inclusions

Our Basic Service Level is designed for candidates running for local office, civic positions, or grassroots campaigns where resources are limited but professional guidance is still essential.

#### Campaign Strategy and Advisory

- Initial consultation to understand your political goals and district dynamics.
- Development of a basic campaign message and positioning statement.
- Identification of key voter segments and priority constituencies.
- High-level timeline and milestone planning for your campaign.

#### Media and Communications

- Drafting of press releases and basic campaign announcements.
- Social media strategy and content calendar for up to three platforms.
- Basic talking points for public appearances and debates.
- Media training session (one half-day).

#### Research and Analytics

- Basic demographic analysis of your constituency.
- Review of historical voting patterns and trends.
- Simple voter surveys (up to 500 respondents).
- Competitive landscape assessment (opponent profile).

#### Monitoring and Intel Gathering

- Basic tracking of opponent public statements and activities.
- Monthly sentiment summary based on media mentions.
- Alert system for major opponent developments.

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## 4.2 Deliverables

Upon completion of your Level 1 engagement, you will receive the following deliverables.

### 1. Campaign Blueprint Document

A 20-30 page strategic document outlining your campaign message, target demographics, key milestones, and recommended activities.

### 2. Communications Toolkit

A package including the following.

- Three draft press releases.
- One-month social media content calendar.
- Two sets of talking points.
- Media training materials.

### 3. Research Report

A comprehensive report covering the following.

- Demographic profile of your constituency.
- Historical voting patterns.
- Opponent strengths and weaknesses.
- Voter survey findings (if applicable).

### 4. Monitoring Summary

A monthly report summarizing opponent activity, media sentiment, and any notable developments.

### 5. Monthly Progress Reports

A written summary of activities completed, progress against milestones, and recommendations for the upcoming month.

## Timeline

The Basic engagement typically spans 6-12 months, with deliverables staged throughout the campaign cycle.

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## 4.3 Pricing and Terms

### Pricing Structure

| Component                        | Cost (USD)         |
|----------------------------------|--------------------|
| Campaign Strategy Development    | \$5,000 – \$10,000 |
| Communications and Media Support | \$4,000 – \$8,000  |

|                        |                     |
|------------------------|---------------------|
| Research and Analytics | \$3,000 – \$7,000   |
| Monitoring and Intel   | \$3,000 – \$10,000  |
| Total Package          | \$15,000 – \$35,000 |

#### Payment Terms

- 50% retainer due upon signing the engagement agreement.
- 25% due at the midpoint of the engagement (typically 3-6 months in).
- 25% due upon completion or at the end of the campaign cycle.

#### What is Included

- All consultancy fees for the assigned team.
- Access to our research tools and databases.
- Weekly check-in calls.
- Monthly written reports.

#### What is Not Included

- Travel and accommodation for on-site visits.
- Paid media buys (advertising spend).
- Third-party costs (e.g., polling firms, printing, events).
- Any work beyond the agreed scope (billable at \$250/hour).

#### Upgrade Option

You may upgrade to Level 2 at any point during the engagement. The incremental cost will be prorated based on the remaining engagement term.

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## **5. LEVEL 2 – PROFESSIONAL SERVICES**

### **5.1 Service Inclusions**

Our Professional Service Level is designed for candidates running for regional office, parliamentary seats, or high-profile local positions where a comprehensive campaign infrastructure is required.

#### Campaign Strategy and Advisory

- Comprehensive campaign strategy development with detailed voter targeting.
- Messaging framework and narrative development.
- Coalition building and stakeholder mapping.
- Detailed campaign timeline with phased execution plan.

- Regular strategy reviews and recalibration.

## Media and Communications

- Full-service media management (digital, broadcast, and print).
- Content creation (videos, graphics, speeches, op-eds).
- Media relations and press engagement.
- Crisis communications planning and management.
- Comprehensive media training (two full days).

## Research and Analytics

- Targeted polling (up to 2,000 respondents, multiple waves).
- Advanced data modeling and voter segmentation.
- Demographic and psychographic analysis.
- Opposition research and vulnerability assessment.
- Issue tracking and sentiment analysis.

## Monitoring and Intel Gathering

- Systematic surveillance of opponent activities.
- Real-time public sentiment tracking.
- Weekly intelligence briefings.
- Rapid response recommendations.

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## 5.2 Deliverables

Upon completion of your Level 2 engagement, you will receive the following deliverables.

### 1. Comprehensive Campaign Plan

A 40-60 page strategic document including the following.

- Detailed messaging framework.
- Voter targeting matrix.
- Phased campaign timeline.
- Coalition and stakeholder engagement plan.
- Budget recommendations.

### 2. Full Communications Package

- Branding and visual identity guidelines.
- Ongoing content calendar (3-month rolling).
- Press kit and media materials.
- Crisis communications playbook.
- Speechwriting support for key events.

### 3. Research Portfolio

- Polling reports (minimum two waves).
- Voter segmentation analysis.
- Opposition research dossier.
- Issue priority mapping.

### 4. Intelligence Dashboard

- Weekly briefings on opponents and sentiment.
- Real-time alert system.
- Monthly strategic recommendations.

### 5. On-Site Support

- Periodic on-site campaign visits (up to 5 trips).
- In-person strategy sessions and staff training.

### 6. Performance Metrics

- Regular tracking of key performance indicators (KPIs).
- Quarterly impact assessments.

### Timeline

The Professional engagement typically spans 12-18 months, with intensive activity during the final 3 months before the election.

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## 5.3 Pricing and Terms

### Pricing Structure

| Component                             | Cost (USD)           |
|---------------------------------------|----------------------|
| Comprehensive Campaign Strategy       | \$15,000 – \$30,000  |
| Full-Service Media and Communications | \$15,000 – \$40,000  |
| Advanced Research and Analytics       | \$10,000 – \$35,000  |
| Monitoring and Intelligence           | \$10,000 – \$45,000  |
| Total Package                         | \$50,000 – \$150,000 |

### Payment Terms

- 40% retainer due upon signing the engagement agreement.
- 30% due at the midpoint of the engagement (typically 6-9 months in).
- 30% due upon completion or 30 days before election day.

### What is Included

- All consultancy fees for the assigned team (4-6 consultants).
- Access to premium research tools and databases.
- Weekly strategy calls.
- Bi-weekly written progress reports.
- Up to 5 on-site visits (travel costs included for regional engagements).

#### What is Not Included

- Paid media buys (advertising spend) – we can manage these at additional cost.
- Third-party costs (e.g., external polling, events, printing).
- Travel outside the agreed region.
- Any work beyond the agreed scope (billable at \$350/hour).

#### Upgrade Option

You may upgrade to Level 3 at any point during the engagement. The incremental cost will be prorated based on the remaining engagement term.

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## **6. LEVEL 3 – PREMIER SERVICES**

### 6.1 Service Inclusions

Our Premier Service Level is our flagship offering, designed for candidates running for gubernatorial, presidential, or other high-stakes national-level offices. This is a full-service, turnkey campaign solution.

#### Campaign Strategy and Advisory

- Full electoral blueprint development.
- Advanced coalition building and alliance management.
- National/regional voter mapping and micro-targeting.
- Scenario planning and war-gaming.
- Weekly strategy sessions with senior partners.
- 24/7 strategic advisory access.

#### Media and Communications

- Dominant media strategy across all platforms.
- Integrated digital, broadcast, print, and grassroots communications.
- Celebrity/influencer engagement and endorsements.
- Advanced crisis management and reputation protection.
- Full speechwriting and debate preparation team.

- Comprehensive media training (multiple sessions).

#### Research and Analytics

- Multi-wave polling (up to 5,000+ respondents per wave).
- Predictive modeling and scenario analysis.
- Advanced demographic and psychographic segmentation.
- Comprehensive opposition research with vulnerability mapping.
- Real-time sentiment and issue tracking.
- Focus groups and message testing.

#### Monitoring and Intel Gathering

- Full-spectrum intelligence gathering.
- Real-time opponent tracking and analysis.
- Social media listening and sentiment dashboards.
- Rapid response infrastructure.
- Daily intelligence briefings for senior leadership.

#### On-Site Presence

- Full-time on-site campaign presence.
- Dedicated team embedded with your campaign.
- Staff training and capacity building.
- Crisis response team on standby.

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## 6.2 Deliverables

Upon completion of your Level 3 engagement, you will receive the following deliverables.

### 1. Complete Electoral Blueprint

A 100+ page comprehensive document including the following.

- Detailed messaging and narrative architecture.
- National/regional voter targeting and micro-segmentation.
- Phased campaign timeline with contingency plans.
- Coalition and alliance engagement strategy.
- Integrated budget and resource allocation plan.
- Scenario analysis and war-gaming outcomes.

### 2. Full-Spectrum Communications Package

- Comprehensive branding and visual identity system.
- Rolling 6-month content and media calendar.
- Full press kit, op-eds, and speech library.

- Crisis communications manual.
- Debate preparation materials and briefing books.
- Influencer and endorsement engagement plan.

### 3. Advanced Research Portfolio

- Multi-wave polling reports (minimum 3 waves).
- Predictive modeling outputs.
- Voter segmentation and targeting matrices.
- Comprehensive opposition research dossier.
- Focus group findings and message testing results.

### 4. Real-Time Intelligence System

- Secure client dashboard for real-time data access.
- Daily intelligence briefings.
- Social media listening and sentiment analysis.
- Rapid response alert system.

### 5. Full On-Site Team

- Dedicated campaign team embedded with your staff.
- Regular training sessions and capacity building.
- Post-election analysis and recommendations.

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## 6.3 Pricing and Terms

### Pricing Structure

| Component                                  | Cost (USD)             |
|--------------------------------------------|------------------------|
| Full Electoral Blueprint                   | \$50,000 – \$120,000   |
| Dominant Media and Communications Strategy | \$60,000 – \$150,000   |
| Advanced Research and Predictive Analytics | \$40,000 – \$120,000   |
| Full-Spectrum Intelligence and Monitoring  | \$50,000 – \$150,000   |
| On-Site Presence and Team Embedding        | \$50,000 – \$120,000   |
| Total Package                              | \$200,000 – \$500,000+ |

Please note: Costs vary based on campaign scale, geographic scope, and duration. Custom quotes are available upon request.

### Payment Terms

- 30% retainer due upon signing the engagement agreement.
- 30% due at the first milestone (typically 6 months in).
- 25% due at the second milestone (typically 3 months before election day).
- 15% due upon completion or after election day.

## What is Included

- All consultancy fees for the dedicated team (7-10+ consultants).
- Premium research tools and proprietary databases.
- 24/7 senior partner access and advisory.
- Daily progress reports and briefings.
- Full on-site presence (travel and accommodation included).
- Crisis response team on standby.

## What is Not Included

- Paid media buys (advertising spend) – we manage these at additional cost.
- Third-party costs (e.g., external vendors, events, logistics).
- Any work beyond the agreed scope (billable at \$500/hour).

## Post-Election Support

All Level 3 engagements include a complimentary post-election analysis and transition advisory (up to 30 days).

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## 7. ADD-ON SERVICES

For clients who require additional support beyond their selected service level, we offer the following a la carte services.

| Add-On Service                                              | Description                                               | Cost (USD) |
|-------------------------------------------------------------|-----------------------------------------------------------|------------|
| Additional Polling Wave<br>\$15,000<br>– \$25,000           | Each additional wave of polling (up to 2,000 respondents) |            |
| Focus Groups<br>\$5,000 – \$10,000                          | Conducting focus groups for message testing (per group)   |            |
| Debate Preparation<br>\$20,000 – \$50,000                   | Intensive debate coaching, briefing books, mock debates   |            |
| Crisis Management Retainer<br>\$15,000 – \$40,000/month     | Standby crisis team with 24/7 availability                |            |
| Digital Advertising Management<br>\$10,000 – \$30,000/month | Full management of digital ad campaigns                   |            |
| Grassroots Mobilization<br>\$25,000 – \$75,000              | Design and execution of grassroots programs               |            |
| Post-Election Analysis<br>– \$30,000                        | Comprehensive post-election review                        | \$10,000   |
| Coalition Building Advisory                                 | Targeted support for coalition formation                  |            |

\$15,000 – \$40,000

#### Volume Discounts

- 10% discount on add-on services bundled with a Level 2 or Level 3 engagement.
- Custom packages available upon request.

#### Payment for Add-Ons

- 100% upfront for services under \$20,000.
- 50% upfront / 50% upon completion for services over \$20,000.

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## **8. ENGAGEMENT PROCESS**

Our engagement process is designed to be seamless, transparent, and aligned with your campaign timeline.

### Step 1: Initial Consultation (Free)

Schedule a free, no-obligation consultation with our team. We will discuss your political ambitions, campaign challenges, and budget. We will also answer any questions you have about our services.

### Step 2: Needs Assessment and Proposal

Following the consultation, we will conduct a brief needs assessment and provide you with a detailed proposal outlining the following.

- Recommended service level.
- Scope of work and deliverables.
- Timeline and milestones.
- Pricing and payment terms.

### Step 3: Engagement Agreement

Once you are satisfied with the proposal, we will sign a formal engagement agreement. This document includes the following.

- Confidentiality and non-disclosure clauses.
- Scope of work and deliverables.
- Payment schedule.
- Termination and dispute resolution provisions.

### Step 4: Kickoff Phase

Upon signing, we will launch immediately.

- Team assignment and introductions.
- Initial data gathering and research.
- Baseline assessment of your campaign.

#### Step 5: Execution Phase

We will execute the agreed scope of work, providing regular updates, reports, and strategic recommendations.

#### Step 6: Evaluation and Closure

At the end of the engagement, we will provide a final report, post-election analysis (if applicable), and recommendations for next steps.

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## **9. PAYMENT TERMS AND CONDITIONS**

### Accepted Payment Methods

- Bank wire transfer (preferred).
- USD-denominated checks.
- Cryptocurrency (USDC or Bitcoin) accepted for Level 3 engagements only.

### Invoicing

Invoices will be issued upon signing the engagement agreement and at each milestone. Payment is due within 15 days of invoice date.

### Late Payment

A 5% late fee will be applied to invoices not paid within 30 days of the due date. Prideland Strategies reserves the right to suspend services for accounts that are more than 60 days overdue.

### Cancellation and Refund Policy

By Client: Clients may terminate the engagement with 30 days' written notice. Refunds for unused services will be prorated, minus a 10% administrative fee.

By Prideland Strategies: We reserve the right to terminate the engagement for non-payment or breach of contract. Refunds will be issued for unused services.

### Scope Changes

Any changes to the scope of work must be agreed in writing. Additional work will be billed at the applicable hourly rate (\$250 – \$500/hour depending on service level).

Currency

All pricing is quoted in United States Dollars (USD). Clients paying in other currencies are responsible for exchange rate fluctuations.

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## **10. FREQUENTLY ASKED QUESTIONS**

Q: Do you require a minimum engagement duration?

A: Yes, we require a minimum engagement of 6 months for Level 1, 12 months for Level 2, and 18 months for Level 3.

Q: Can I start with a lower level and upgrade later?

A: Absolutely. We encourage clients to start at a level that matches their current needs and budget. You can upgrade at any time.

Q: What if my budget is less than your Level 1 pricing?

A: Please contact us directly. We may be able to offer a scaled-down version of Level 1 services for smaller campaigns.

Q: Do you offer services outside East and Central Africa?

A: Yes, Prideland Strategies operates globally. Please contact our headquarters for inquiries outside our region.

Q: How many clients do you take on at once?

A: We limit our client roster to ensure each engagement receives our full attention and dedication.

Q: Is my campaign information kept confidential?

A: Absolutely. All engagements are conducted under strict confidentiality, backed by signed non-disclosure agreements.

Q: Do you guarantee victory?

A: While we guarantee our best efforts and proven strategies, no consultancy can guarantee electoral outcomes.

Q: What happens if I lose the election?

A: We are committed to your long-term political success. We offer a discounted rate for future engagements with returning clients.

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## 11. CONTACT AND NEXT STEPS

Ready to Take the Next Step?

We are excited about the possibility of partnering with you on your political journey.

Schedule a Free Consultation

To discuss your campaign needs and receive a tailored proposal, please schedule a free, no-obligation consultation at the link below.

[Link to Schedule a Free Consultation]

Contact Us

You can also reach out to us via email.

Ajeliti Ekesa  
Senior Partner, East and Central Africa

Prideland Strategies

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Let's Build a Winning Campaign Together

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Prideland Strategies  
Winning Strategies for Modern Campaigns

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