


RE: iSee Retainer Service Proposal



CJ Watson <cj@vivazen.com>  
To: tchristoffel@iseeinnovation.com  
Cc: Yolanda Jordan VZ; Casey Williams VZ; Joe Vonder Haar; Steve Brenner; 'TJ Rippelmeyer'

 You forwarded this message on 11/30/2021 2:14 PM.

approved

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**From:** tchristoffel@iseeinnovation.com <tchristoffel@iseeinnovation.com>  
**Sent:** Wednesday, October 27, 2021 2:08 PM  
**To:** CJ Watson <cj@vivazen.com>  
**Cc:** Yolanda Jordan VZ <yolanda@vivazen.com>; Casey Williams VZ <casey@vivazen.com>; Joe Vonder Haar <joev@iseeinnovation.com>; Steve Brenner <steve@iseeinnovation.com>; 'TJ Rippelmeyer' <tjrippelmeyer@iseeinnovation.com>  
**Subject:** Re: iSee Retainer Service Proposal

Good Afternoon CJ,

I hope all is well.  
Please see our attached proposal for using iSee Store Innovation's creative services, through a retainer based fee agreement.  
Furthermore, let me know of your approval or if you have any questions.

Many Thanks,  
Tom



Tom Christoffel  
Sales  
Office: 1-888-417-2457 ext 5160  
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[iSee 2021 Digital Brochure](#)



**October 27, 2021**

**To:**  
**Mr. CJ Watson**  
**Vice President of Sales**  
**Vivazen**

**From:**  
**iSee Store Innovations**  
**RE: iSee Retainer Service Proposal**

Hi CJ,

We at iSee Store Innovations are pleased to have the opportunity to partner with Vivazen on this retainer-type service agreement. This will provide a clear, simple invoice process and allow both parties to grow in the established business partnership.

Please have a look at the enclosed details of the proposed agreement and reach out with any questions or concerns. I am available to discuss at your convenience.

Thank you for your time and consideration.

Sincerely,

Tom Christoffel  
**iSee Store Innovations**  
**tchristoffel@iseeinnovation.com**



**October 27, 2021**

**iSEE Statement of Work – Service Agreement, Retainer Proposal**

**Client:** Vivazen

**Overview:**

Create a fee service agreement between Vivazen and iSEE that simplifies invoicing, focuses on the work at hand, and allows each to build a business relationship with low risk to either entity. Upon further evaluation, Vivazen and iSEE may engage in a longer-term retainer based on results.

**Deliverables:**

- **Time period:** Quarterly retainer renewable 10 business days prior to next quarter. Start date – Nov. 1, 2021. The first quarter will be a short quarter (Nov/Dec. 2021) and billed prorated at 2/3 cost). The next full quarter will start Jan. 1, 2022.
- **Services:** iSEE will execute and manage creative services as needed by Vivazen. These services will primarily consist of executing trade-level creative for POS and other retailer marketing programs based on provided Vivazen brand standards and creative look and feel defined by Vivazen. Occasionally, iSEE will offer design ideation but primarily iSEE will follow Vivazen marketing/communication direction. iSEE will also occasionally offer retail strategy and trade level expertise/consulting upon Vivazen's request. Please note, if Vivazen wishes iSEE to engage in specific merchandising/display product design, hours associated with product design and engineering will not fall under the retainer agreement.
- **Fees:** Quarterly fee billing \$16,875. Which equals 135 hours at a blended rate of \$125/hr. Total fee and hours will be reviewed and revised if needed and agreed upon at renewal of next quarter.
- **Extra costs:** External expenses outside of hours (such as travel costs, photography, illustration, and other expenses approved by Vivazen) will be billed separately at the time of retainer renewal.