



TRIUMPH 62™

Proposal Issued: 05.12.2026

Proposal Valid to: 06.12.2026

PROJECT PROPOSAL

Creating Marketing Success Stories



Prepared for:
Kepler Group Inc.



VISIT

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SCOPE OF SERVICES



Monthly Retainer Options

Triumph 62 Inc. provides monthly retainer options designed to give your business consistent access to strategic marketing, creative direction, digital content, website support, and campaign execution.

Rather than treating each request as a separate project, the retainer gives your business a dedicated monthly marketing partner focused on helping you build momentum, strengthen your brand, and move faster with consistent execution.

Important Scope Note: Each retainer provides monthly access to Triumph 62's strategic, creative, and marketing support within an agreed monthly scope. The retainer is not intended to represent unlimited revisions, unlimited production, unlimited video, unlimited website development, or unlimited strategy hours.

Summary of Options

	BEST FOR	MONTHLY INVESTMENT	MIN TERM.
Option 1 Foundation Creative & Marketing Support	Ongoing creative, marketing, web, and digital support to organize Kepler's core priorities and support Basement Specialists.	\$3,000 / month + HST	3 months
Option 2 Growth Marketing & Sales Support	Recommended for Kepler to build momentum across brand, web, Google, LinkedIn, sale materials, pitch decks, and lead-generation planning.	\$4,500 / month + HST	6 months
Option 3 Growth Partner Retainer	Recommended for deeper strategic support across marketing sales-readiness, business development assets, and division-level growth.	\$7,500 / month + HST	6 months

*Prices are subject to change based on parameters

OPTION 1

Foundation Creative & Marketing Support Retainer

\$3,000/month + HST • 3-month minimum commitment

This option is designed for Kepler Group to have consistent monthly access to creative, marketing, web, digital, and strategy support while keeping the starting investment manageable.

Includes

- Marketing strategy and advisory support
- Creative direction
- Graphic design support
- Website content updates

Option 1 continued...

- Digital content updates
- Google Business Profile support
- Basement Specialists support
- Brand and division messaging support
- Sales and marketing collateral
- Basic pitch or presentation support
- Copywriting and content refinement
- Social media creative
- Light video editing and motion creative where appropriate
- Stock photography and licensed digital asset support
- AI-assisted content and voiceover script support where appropriate
- Monthly priority planning and review
- Priority creative and marketing support within the agreed month!



Notes: This is the best starting point if Kepler wants to organize the foundation first and move through the highest-priority items in a controlled way.

OPTION 2

Growth Marketing & Sales Support Retainer

\$4,500/month + HST • Up to 45 hours/month • 6-month minimum commitment

This option is recommended for Kepler Group if the goal is to move faster across both the Kepler parent brand and Basement Specialists while also creating stronger sales and business development assets.

Includes

- **Everything included in Option 1**
- Expanded website and digital content support
- More advanced sales materials
- Pitch deck support
- Capability statement support
- Case study writing and development
- LinkedIn profile and content support
- Business development messaging
- Outreach copy
- Lead-generation campaign planning
- Division-level content support
- Basement Specialists consumer campaign planning
- Kepler B2B positioning support
- Monthly marketing and sales-readiness recommendations
- More consistent creative output
- More active planning around campaigns, offers, and priority opportunities

SALES SUPPORT CLARIFICATION

Sales support within this retainer means helping Kepler become more sales-ready through strategy, positioning, messaging decks, case studies, outreach copy, lead-generation planning, and marketing assets.

Active sales representation, direct prospecting, sales meetings, deal participation, closing support, referral opportunities, or commission-based business development would require a separate agreement with a defined commission structure.

Notes: This is the recommended option if Kepler wants more momentum and a stronger monthly structure without jumping into a full outsourced marketing and sales partnership.

OPTION 3

Strategic Marketing & Sales Partner Retainer

\$7,500/month + HST • Up to 75 hours/month • 6-month minimum commitment

This option is designed for Kepler Group if they require a more hands-on strategic partner with deeper monthly involvement across marketing, creative, content, sales support, business development preparation, web/digital priorities, and division-level growth.



Includes

- **Everything included in Options 1 and 2, plus:**
- Deeper monthly marketing and sales strategy
- Expanded creative production support
- Expanded video and content support
- Advanced pitch deck and presentation support
- Case study and project story development
- B2B outreach support
- Lead-generation campaign development
- Division-level growth planning
- LinkedIn and executive positioning support
- Sales pipeline messaging support
- Quarterly marketing roadmap recommendations
- More frequent planning and review meetings
- Priority turnaround where possible
- Higher-level advisory support across marketing, positioning, sales, and growth
- Support for preparing Kepler for larger developer, investor, property owner, institutional, and partnership opportunities

SALES SUPPORT CLARIFICATION

Strategic Marketing & Sales Partner support includes sales strategy, positioning, messaging, pitch materials, case studies, lead-generation planning, outreach support, and support for sales opportunities.

Active sales representation, direct prospecting, sales meetings, deal participation, closing support, referral opportunities, or commission-based business development would require a separate agreement with a defined commission structure.

Notes: This is the most advanced option and is best suited if Kepler wants Triumph 62 to operate as a deeper strategic growth partner across marketing, sales readiness, and business development preparation.

» Payment Terms

Monthly retainer payments are due on the 1st day of each month. All retainer fees are paid in advance of work beginning or that month. Unused hours, unused monthly service time, or unused creative capacity do not carry over, bank, or accumulate into future months. The retainer secures monthly access, priority scheduling, strategic support, creative/marketing production capacity, sales-support capacity, digital asset access, and ongoing advisory support.

It is not an hourly banking system. Any work requested outside the agreed monthly scope may be quoted separately or billed at the agreed hourly/project rate.

Triumph 62 Inc. reserves the right to pause work if monthly payment is not received by the required due date.

» Scope Management



To ensure quality, consistency, and proper scheduling, all work will be prioritized based on business goals, monthly requirements, timelines, and available retainer capacity.

Routine requests will be completed as efficiently as possible. Larger projects, major changes in direction, additional landing pages, extensive video work, new campaigns, advanced sales initiatives, or expanded deliverables may require separate approval, additional budget, or revised timelines.

Client approvals, content, feedback, access credentials, project photos, videos, and required assets must be provided in a timely manner to keep work moving forward.

» Not Included / Quoted Separately

- Paid advertising spend
- Media buying fees
- Advanced AI agent development (**like HUE**)
- Custom automation workflows
- CRM or API integrations
- Advanced Pulse Connect platform development
- Professional photography or videography shoots
- Printing and production costs
- Third-party software subscriptions
- Advanced SEO campaigns
- Complex website functionality or custom app development
- Large-scale animation or advanced motion graphics
- Geofencing ad spend or campaign media budget
- Full sales representation
- Direct prospecting
- Deal closing
- Commission-based business development
- Revenue-share opportunities
- Extensive voiceover production, casting, licensing beyond available AI voice tools, or broadcast-specific audio production

FUTURE PHASE: AI AGENTS & AUTOMATION

As Kepler's marketing, sales, and business development structure becomes more organized, there may be an opportunity in a future phase to build Kepler-specific AI agents, automation systems, CRM workflows, lead-routing systems, reporting dashboards, and internal tools.

These would be scoped separately once the foundational marketing, brand, digital, and sales structure is in place.

TRIUMPH 62 RECOMMENDATION

Triumph 62 recommends Option 2: Growth Marketing & Sales Support Retainer at \$4,500/month + HST.

This option provides the best balance of strategy, creative support, web/digital updates, sales-readiness assets, pitch materials, case study development, LinkedIn support, Basement Specialists support, and monthly execution.

For Kepler, Option 2 offers enough monthly capacity to create meaningful progress without overwhelming the process or requiring a larger upfront commitment.

If Kepler prefers a more conservative starting point, **Option 1 at \$3,000/month + HST is a strong 90-day foundation option.** However, based on the number of priorities discussed in the meeting, Option 2 is likely the better fit for consistent momentum.



LETTER OF AGREEMENT

This agreement is between [Kepler Group Inc.], hereafter referred to as CLIENT, and Triumph 62 Inc., hereafter referred to as CONTRACTOR.

DESCRIPTION OF WORK

CONTRACTOR will provide CLIENT with the selected monthly retainer option outlined in this proposal. Revisions or alterations to the agreed scope of work or schedule may obligate the CLIENT to additional fees. Extensive changes in objectives, project goals, deliverables, website requirements, or campaign requirements shall be considered new work and may require a change order or revised scope.

PROJECT PRICING

CLIENT agrees to pay the monthly retainer fee in advance, due on the 1st day of each month. Any payments not made by the due date may result in paused work until payment is received. Any additional work outside the approved scope will be quoted separately or billed at the agreed rate.



Triumph 62 Inc.

Signing Officers, Kepler Group Inc.



Thank you for the opportunity to submit this proposal.

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