



ESTIMATE

United Soccer League
Attention: Evelyn

Date
Feb 27, 2019

Expiry
Mar 29, 2019

Quote Number
QU-0161

Reference
USL-Q0161

ECAL Marketing LLC
PO Box 69813
458 N Doheny Drive
West Hollywood CA 90048
USA
email: accounts@ecal.com

Description	Quantity	Unit Price	Amount USD
ECAL ENTERPRISE CALENDAR MARKETING SOLUTION FOR USL & TEAMS (2020)			
Your enterprise ECAL solution will deliver a feature-rich, fully customized 'sync to calendar' service for USL and USL Teams, with dedicated accounts, under ECAL's centralised enterprise structure, to help fuel a dynamic CRM framework and consistent best practise across the network.			
*** GETTING ALL SET-UP ***			
FEED INTEGRATION - Set fee for Opta feed integration development and service for USL, Leagues and Teams.	1.00	5,000.00	5,000.00
INCLUSIONS: Your customised feed service will provide a totally automated, feature-rich schedule service for USL, all Leagues and Teams with dedicated business logic and continuous updates.			
ACCOUNT SET-UP - Set fee for USL and Team account set-up (57 accounts)	1.00	5,000.00	5,000.00
INCLUSIONS: Your professional account set-up will include custom buttons / displays, match schedules (via API), marketing opt-in, data fields, and Launch Guide.			
*** ONGOING LICENSING ***			
ECAL ENTERPRISE (USL) - Annual Enterprise license at rate of \$0.02 per sub. /month (50,000 subscribers).	12.00	999.00	11,988.00
INCLUSIONS: Your Enterprise license incl. up to 50,000 subscribers; data ownership; unlimited events and schedules; 'Ultimate' buttons & displays; sponsorship and advertising rights; and support.			
ECAL COMMUNITY (USL Teams) - Annual Community license @ \$49 /month incl. 1,000 subscribers (56 accounts).	56.00	588.00	32,928.00

Description	Quantity	Unit Price	Amount USD
INCLUSIONS: Each Community license incl. up to 1,000 subscribers; data ownership; unlimited events and schedules; 'Ultimate' buttons & displays; and support.			
*** PRICE GUARANTEE ***			
There will be no extra fees for additional subscribers over account limits (12 months).			
*** SOME EXTRAS TO CONSIDER ***			
DATA DELIVERY SERVICE: Regular data file delivery service to a single location, as required (eg: to SFTP, Amazon, email) @ \$150 /month			
ADDITIONAL TEAMS: Additional Community Team accounts available at a rate of \$588 /year (plus set-up).			
		Subtotal	54,916.00
		TOTAL USD	54,916.00

Terms

30 DAYS - THIS ESTIMATE IS VALID FOR 30 DAYS FROM DATE OF ISSUE.
This estimate does not include any federal, state or local taxes.

ADDITIONAL SERVICES

Standard rates for additional services that may be requested as follows:
Custom development / programming \$160 /hr
Design \$90 /hr
Marketing / sponsor campaign management: \$90 /hr
Content Production \$60 /hr