



Marketing
PROPOSAL

PRESENTED BY

SARAH JARR

Off Your Plate, LLC

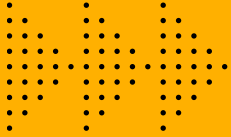
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WISCONSIN PONY OF THE AMERICAS CLUB (WPOAC)



Website Design

Proposal Description:

Off Your Plate to create a custom-designed, simple, functional, and mobile-responsive website tailored to fit Wisconsin Pony of the Americas Club (WPOAC).

Your website is a key point of contact between you and your potential members. Having an impactful, professional, and trustworthy website further establishes your credibility as a organization and makes it easier for your target market to get in touch with you and learn about you.

Off Your Plate will provide assistance with goal(s) identification, research, strategy creation, information architecture, functionality, design, development, and publishing.

- User-friendly, website/content management system (built in Weebly) to include Home/landing page, About, etc.
- Simplified navigation with up to 4 subpages - About, Membership, Shows, Resources
- Basic search engine optimization (SEO) to improve your website's rankings on search engines by fine tuning your site's content and keywords
- Two (2) design revisions
- If requested, a 1-hour one-on-one training on how to update your website

4-6 weeks to complete, following discovery meeting (pending timely feedback and approvals)

Project cost: \$1,200 (does not include website hosting)
20% discount applied





Site Map

A site map shows the hierarchical structure of a website's content, helping to visualize how different pages and sections are connected. Here's a suggested WPOAC site map:

- Home is the root/landing page
- About, Membership, Shows, Resources and Contact are the main sections of the website
- Subsections under these main categories represent individual pages (e.g., "History" and "Board of Directors" under About)

This map shows the logical flow of how content is organized and how users might navigate through the website. It helps to identify the relationships between different pages and ensures a smooth user experience.

Additional Elements:

- Include a call to action (CTA) on the home page for "Join Us".
- Need to include social tags (Facebook).
- Highlight where the club gives back (partnership with Ronald McDonald House)
- Describe promotional activities/events (Midwest Horse Fair)
- Add Adult and Youth testimonial(s)



Site Map

Home

- About Us
 - Club History
 - Mission / Vision
 - Board of Directors
 - Giving Back
 - Midwest Horse Fair
- Membership
 - Membership Form
 - 2025 Membership Listing
 - Meetings - Agenda, Minutes, Notice
 - 2025 Royalty
 - Scholarship
 - Banquet
 - Apparel Store
- Shows
 - Dates
 - Show Rules
 - Back Tag Waiver
 - Online Entry
 - Showbills
 - Patterns
 - Results
 - Sponsors, if applicable
- Resources
 - By-laws
 - Year End Guidelines
 - POA Website
- Contact
 - Form



Wireframe

Homepage

A wireframe is a design representation of a webpage, showing the layout of content and elements without any detailed visual design. Here's a WPOAC example of a basic homepage wireframe:

- The top navigation bar shows basic menu options (Home, About, Membership, Shows, Resources, Contact).
- The hero section features a large image with a call-to-action (CTA) button of Join Now.
- Content sections are placed below (e.g., About, Services, with placeholders for descriptions and links).
- The footer provides additional navigation or contact information.

This wireframe provides an outline that focuses on functionality and layout, without any design details like colors or typography. See Mood Board for suggested color palette and typefaces. Consideration given to the existing red and navy which were previously used with the WPOAC logo. The navy provides a strong and professional look, while the red creates a striking contrast with navy blue. These primary colors will serve as a foundation, with added complementary tones to create a dynamic yet harmonious palette. The typefaces include one typeface for headings and another for body text. The third typeface can be for special elements like quotes or special callouts. These suggestions respect the heritage of the WPOAC logo while enhancing its visual appeal, creating a unified and versatile design system adaptable for digital and print applications.



Wireframe

Homepage

Logo

About Membership Shows Resources Contact

Hero Image/Carousel

(Large image with heading and CTA button - Join Now)

Section Title - About

Brief Description

Member Testimonial(s)

Section Title - Membership

Brief Description

Image Gallery Slideshow (fun images throughout the year)

Section Title - Shows

Brief Description

Section Title - Resources

Footer

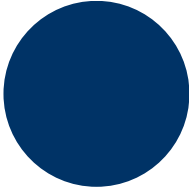
Contact Info | Social Link(s) | Privacy Policy



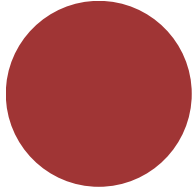
Mood Board

Classic & Elegant

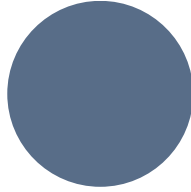
Color Palette



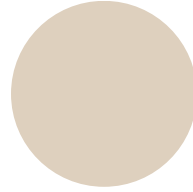
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#a03535



#586d88



#ded0be



#F5F5F5

Typefaces

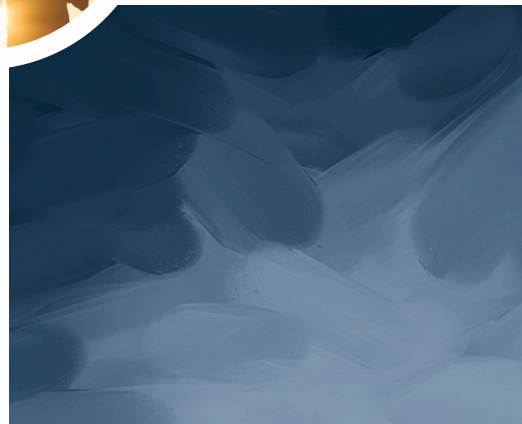
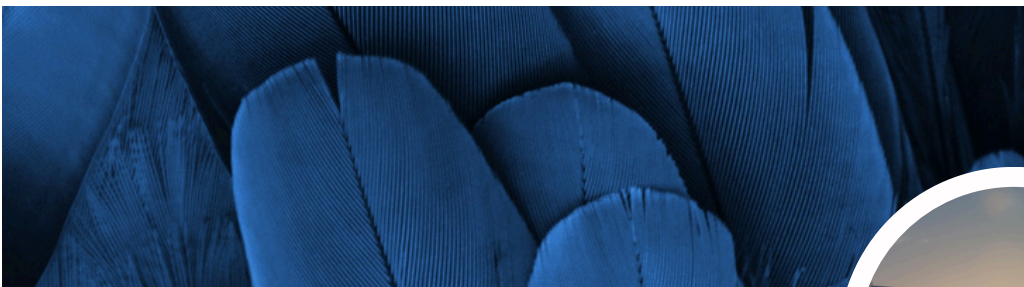
Garamond

abcdefghijklmnop
opqrstuvwxyz

Calibri

abcdefghijklmnop
opqrstuvwxyz

Feeling Passionate
abcdefghijklmnop
opqrstuvwxyz2



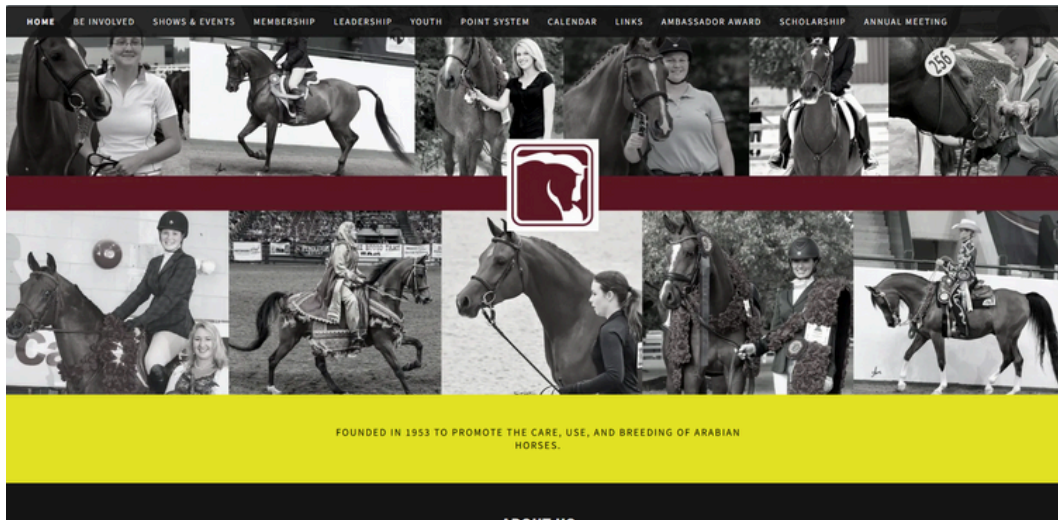


Best Practices "Competitor" Websites

Minnesota Pinto Horse Association



Wisconsin Arabian Horse Association



American Paint Horse Association

