



SAGE & OAK CREATIVE

# WINDOW ART & DISPLAYS



PREPARED AND PRESENTED BY

SYDNEY O'NEIL

CREATOR & FOUNDER OF SAGE & OAK CREATIVE

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# About Sage & Oak Creative



## **THIS COMPANY WAS BORN OUT OF THE DESIRE FOR FREE COFFEE (REALLY!)**

In 2019, Sage & Oak Creative was born out of a need for free coffee. Yes - you read that right: free coffee.

Sydney, working remotely, was looking for a place to work during the day and not break the bank. She made a proposition to a local coffee shop: free coffee and a place to work -in exchange for- free signage.

A beautiful partnership formed, which kicked Sydney off in the direction of chalk signage and handlettering. From there, word spread throughout Main Street and around the city, and soon Sydney was working on menus at breweries, balloon garlands, custom prints, and anything needing a personal touch!



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# Why Window Displays?

"Retail window displays are one form of visual merchandising small business owners use to attract customers to their stores and products.

An effective window display grabs the attention of passers-by and drives an impulse within a shopper to enter the store either immediately or at a later time.

Retailers use a variety of tools to determine the effectiveness of window displays." ([smallbusiness.chron.com](http://smallbusiness.chron.com))

## Why are window displays important?

- They help attract new customers
- They help entice a customer into a store
- They are a business's first point of visual contact with a customer
- They can be used to boost or build or tell your brand story
- They can be used to complement other ongoing marketing efforts, including creating instagrammable moments & social media talking points

## Sage & Oak's Mission

Sage & Oak Creative's goal is to boost brands, special events & brick-and-mortar locations with handlettering & design services.

We take pride in bringing visions to life and contributing to the success and experience of businesses and events. Let's create something memorable. There's no idea too big or too small.





# OUR SCOPE OF WORK

## WHAT WOULD IT LOOK LIKE TO WORK TOGETHER.

### Why hire us?

We at Sage & Oak Creative are all about open and transparent communication - with businesses, with clients, and with our ongoing partnerships!

### **Every window we do involves the following:**

- an introductory call,
- created drafts for each appropriate display,
- one (1) round of edits,
- final execution,

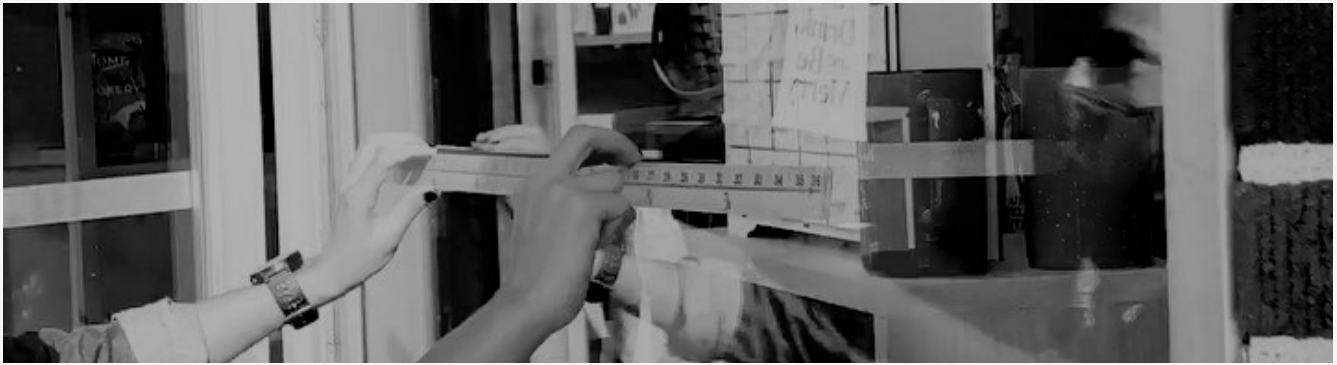
& follow-up social media photos and timelapses for your use!

What we love at Sage & Oak Creative is to establish partnerships and work with our clients over time.

We look forward to hopefully working with you on this display

Let us take that burden off that to-do list and support you during this time! (*& as a Type-A team, we LOVE to-do lists!*)





# PACKAGE OPTIONS

THREE DIFFERENT WINDOW DISPLAY OPTIONS TO BOOST YOUR BRAND AND BUSINESS

PACKAGE INCLUDES*	 SEED STARTER PACKAGE	 HARVESTER PACKAGE	 RAIN MAKER PACKAGE
# OF WINDOW DISPLAYS ANNUALLY*	(1)	(4)	(12)
(2) DESIGN DRAFTS + (1) ROUND OF EDITS	X	X	X
MONTHLY PLANNING 1-HOUR CALLS		X	X
SPECIAL QUARTLERY HANDLETTERING SURPRISE GIFT			X
PACKAGE INVESTMENT	\$350	\$1,200	\$3,360
YOUR SAVINGS		\$200	\$840

\*Displays include 40 sq. ft of windows.  
Please inquire for cost of additional sq. ft.

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# LET'S MAKE MAGIC

WE ARE EXCITED TO BRING THE MAGIC OF EVERY SEASON TO YOUR BUSINESS, TO HELP BOOST YOUR BRAND AND TO CONNECT WITH CUSTOMERS ON A DAILY BASIS



**Sydney O'Neil**  
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**OUR 2021 SCHEDULE IS  
VERY LIMITED! CALL OR  
EMAIL TODAY TO GET YOUR  
BUSINESS AN EXCLUSIVE  
SPOT ON THE CALENDAR!**