



# DAV Enterprises

## Delivering Artist & Venue Entertainment Support

August 26, 2009

Dear Restaurant Bar & Grill or Night Club owner,

I am please to announce the start of a brand new way to get a promotional presence on the World Wide Web.

Until now, if you wanted to have a web site for your company, you would need to hire an expensive web designer or try to make your way through a difficult at best self publishing web site. The average web site for a business can be from \$1,000 to \$5,000 dollars depending on the complexity.

Most people are not extremely computer savvy enough to write their own web site and/or the cost has prohibited the small business owner buying a custom made web site. Even if you could afford it, how can you guaranty that your target chiental would even find you? In the process of working with the small business owners for the last 10 years in the 5 valley area, I have often wonders how to make the web more available and affordable for the average small business owner in this area. I have a solution.

Become part of the "Northern Rockies Festivities" Web Site. We will be contacting 200 of the local food, bar, and nightclubs in the five valley area over the next year. This will create a assembly of small business owners like yourselves to join the Northern Rockies Festivities master web site giving all parties an higher hit rate and better visiblilty. Your site will be selected from the master site or found from any of the top search engines on the web. There found by embedding your custom Keywords on your web site.

As an introductory offer (from now till Dec 31, 2009), you will get the following for \$275.00

A four page web site which includes:

An easy to navigate web layout, with your colors, logos, and character. And all four of the following pages

- 1) **Home Page** – This is the opening page which introduces your business and it's unique products/services. Includes a slide show (5 slides) of your best features. This can be a picture of the atmosphere of the establishment, a picture of a mouth-watering menu item, picture of your specialty item, entertainment, etc...
- 2) **Menu / Specialties Page / About Us** – This includes some pictures of show case items with a downloadable menu in Adobe PDF format (standard in the industry). This downloadable menu can serve as your template as your in-house menu with all the style and professional look that you would expect for your customers to view. When you update you menu in-house send us the electronic copy and will publish to your web site.
- 3) **Calendar / Schedule page** - This is a page which has a personalized Google calendar embedded in the page. Why a Google calendar? Because it gives you the ability to add your monthly specialties and / or entertainment to your web site with complete simplicity. We will personally train you how to create an account and manage it. You'll never have to wait for a computer specialist to get time to post the latest info.
- 4) **Contact Page** – This includes all your information, phone, e-mail, fax, address and an electronic map to get to your place.

*Customer is responsible for Domain Registration (Godaddy is recommended - usually \$10 / year and hosting fee.) We can save you money on hosting. Ask about our hosting services.*

**[info@dav-enter.com](mailto:info@dav-enter.com) (406) 531-6906 [www.dav-enter.com](http://www.dav-enter.com)**

Sound interesting, here's how easy it is to accomplish web space for you.

Mark up the attached templates to insure we have what we need to get started.

- The main thing is your logo, color schemes are usually built around it.
- The color scheme can be added with textures to give an eye appealing look (let us suggest some options in the first meeting).
- Give us a copy of your menu. An electronic copy from your print shop is preferred. A \$25.00 conversion fee is applied if we have to recreate it.
- Have a general schedule handy to enter in the data into Google Calendar when we create an account with you.

Payments for services are done in three Milestones.

1. Review of your completed templates, collection of the company logo, menu and Google calendar creation.  
Milestone 1 - \$100.00 (Mainly as a retainer to focus on your project)
2. Review and further refinement of the 4 pages. At this point the colors, logo, home page, Menu, Calendar and contact page have your information in them.  
Milestone 2 - \$100.00
3. Final review of web site and complete to customers satisfaction of the above items.  
Milestone 3 - \$75.00

Additional services / fees

- Yearly domain name fee – this fee is charge by the Domain Name service provider usually \$10.00. It's cheaper if you register the Domain Name for multiple years when you initially register the name.
- \$25 a year for the web space and e-mail address.
- \$25.00 fee to convert the menu if your menu is not in a electronic format, like MS word, Adobe PDF, etc... Check with us, we can read just about any format.
- Creation of a Logo, or specialty graphics for more pizzazz.
- Additional advertisements on the main "Northern Rockies Festivities" people can see your monthly promotion instantaneously when searching for something to do or a place to eat.
- Setup a internal network, computer support, or on-site Wi-Fi (allows customers to access the web from inside your place). Fee TBD based on your custom needs.

## References

*In case, you don't know, my company has been building web sites for Missoula based companies for 5 plus years. During this time, I personally have created web sites for the Elbow Room [www.elbowroombar.com](http://www.elbowroombar.com) , Outlaw Music <http://www.outlawmusicguitarshop.com/> , & Monty's Northwest <http://www.montysnorthwest.com/> to mention a few. A full listing can be found on my company's web site at [www.dav-enter.com](http://www.dav-enter.com) .*