

# PRESS PACKAGES

**BRAND-FIRST, INVESTOR-OPTIMIZED TOOLKITS FOR HIGH-STAKES COMMS**



**SIXTEEN AGENCY | STRATEGIC BRANDING & GROWTH AGENCY FOR STARTUPS**

Brand Development | Targeted Marketing | Creative Services | Business Growth Solutions

Visit us online at [agencysixteen.com](http://agencysixteen.com)



# STRATEGIC COMMUNICATIONS FOR MISSION-CRITICAL MOMENTS

Announcing acquisitions, funding rounds, rebrands, or major launches? Our flat-fee PR packages are built for startups at every stage of growth—from pre-seed to Series B. Whether the brand is fully established, needs refinement, or doesn't yet exist – these packages ensure their presence is polished, messaging is aligned, and press communications are bulletproof.





FLAT-FEE PRESS PACKAGES FOR STARTUPS AT EVERY STAGE

\$3,500 | 3 DAYS

PRESS ESSENTIALS

*For startups with strong branding & digital presence that are ready to announce*

- POSITIONING ALIGNMENT
- PRESS RELEASE
- COMMS GUIDANCE
- PRESS KIT

\$6,500 | 5 DAYS

BRAND UPGRADE + PR

*For startups that need brand & web improvements before a press announcement*

- + BRAND AUDIT + TUNE-UP
- POSITIONING ALIGNMENT
- PRESS RELEASE
- COMMS GUIDANCE
- PRESS KIT

\$9,500 | 7 DAYS

BRAND BUILD + PR

*For startups without existing branding or digital presence who need to build fast*

- + BRAND ESSENTIALS KIT
- + RAPID WEB DEVELOPMENT
- POSITIONING ALIGNMENT
- PRESS RELEASE
- COMMS GUIDANCE
- PRESS KIT



## 1. Positioning Alignment

- Strategy session to determine how the announcement fits into the bigger picture (brand story, market perception, and fund narrative)
- Reframe the “why this matters” language to speak to press, investors, and partners

## 2. Press Release Development

- One professionally written draft, plus one round of revisions
- Includes key milestones (e.g. acquisition, funding, growth), proof points (traction, differentiation, market relevance), and strategic framing aligned to the company’s vision
- Written in a clear, investor- and media-optimized tone
- Includes brand boilerplate (standard 3–5 sentence “About Us” paragraph used in all press communications)

## 3. Comms Guidance

- Messaging outline for founder or spokesperson
- Key talking points for media, partners, or team
- Reccos for where to distribute (e.g. PR Newswire, tech blogs, LinkedIn)
- Announcement email copy
- LinkedIn post copy

## 4. Press Kit

A shareable media asset folder that includes:

- Final press release (PDF format)
- Brand boilerplate (standard description used at bottom of press release)
- Key messaging points
- Approved logo files (hi-res + web-safe)
- One high-quality founder headshot or product image
- Optional FAQ for reporters or partners



## 1. Brand Audit & Tune-Up

- Audit of existing brand elements:
  - Strategic framework, visual identity, digital presence
- Revisions to existing brand elements:
  - Positioning Statement, elevator Pitch, about Us, tagline, differentiation pillars, value proposition
- Recommended revisions to existing website:
  - Revised web copy that incorporates revised strategic framework & SEO keywords
  - Detailed outline of recommended changes to overall flow / layout / information architecture of existing website, to be implemented by brand's existing web developer / internal designers.

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## 1. Brand Essentials Kit

- Brand Positioning Statement
  - One paragraph that answers what you do, for whom, and why it matters now – the anchor for all messaging, from site to press release.
- Core Messaging Framework
  - Includes: elevator pitch, about us, tagline, key differentiation pillars, value proposition
- Visual Starter Kit
  - Logo starter lockup, brand typography & palette recommendations, photographic moodboard style

## 2. Rapid Web Development

- Four module landing page utilizing the strategic elements crafted in step one. Includes clear CTAs, SEO-driven copy and meta data. A foundational website that can easily be expanded upon post-announcement, with additional pages developed at a later stage.
- Modules include: elevator pitch, features & benefits, differentiation pillars, contact form

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