



Portfolio Marketing and Creative Agency Partnership

Response to Request for Proposal

Prepared for Covelop, Inc.
Attention Heather Muran, Director of Portfolio Strategy
Submission date September 5, 2026



Submitted by KWA Ops LLC dba KWA Digital

Registered Virginia LLC | Minority-owned business
hello@kwadigital.com | +1 (202) 681-3588 | kwadigital.com

1 Understanding and Introduction

Covelop manages a diverse portfolio of Central Coast hospitality, recreation, entertainment, and commercial properties, from Ravine Waterpark to The Anderson Paso and Avila Beach Golf Resort, plus Creamery Marketplace and Duncan Alley. Each is a distinct brand with its own audience, and each needs creative that is fast, on-brand, and production-ready. On top of that steady creative demand, Ravine needs the most: a potential brand evolution, a new and significantly more editable website, ticketing and RFID integration, and a full buildout by November 1, with website security a stated priority after previous malware issues.

You already have a partner for social media strategy, content, and paid advertising. What this RFP is really seeking is a creative and web partner that complements them and acts as an extension of your internal marketing team: strong graphic design across many brands, real website development and security, and the responsiveness to turn work around fast, sometimes within 24 hours.

That is exactly how we are built. KWA Digital is a small, senior, AI-first studio. You work directly with the people doing the work, with fast turnarounds and no agency layers. Kahin Warsame leads website development, security, hosting, and third-party integrations. Emily Payabyab leads brand development and graphic design across every property. We manage multiple distinct brands without diluting any of them, and our AI-assisted delivery is what makes an aggressive schedule like the Ravine November 1 launch realistic. Ravine's security requirement is a direct fit for our stack, which is built around exactly the prevention, monitoring, and recovery that a past malware problem calls for (Section 7).

To make our direction concrete, we have included a directional homepage concept for Ravine Waterpark in Appendix A. It shows how we would handle layout, user experience, and the features this RFP prioritizes, including a prominent ticket call to action and pricing, events, and promotions your team can update in seconds. It is a concept to convey direction; the refreshed visual brand is applied during the brand phase.

2 Agency Overview

KWA Ops LLC dba KWA Digital is a lean, senior, AI-first creative and web studio. KWA Ops LLC is a registered Virginia LLC and a minority-owned business. We deliver as a small named team rather than a layered agency, so Covelop works directly with the people doing the work.

- **Location and structure.** US-based (Virginia), working remotely with reliable overlapping business hours and a firm responsiveness commitment. We run on shared project tools so your team always has live visibility into status.
- **Team size.** A two-person core for this account: a principal who leads web, security, integrations, project management, and account management, and a named creative subcontractor who leads brand and graphic design. Small enough to be fast and personal, structured enough to manage many brands at once.
- **How we work.** Senior attention on every deliverable, direct access, and AI-assisted production that moves at a pace and price a traditional multi-person agency cannot match.

3 Relevant Experience and Selected Work

We are candid about fit: our portfolio is not built of waterparks and golf resorts. What is directly relevant is the capability this RFP actually calls for, and we can show real work in each area:

- **Managing multiple distinct brand identities.** Emily's portfolio spans very different brands held to their own standards: Bay Manor (a place brand for a mixed-use residential and retail community), Empress Flame (product packaging and brand system), Gravel (a skate-brand identity), plus community identities including ALX Community and the Lyon Village Citizens Association. Full portfolio at emilypayabyab.com.
- **Websites non-technical staff can update themselves.** Aspen FMS (aspenfms.com) is a professional, content-managed site that staff maintain without a developer, exactly the easy in-house editing of pricing, events, and content that Ravine needs.
- **Fast delivery under a hard deadline.** The Abdihakim campaign website (abdihakimibrahim.com) was designed and shipped quickly under a fixed deadline, the same speed the Ravine November 1 launch and your frequent urgent requests require.
- **Multi-brand delivery at scale.** A multi-country, multilingual chamber website and platform delivered via Mandek Consulting (learn.kenyachamber.or.ke) shows we can run multiple brands and audiences on one coherent system.

Selected brand samples are embedded in the Appendix.

4 Proposed Account Team and Roles

A small, named team is assigned to this account for its full duration, so Covelop always knows exactly who is doing the work and who to reach.

Person	Role on this account	Responsible for
Kahin Warsame (KWA Digital, prime)	Principal, account and project lead	Day-to-day account management, website development and maintenance, security and hosting, third-party integrations, project management and prioritization
Emily Payabyab (named subcontractor)	Brand and creative lead	Brand development and guidelines, graphic design and production across all properties, print-ready file prep, signage and collateral

Outsourced or subcontracted. Brand development, graphic design, and print production are performed by Emily Payabyab, engaged as a named subcontractor. Website development, security, hosting, maintenance, integrations, and project management are performed in-house by the principal. Nothing else is outsourced. Local print production is coordinated by us directly with your preferred print vendors (file prep, submission, and press checks); the printing itself is billed by the vendor.

5 Workflow, Turnaround, and Account Management

How work moves. Covelop submits requests to a single point of contact (the account lead) and a shared project board. Every request is logged, tagged by property and priority, and given a committed turnaround. Active work across all brands is visible in one place, so nothing gets lost when several requests are open at once. We hold a brief weekly check-in to align priorities for the week and flag anything urgent.

Review and approval. Work is delivered proofed and production-ready: spell-checked, brand-checked, and, for print, prepared with correct sizing, bleeds, color conversions, and embedded or outlined fonts. Each deliverable goes through a clear proof-and-approval step, with revision rounds, before anything is published or sent to print.

Standard turnaround times (business days unless noted; committed at intake for larger work):

Request type	Standard turnaround
Routine graphic design (flyer, rack card, ad, web graphic)	2 to 3 business days
Revisions on active work	About 1 business day
Urgent creative requests	Same or next day; guaranteed sub-24-hour available as a rush
Website content updates (pricing, events, images, menus)	Same or next business day
Website technical issues	Same-day triage and response
Larger projects (brand, new website, campaigns)	Scoped with a committed timeline at kickoff

6 Ravine Waterpark: Brand, Website, and Launch Plan

Ravine is the top priority and the most comprehensive scope in this RFP. We treat it as a focused project running alongside the ongoing portfolio work, sequenced to hit the November 1 launch.

Brand development. Emily evaluates the current Ravine brand and logo and refreshes as needed, then builds a comprehensive brand guidelines package: logo treatments, color palette, typography and fonts, graphic elements, design standards, signage applications, and rules for consistent print and digital execution. The core brand direction is locked early so it can be applied to the website without holding up the build.

Website development. A new website built on your established sitemap and the updated brand, with a strong content management system that gives your team significantly greater in-house editing. Priorities: strong UX, mobile responsiveness, SEO fundamentals, analytics, and flexible content management so staff can easily update pricing, events, promotions, images, and general content. Security is built in from the start (Section 7). Appendix A shows a directional homepage concept for the site.

Ticketing, RFID, and a potential in-park app. We coordinate with your technology providers to integrate online ticketing and RFID wristband purchasing (Section 8). The in-park app with day-of activity tracking, event updates, and loyalty and promo offers is a strong next phase; we recommend scoping and pricing it separately after the site launches so it never puts the November 1 date at risk.

Launch plan (from an October 1 start to a November 1 launch). AI-assisted delivery makes this achievable, with a clear review at each step:

Window	Focus
Week 1 (Oct 1 to 7)	Discovery, brand core direction, confirm sitemap and UX, set up hosting and staging
Weeks 2 to 3 (Oct 8 to 21)	Finalize brand, design and build core pages, apply CMS editing, accessibility and SEO foundation
Week 4 (Oct 22 to 28)	Ticketing and ecommerce integration, content load, security hardening, full QA on staging
By November 1	Launch, with monitoring, backups, and support in place from day one

7 Website Security, Hosting, and Maintenance

This is our strongest area and a direct answer to Ravine's previous malware issue. We build on a hardened, modern stack (WordPress on high-performance hosting behind Cloudflare), and we approach security as prevention, detection, and recovery, not a one-time cleanup.

- **Hosting.** Fast, isolated hosting (Hetzner) behind the Cloudflare global CDN and web application firewall, for speed and a filtered edge.
- **Prevention.** Cloudflare WAF, a hardened WordPress configuration, least-privilege access with two-factor authentication, and managed core, theme, and plugin updates applied on staging first so updates never break the live site.
- **Detection.** Continuous uptime and security monitoring, malware scanning, and file-integrity checks, with alerts so issues are caught early rather than discovered by visitors.
- **Recovery.** Automated daily off-site backups with fast, tested one-click restore, so even a worst case is a quick rollback, not a rebuild.
- **Maintenance.** Ongoing support hours for updates, fixes, and content, covered by a monthly care plan (Section 11).

The same approach extends to the other property sites we host or maintain, including Avila Beach Golf Resort once its new site is live.

8 Third-Party Integrations

The RFP asks us to collaborate with your technology providers on ticketing and RFID, which is exactly how we approach integrations. We work through documented APIs and vendor-supported methods and coordinate directly with the specialist providers, rather than trying to rebuild what they already do well.

- **Online ticketing and ecommerce.** Online ticket purchasing and guest transactions via WooCommerce on WordPress, or by integrating your chosen ticketing platform, with secure payment handling.
- **RFID wristbands and in-park purchasing.** We coordinate with your RFID and ticketing vendor and connect their platform to the website and guest accounts through their APIs and webhooks.
- **POS, reservations, and other systems.** Integrated via API or supported embeds as needed across the portfolio.

Honest framing. We do not claim prior builds on a specific RFID platform. What we bring is a proven, standards-based integration methodology and direct coordination with your providers, which is the lower-risk path to a reliable ticketing and RFID rollout.

9 Ongoing Portfolio Support

Beyond Ravine, the account covers steady creative and web support across the portfolio, all managed through the workflow in Section 5 so multiple brands stay straight and on-brand.

- **The Anderson Paso.** Frequent, highly responsive graphic design: event flyers, property signage, tradeshow materials, rack cards, print and digital ads, quarterly menu updates, website graphics, and presentation and event collateral, often on short lead times.
- **Avila Beach Golf Resort.** We support and execute the newly finalized brand rather than recreate it: menus, flyers, ads, sales and event materials, wedding and banquet collateral, golf promotions, facility and wayfinding signage, and website graphics. After the new site launches, we provide ongoing website support (content, event, image, menu, and pricing updates, landing pages, troubleshooting, maintenance, and security). We anticipate consistent weekly needs here.
- **Creamery Marketplace and Duncan Alley.** Lower-volume, intermittent support: graphic design, website updates, signage, event and promotional materials, digital graphics, and print collateral as needed.

10 Client References

1. Aspen FMS. A professional, staff-managed website (multilingual, easy in-house content editing). Speaks to website delivery and non-technical staff self-management. Contact: Omar, info@aspenfms.com, +1 (507) 990-5187.

2. Abdihakim Campaign. A website designed and delivered quickly under a hard deadline. Speaks to speed and responsiveness. Contact: Nieves Avi, nievesavi508@gmail.com, +1 (651) 894-2429.

3. Mandek Consulting. A multi-country, multilingual website and platform delivered as a subcontractor to Mandek. Speaks to multi-brand delivery at institutional scale. Contact: Bashir, bashir@mandekconsulting.com, +254 706 579424.

Emily Payabyab's brand portfolio is at emilypayabyab.com; brand references are available on request.

11 Pricing

Structured to the RFP's pricing requirements. All figures are recommendations to refine with you in a short scoping conversation; the Ravine estimates are firm ranges pending final scope at kickoff.

Recommended monthly retainer.

Item	Detail	Amount
Portfolio creative and web retainer	Up to 45 hours per month of combined creative and web support pooled across all properties (design, production, website updates, account management, and project management). Unused priority; hours are portfolio-wide, not per property.	\$4,500 / month

Hourly rates and overage. Work beyond the retainer is billed at the rate card below. We flag in advance when a request will exceed the monthly pool, so there are no surprises.

Role	Rate
Principal, strategy, account and project lead	\$135 / hour
Website development, integration and security	\$120 / hour
Brand and graphic design, print production	\$110 / hour
Content updates, QA and production prep	\$85 / hour

Rush fees. Standard urgent requests are absorbed in the retainer where capacity allows. A guaranteed turnaround under 24 hours is billed at the rate card plus 50%.

Website hosting, security, and maintenance (care plans).

Plan	Covers	Amount
Ravine care plan	Hosting, Cloudflare CDN and WAF, security hardening, malware scanning and monitoring, daily backups, managed updates, uptime monitoring, and priority support for a high-traffic, transactional site	\$350 / month
Additional property site	The same hosting, security, backup, monitoring, and maintenance for each additional site (for example Avila once live)	\$150 / month each
Third-party costs	Premium plugins or themes, ticketing and RFID vendor fees, and similar licenses	At cost

Ravine Waterpark one-time project estimates.

Project	Scope	Estimate
Ravine brand development	Brand evaluation and refresh as needed, logo treatments, full brand guidelines package (color, typography, graphic elements, design standards, signage applications, print and digital standards)	\$7,000 to \$8,500

Project	Scope	Estimate
Ravine website design and development	New website on the established sitemap, updated brand, staff-editable CMS, UX, mobile, SEO, analytics, security-hardened, with online ticketing and ecommerce integration coordinated with your providers (in-park app and RFID hardware scoped separately)	\$14,000 to \$16,000

12 Assumptions and Exclusions

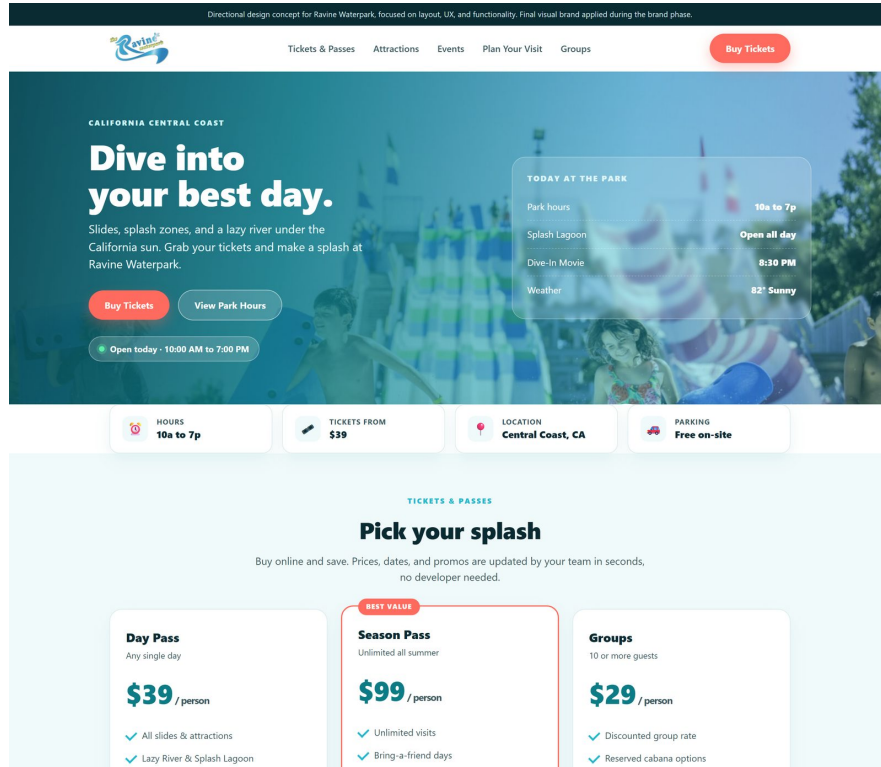
The agency-questions window closed August 31, so we state our assumptions here rather than ask. We are glad to confirm any of these at kickoff.

- **Social and paid media are out of scope.** Handled by your existing social content and advertising partner; we complement and coordinate with them, not replace them.
- **In-park app and RFID hardware.** The native in-park app and the RFID hardware program are a future phase, scoped and priced with your technology providers after the Ravine website launches, so the November 1 date is protected.
- **Avila brand.** Already finalized; we implement and execute it rather than recreate it.
- **Print production.** We prepare and coordinate print-ready files with your local vendors; printing and postage are billed by the vendor.
- **Estimates.** The Ravine brand and website figures are firm ranges that we confirm as fixed fees once the final sitemap and brand scope are set at kickoff.
- **Contracting.** We will execute a standard services agreement and carry appropriate insurance. All work products and source files transfer to Covelop.

Appendix A. Directional Ravine Homepage Concept

A directional homepage concept for Ravine Waterpark, created for this proposal. It illustrates our approach to layout, user experience, and the features this RFP prioritizes: a prominent ticket call to action, clear park info, and pricing, events, and promotions that staff can update in seconds with no developer. Everything shown is illustrative. Content, imagery, and interface elements are placeholders, and the refreshed visual brand is applied during the brand phase.

Home: hero, ticket call to action, today-at-the-park info, and staff-editable ticket pricing

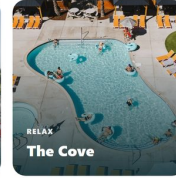


Attractions and events: promotable, staff-schedulable content blocks

ATTRACTIONS

Ride the wave

From heart-pounding drops to a lazy float, there is something for every guest.



WHAT'S ON

Events & promotions

Seasonal events and offers your team can post and schedule anytime through the site.



EVERY FRIDAY - 5-10 PM
Dive-In Movie Nights
 Float under the stars with a family movie on the big screen over the wave pool.
[See schedule --](#)



WEDNESDAYS
Locals Day
 Central Coast residents save 25% on day passes with valid ID, all season long.
[Learn more --](#)

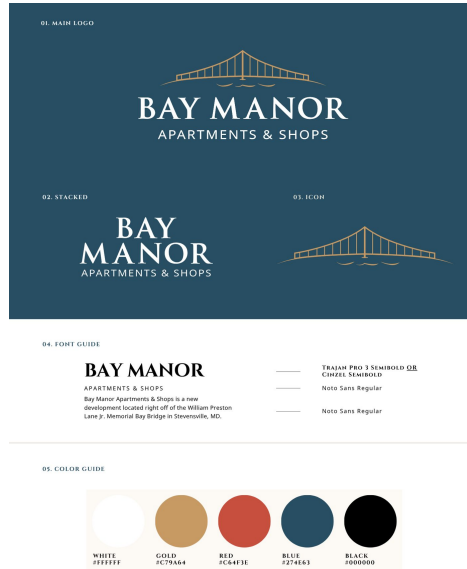


BOOK ANYTIME
Birthday Parties
 Reserved cabanas, group tickets, and catering for an unforgettable celebration.
[Plan a party --](#)

Appendix B. Selected Brand Work, Emily Payabyab

Selected brand identity samples from Emily Payabyab, brand and creative lead for this account, showing range across distinct brands. Full portfolio at emilypayabyab.com.

Bay Manor Apartments and Shops, place-based identity and brand kit



Empress Flame, product packaging and brand system



Gravel, skate-brand identity

