PROPOSAL · AGENCY NAME · PROJECT

Wayside Real-Time Signage for Agency

What MPM proposes, for whom, in one line.

DOCUMENT	REVISION	DATE	PREPARED FOR	VALID UNTIL
PRO-MPM-SUBJ-01	0.1 · Draft	Nov 6, 2026	Agency name	Dec 6, 2026

PREPARED FOR

Agency name
Contact, title
City, ST

PREPARED BY

Message Point Media of Alabama, Inc
Jason Stedwell, Director of Technical Services
Irondale, AL
`messagepoint.tv`

SIGNS	INVESTMENT	INSTALL
4	$53,000.00	8 weeks
Wayside, outdoor	plus applicable tax	from award

1. YOUR SITUATION

The agency's need in its own terms: riders, stops, current system, what is not working.

2. PROPOSED SOLUTION

What MPM will install and how it works for the rider. One paragraph, then the parts.

- Signs: model, size, brightness, accessibility (audio, contrast).
- Content: MP.TV platform, real-time feed.
- Support: monitoring, warranty, service.

3. WHY MESSAGE POINT MEDIA

- Fact: comparable deployments, with agency names where permitted.
- Fact: years in transit signage.
- Fact: platform uptime or support response, from records.

4. SCOPE SUMMARY

PHASE	MPM PROVIDES	AGENCY PROVIDES
Survey and design	Site survey, mounting design	Site access
Install	Hardware, installation, configuration	Power and network at each pole

5. INVESTMENT

SKU	DESCRIPTION	QTY	EXTENDED PRICE
SKU-0000	Outdoor LED sign, model	4	$40,000.00
MNT-0000	Mounting kit	4	$2,000.00
Hardware subtotal			**$42,000.00**
SVC-INST	Installation, per sign	4	$8,000.00
SVC-PM	Project management	1	$3,000.00
Services subtotal			**$11,000.00**
Grand total (plus applicable sales tax)			**$53,000.00**

PRICING

Per MPM Quotation S00000, dated Nov 6, 2026. Valid until Dec 6, 2026. Sales tax not included.

6. TIMELINE

PHASE	DURATION	STARTS
Survey and design	2 weeks	Award
Production	4 weeks	Design approval
Install	2 weeks	Delivery

7. ASSUMPTIONS AND EXCLUSIONS

ASSUMPTIONS

- Power and network available at each location.

EXCLUSIONS

- Permits, unless listed in §5.
- Civil work and trenching.

8. NEXT STEPS

1. Review this proposal and send questions to MPM.
2. Issue a purchase order or notice of award.
3. MPM issues the Statement of Work and schedules the site survey.

SUBMITTED BY

Jason Stedwell

Director of Technical Services, Message Point Media | Irondale, AL

Nov 6, 2026 · PRO-MPM-SUBJ-01 Rev 0.1

REVISION HISTORY

0.1	Nov 6, 2026	Initial draft.