PROPOSAL:

RFP # GMU-1692-21

CREATIVE & MARKETING SERVICES

SUBMITTED BY BEYOND SPOTS & DOTS TO:

GEORGE MASON UNIVERSITY

December 9, 2020

BEYOND®
Spots & Dots

1034 FIFTH AVENUE, PITTSBURGH, PA 15219

20 S THIRD STREET, SUITE 210, COLUMBUS, OH 43215

100 INTERNATIONAL DRIVE, 23RD FLOOR, BALTIMORE, MD 21202

MELANIE QUERRY, PRESIDENT
mquerry@beyondspotsanddots.com
O: 412.281.6212
C: 412.576.8641

TEENA BROWN, NEW BUSINSESS DEVELOPMENT MANAGER
tbrown@beyondspotsanddots.com
O: 412.246.9955
C: 412.977.9833

BeyondSpotsAndDots.com

XII.B.
Specific Requirements

1. PROCEDURAL INFORMATION

A. RETURN SIGNED COVER PAGE AND ALL ADDENDA, IF ANY, SIGNED AND COMPLETED AS REQUIRED.

Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Voice: 703.993.2580 | Fax: 703.993.2589
http://fiscal.gmu.edu/purchasing/

REQUEST FOR PROPOSALS
GMU-1692-21

ISSUE DATE: November 04, 2020

TITLE: Creative & Marketing Services

PRIMARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director, erauch@gmu.edu
SECONDARY PROCUREMENT OFFICER: James F. Russell, Director, jrussell@gmu.edu

QUESTIONS/INQUIRIES: **E-mail** all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. **All questions must be submitted in writing.** Responses to questions will be posted on the Mason Purchasing Website by 5:00 PM EST on November 24, 2020. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

PROPOSAL DUE DATE AND TIME: December 09, 2020 @ 2:00 PM EST. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: Beyond Spots & Dots, Inc.

DBA: Beyond Spots & Dots, inc.

Address: 1034 Fifth Avenue Pittsburgh, PA 15219

FEI/FIN No. 87-0790007

Fax No. N/A

Email: mquerry@beyondspotsanddots.com

Date: 12-1-2020

By: Signature

Name: Melanie Querry

Title: Founder/President

Telephone No. 412-576-8641

SWaM Certified: Yes: X No: _____ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: SCC# 11015794

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules, § 36* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

B. RETURN ATTACHMENT A - SMALL BUSINESS SUBCONTRACTING PLAN.

ATTACHMENT A
SMALL BUSINESS SUBCONTRACTING PLAN
TO BE COMPLETED BY OFFEROR

It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: Beyond Spots & Dots, Inc.

Preparer Name: Melanie Querry **Date:** 12-1-2020

Who will be doing the work: ☐ I plan to use subcontractors ☒ I plan to complete all work

Instructions

A. If you are certified by the DSBSD as a micro/small business, complete only Section A of this form.

B. If you are not a DSBSD-certified small business, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.
Certification Number: 811633 Certification Date: 5-20-2020

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

B. Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement

Subcontract #1

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or $ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or $ (Initial Term): _____ Contact Address: _____
Description of Work: _____

C. STATE YOUR PAYMENT PREFERENCE IN YOUR PROPOSAL RESPONSE. (SEE SECTION XV.)

Beyond Spots & Dots payment preference is Option #3 – Net 30 Payment Terms. We understand that we will enroll in Paymode-X and payments will be made electronically to the Beyond Spots & Dots bank account.

2. QUALIFICATIONS AND EXPERIENCE

DESCRIBE YOUR EXPERIENCE, QUALIFICATIONS AND SUCCESS IN PROVIDING THE SERVICES DESCRIBED IN THE STATEMENT OF NEEDS TO INCLUDE THE FOLLOWING:

A. DESCRIBE YOUR EXPERIENCE IN PROVIDING SIMILAR SERVICES DESCRIBED IN THE STATEMENT OF NEEDS.

At Beyond Spots & Dots, we pride ourselves on being creative development and brand identity experts. With graphic design clients all over the Country, we have proven best practices and knowledge of what it takes to develop and implement brand messaging. With our experience in working with many higher education institutions and government organizations, we are capable of managing tight timelines and quickly turning around a quality product. The Beyond Spots & Dots team would be responsive in understanding your brand identity and messaging to design and produce materials that will help to enhance your brand awareness and recognition. Our firm has successes in re-branding efforts of higher educational institutions, travel and tourism bureaus, non-profit organizations, financial institutions and government agencies as well as brand messaging overall, which result in enhancing the attractiveness of George Mason University to current and future students, and also stakeholders and all constituents involved.

Beyond Spots & Dots is expert at providing graphic design and brand messaging. For example, in working with [redacted] we were able to partner with them to create a new brand identity and logo redesign that was implemented into a new digital brochure and all of their marketing materials. [redacted] wanted to move away from their conservative image into a more vibrant, modern brand that better suited their state-of-the-art facilities. [redacted] goal for their brand redesign and online brochure was to represent the center in a more contemporary way and create a stronger appeal to prospective students and partner universities. The brand redesign and digital brochure were to include updated bold and simplified branding, extensive academic and conference service pages and easily accessible information. The end goal was to have a modern and memorable brand identity with a new tagline and a redesigned online brochure that was also extremely easy to navigate. The Beyond Spots & Dots team then worked to design the [redacted] forms, signage, direct mail pieces and print brochures, as well as a second brochureware site. Additionally, our firm then worked to develop and implement a custom integrated marketing campaign to showcase the newly redesigned branding. Immediately following the rebranding and implementation of its integrated marketing plan, enrollments increased over 13% year over year. Because of the success that [redacted] saw with its campaign, Beyond Spots & Dots was contracted to work with the [redacted] a sister organization of [redacted] located in [redacted] to create their brochures, signage and brand identity. Our firm will bring our experience and dedication to excellence in graphic design, creative development and brand messaging to fulfill the scope of work outlined in the GMU RFP.

The following narratives and case studies demonstrate our qualifications, experience, and successes as a result of our award winning creative design and integrated marketing implementation.

A. CREATIVE DESIGN: Contractor shall make substantive and meaningful recommendations for the creative direction and development of materials based on creative briefs supplied by department. Creative direction must ensure production of materials are consistent with Mason's marketing strategy, brand identity, communications platform, and meets its quality standards.

Before work begins on any creative project, Beyond Spots & Dots will conduct a discovery meeting with the GMU team to determine what the goal and deliverable timeline will be for each asset. Our team will follow GMU's brand identity, quality standards, communications platform and marketing strategy. All creative assets will require approval by the GMU team.

1. CREATING, DESIGNING, AND PRODUCING PRINT, OUTDOOR, BROADCAST AND INTERNET BRANDING CAMPAIGNS.

Beyond Spots & Dots is expert in creative development for traditional and digital branding and advertising campaigns. Our work for [redacted] earned Beyond Spots & Dots two Service Industry Advertising Awards: For the Outdoor Advertising category, we were awarded SILVER for billboards and bus boards for the humorous "WHENs" campaign. For the Electronic Advertising category, we were awarded BRONZE for the shiny "Simplify the Way Your Bank" display ads. Should our firm be selected as GMU's creative vendor, we will apply our vast experience and and innovative creative development to all of GMU's requested traditional and digital campaigns.

2. CREATING, DESIGNING, AND PRODUCING ENROLLMENT/DIRECT RESPONSE CAMPAIGNS THAT COULD INCLUDE ADVERTISING, DIRECT MAIL, LANDING PAGES, VIDEO AND HTML EMAILS, DIGITAL MEDIA, SOCIAL MEDIA, ETC.

Our firm has worked with over 25 higher educational institutions across the country to raise awareness and increase enrollment. Our expertise in higher education will be of great benefit to George Mason University, as we have unlocked the mystery of what types of creative design sparks interest in potential students. Beyond Spots & Dots has claimed several Higher Ed Marketing Report's Annual Educational Advertising Awards, the largest educational advertising competition in the nation. During our ongoing partnership with [redacted] Beyond Spots & Dots was recognized for our notable work, and received a gold award for online advertising campaigns and a bronze award for website development.

3. CREATING, DESIGNING, AND PRODUCING COLLATERAL MATERIALS SUCH AS BROCHURES, FLYERS, BOOKLETS, NEWSLETTERS, FOLDERS, POSTERS, CDS, ETC.

As previously stated, higher education is a specialty for our firm, and what sets us apart from other agencies is our attention to creative development. Beyond Spots & Dots earned recognition for four separate campaigns from the 34th Annual Education Advertising Awards Competition. Our full-service advertising agency received gold, silver and bronze level distinctions for marketing materials that demonstrated exceptional quality, creative artistry and effective messaging for [redacted]. Additionally, our firm received a Gold Horizon Interactive Award for the "Print-Brochure" category. Beyond Spots & Dots will create and produce any collateral materials requested by GMU.

Beyond Spots & Dots was recognized by the 2020 Hermes Creative Awards for our work with [redacted] Beyond Spots & Dots received Platinum awards for “Print Media | Design | Invitation” and “Print Media | Publication | Brochure”. Our firm also received a PRSA Pittsburgh Renaissance Award in the “Regulated Communications” category for our work completed for [redacted]

4. CREATING ILLUSTRATIONS AND GRAPHIC DEVICES SUCH AS SYMBOLS.

Beyond Spots & Dots was contracted by [redacted] to update their logo to today's standards. They wanted a clean and simple icon that would be easily and immediately be recognized for their marketing materials and website. Our firm designed the lighthouse icon for the logo first, and then completed the logo design.

Beyond Spots & Dots will utilize our knowledge and expertise in graphic design to create illustrations and symbols for George Mason University as requested.

[redacted]

B. WEB DESIGN AND PRODUCTION: Contractor shall provide web development consulting services as well as the ability to design, create and program web templates and applications using the latest industry standard tools and following or exceeding best practices for the chosen medium and industry. The final product may include programming in various industry standard web languages such as CSS, HTML, XTML, Javascript, Ajax, etc., that meets Section 508 compliance.

The professional team at Expertise scored Pittsburgh Web Designers on more than 25 variables across five categories, analyzed the results and hand-picked the list of the best. Beyond Spots & Dots has been named in the top 20 Web Designers in Pittsburgh by Expertise.

Expertise
Best Web Designers in Pittsburgh
2020

Our firm is a certified WordPress and Drupal vendor. Beyond Spots & Dots is proud to be a Drupal Association Organizational Member. The Drupal Association's mission is to foster and support the Drupal community by maintaining Drupal.org infrastructure, providing DrupalCon scholarships and Community Cultivation Grants, hosting DrupalCons and many other community initiatives. Beyond Spots and Dots is also actively involved in the Drupal Pittsburgh Community.

Beyond Spots & Dots has vast experience with ADA Section 508 Compliance requirements. There are various solutions that can be implemented for the visually and hearing impaired, such as closed captioning, options for downloadable verbiage for embedded videos, font choices, backgrounds, and front facing links. Our firm will consult with the GMU team to determine where AA compliance will be needed.

section 508 compliance

1. CREATING, DESIGNING, AND PRODUCING LANDING PAGES, MINI WEBSITES, AND OTHER WEB TEMPLATES.

When our client [redacted] approached us with their need for a recruitment plan for their subsidiary, [redacted], our team recommended and built a series of career mini websites as the primary tools for the company's corporate HR recruitment. These "micro-sites" are specific to certain divisions within the company, such as Accounting/Finance, Construction, Manufacturing, Mechanical and Sales & Marketing. We then implemented a comprehensive recruitment marketing campaign and tracked completed applications against dollars spent on recruitment advertising. Beyond Spots & Dots will work with the GMU team to design and build landing pages and mini websites as requested to increase new student inquires, campus visits, applications, and enrollments.

[redacted]

2. PROVIDE PROPOSED SITE/INFORMATION ARCHITECTURES, PAGE PROTOTYPES, AND ILLUSTRATIONS.

Beyond Spots & Dots was hired by [redacted] to redesign their website. Their current website had a poor visual hierarchy and unorganized content. The site redesign earned recognition by the 2017 MarCom Awards, an international creative competition for marketing and communication professionals. Our firm will bring our award-winning web design and development experience to George Mason University to fulfill the requirements outlined in this RFP.

3. CREATING, DESIGNING, AND PRODUCING WEB APPLICATIONS.

Beyond Spots & Dots is expert at creating, designing, and producing web applications. For our client, [redacted], we created a web application that is super mobile-friendly, in fact, it is 3 websites in one. The application promotes 3 big events for the city and highlights outdoor activities throughout the region. The application was built on the Drupal platform, and is scalable for future growth and updates. Beyond Spots & Dots will design and produce web applications for GMU that will help to promote the University's events and aid in recruitment activities.

[redacted]

4. CREATING, DESIGNING, AND PROGRAMMING CSS WEB TEMPLATES, BLOG SKINS, ETC. AND INCORPORATING SUCH WEB 2.0 TECHNOLOGIES INTO WEB SITES AS ANIMATION, FULL-MOTION GRAPHICS, DATABASES, CALENDARS, BLOGS, WEB SITE ANALYTICS, FORM MANAGERS, POLLS/SURVEYS, CRMS, SOCIAL MEDIA, MOBILE MEDIA, ECOMMERCE, ETC. (E.G. KAMPYLE, WUFOO, QUALTRICS, OMNITURE, WORDPRESS, BLOGGER, JING, FACEBOOK, TWITTER, YOUTUBE, SMS, SHORT CODES, AUTHORIZE.NET, PAYPAL, ETC.)

At Beyond Spots & Dots, we practice what we preach. We built our company website on the Drupal platform and is scalable to match our growth as an agency. Beyondspotsanddots.com contains videos, animations, and full-motion graphics to engage visitors. Our proprietary CRM is integrated in the site to capture customer inquiries and data for future use. The Beyond Spots & Dots' web developers also integrated our careers platform with several form managers for job applications. There is a secure client login for access to campaign results and analytics, in real time. The entire site is fully responsive. As WordPress and Drupal certified vendors, Beyond Spots & Dots has the knowledge and experience necessary to implement any website need that George Mason University may request.

PRODUCTION WORK: Contractor shall be able to provide production files for individual projects. All production work must be completed using generally accepted standards and practices within the industry in which the piece will be produced.

Beyond Spots & Dots will provide the raw files for individual projects completed for George Mason University once payment in full for the individual project has been received.

C. COPYWRITING, PROOFREADING AND COPYEDITING: Contractor shall ensure that copywriting is completed in a style that the department finds consistent with the established Creative Direction as well as other extant materials.

1. PROVIDE DIFFERENT TYPES OF COPY SUCH AS TECHNICAL COPYWRITING, ADVERTISING COPYWRITING, SALES/MARKETING COPYWRITING, SCRIPTWRITING, AND INFORMATIONAL COPYWRITING.

Beyond Spots & Dots provides excellence in copywriting. In fact, our copywriting skills for advertising, sales/marketing and scriptwriting have won our clients awards. For example, during our ongoing partnership with the [redacted] has won multiple IAFE awards for their fair advertising that we create and implement.

Beyond Spots & Dots is expert at press release copywriting and distribution. Our firm has professionally written and distributed press releases on our proprietary distribution platform, that has gained Earned Media for many of our governmental, non-profit, social service organization, and higher educational clients. Beyond Spots & Dots can help GMU gain coverage in news outlets (local, regional and national), trade publications, influential blogs, industry-specific journals, and other targeted publications. As a direct result of our expertise in press release copywriting and distribution strategies, our firm would generate Earned Media for GMU from outlets such as, but not limited to: The Pittsburgh Business Times, Forbes Magazine and the Rachel Ray Show.

2. WRITE, EDIT, AND PROOF ALL COPY BEFORE PRESENTING TO DEPARTMENT FOR APPROVAL.

It is Beyond Spots & Dots' standard practice to write, edit, and proof all copy before presenting any materials for approval. We have strict internal processes in place that require several "sets of eyes" be on any/all materials for quality control and assurance purposes before any assets are sent for client approval.

D. VIDEOGRAPHY AND MOTION GRAPHICS / ANIMATION: Contractor shall use property supplied by department unless otherwise specified in the brief. If non-Mason property is used, they must be royalty-free. Property selected and presented must not misrepresent Mason and should not be easily recognized as commercial property. Any anticipated expense in this category must be included in all estimates.

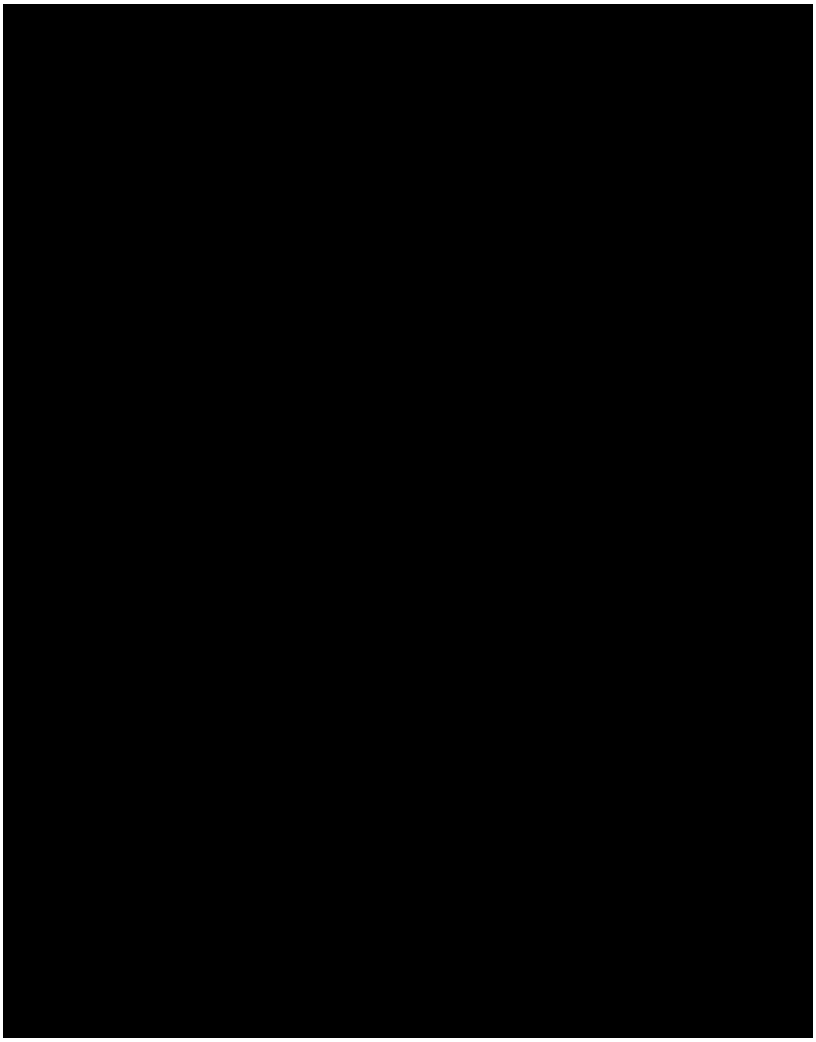
Beyond Spots & Dots will conduct a thorough discovery meeting for each video production project requested, to understand the goal, messaging and creative look and feel the project should have. Based on the discussion, our team will provide guidance to the GMU team on what creative property to make available to us to create the video. Should additional stock photograpy or footage be deemed necessary to achieve the desired look, feel and messaging, Beyond Spots & Dots will provide an estimate of the additional costs to GMU for approval before work is performed on the project.

1. PRODUCING SHORT TOPIC VIDEOS FOR USE AT EVENTS OR POSTING ON YOUTUBE, DEPARTMENT WEBSITES, SOCIAL MEDIA SITES, ETC. THAT INCORPORATE MUSIC, FULL-MOTION GRAPHICS, AND ANIMATION.

Beyond Spots & Dots is expert in video production, and will work with the GMU team to create any requested videos for their use at events or on social media and websites. A great example of our video production for use at events and social media can be found in our work with the [redacted] Beyond Spots & Dots was contracted to produce, promote and cover the [redacted]. The following case study demonstrates the results of the recorded and edited video production, as well as the live streaming and social media involvement of the event.

2. PRODUCE SHORT FULL-MOTION GRAPHIC OR ANIMATED VIDEOS FOR USE AS E-HOLIDAY CARDS, E-GREETING CARDS, OR E-SOLICITATIONS.

George Mason University will benefit from Beyond Spots & Dots' profiency in email marketing. Our firm is extremely familiar with email marketing platforms including, but not limited to, Constant Contact and MailChimp. The following is an example of an animated e-greeting card we developed for our client, [redacted].



3. VIDEOTAPE, EDIT, AND DELIVER VIDEO FILES OF SPEECHES, PANELS, CONFERENCES, INTERVIEWS, ETC.

Beyond Spots & Dots provides excellence in video production of speeches, panel discussions, interviews and conference presentations, and will provide video production to GMU for these purposes as needed. The following case study for [redacted] video testimonial series demonstrates our expertise in this type of production.

As another example, Beyond Spots & Dots manages and posts to the [redacted], Facebook page. During the [redacted] conference, our firm recorded conference speakers prior to their designated session and posted each to generate excitement and garner engagement. In addition, during the actual session, Beyond Spots & Dots recorded Facebook Live videos as additional content. Video files were delivered to each speaker to push out within their own social media, garnering a longer shelf-life.

E. GRAPHIC DESIGN FOR THE COLLEGE OF VISUAL & PERFORMING ARTS: Contractor(s) shall furnish all necessary labor, resources, equipment and materials as may be required to fulfill CVPA's needs in the areas of: graphic design and production work; up to the point of creating materials deliverable to production source on an "as needed" basis. The Contractor(s) must follow George Mason University's Style Guidelines.

1. ABILITY TO PROVIDE SERVICES AS IDENTIFIED IN LETTER E ABOVE.

For fourteen years, our firm has provided excellence in providing creative development and implementing marketing programs for higher educational institutions, government entities, non-profits, social service organizations, financial institutions, travel and tourism, fairs and festivals, the entertainment industry, the energy sector, the food and restaurant industry, and B2B and B2C clients all over the country.

The following are in-house services our firm provides:

- Advertising Consulting
- Analytics Analyses
- Benchmarking
- Brand Development
- Budget Management
- Competitive Analysis
- Copywriting
- Creative Development
- Data Analyses
- Drupal Web Development
- Digital Marketing
- Earned Media
- Graphic Design
- Identity Creation
- Internet Advertising
- Logo Development
- Managed Hosting
- Market Research
- Marketing Consulting
- Marketing Materials Design
- Media Planning and Buying
- OTT/CTV Programmatic
- Programmatic Geofencing
- Public Relations
- Reporting
- Search Engine Optimization
- Social Media Marketing
- Social Media Management
- Tagline Conceptualization Traditional Advertising
- Video Production
- Website Design
- Website Coding and Development
- WordPress Web Development

Beyond Spots & Dots is a full service agency that will complete all work outlined in the GMU RFP in-house. Our firm has the staff equipment, materials, tools, and software programs to meet any graphic design and production need that CVPA may request, and will ship deliverables directly to the production source on the stated "as needed" basis. Beyond Spots & Dots will follow GMU's style guidelines and brand standards for all materials requested.

2. MEASURABLE SUCCESS AND EXPERIENCE PROVIDING THE SERVICES IN LETTER E ABOVE.

In providing graphic design services to [redacted] department, [redacted] deemed our work successful due to a 25% increase in single ticket sales and a 30% increase in season ticket sales, YOY. The client was so pleased with the historic attendance they garnered from our graphic design services that they referred us to multiple potential new clients.

3. EXPERIENCE PROVIDING SIMILAR SERVICES FOR ARTS ORGANIZATIONS OR NOT-FOR-PROFIT ORGANIZATIONS. INCLUDE AT LEAST 3 SAMPLES PROJECTS FOR THESE ORGANIZATIONS AND THE ROLE CONTRACTOR PLAYED IN THEIR PRODUCTION.

[redacted]

Beyond Spots & Dots is expert at providing marketing and production services for theaters and arts organizations, including higher educational arts programs.

For [redacted], our firm provided marketing support for [redacted] for their 25th Anniversary year. Beyond Spots & Dots created and produced the season brochure, created, produced and implemented TV, Radio, Google Search & Display, Google Remarketing and Facebook Advertising campaigns for each performance.

[redacted]

[redacted]

Beyond Spots & Dots designed, created and implemented a Google Search & Display and Google Remarketing campaign to promote [redacted]. The goal of the campaign was to raise awareness of, and increase season ticket sales. The Google Search & Display campaign targeting included internet searches for the individual shows, as well as searches for related interests such as “Broadway Tickets”, “Concert Tickets” and “Things to do” near [redacted]. The Google Remarketing campaign then captured every visitor to the [redacted] landing pages, and then served those visitors call-to-action advertising for the next 30 days as a reminder to purchase season tickets.

[redacted]

[redacted]

Beyond Spots & Dots was the [redacted] Agency of Record for over 7 years. Our firm provided the development of all creative assets and implementation of strategic marketing campaigns for each of the [redacted] performances. Beyond Spots & Dots created and produced TV commercials, Radio Commercials, Print Advertisements, and Outdoor Advertisements and handled all of the media buys. On the digital front, our firm implemented Google and Facebook Advertising.

[redacted]

Our vast experience in working with local arts organizations and non-profits such as [redacted] and on a national level with CVB's, higher educational institutions, social service organizations and government offices makes increased awareness and community outreach one of our firm's primary strengths.

[redacted]

4. AN UNDERSTANDING OF MARKETING FOR PERFORMING ARTS ORGANIZATIONS. PROVIDE SAMPLES AND/OR OTHER WRITTEN MATERIALS THAT DEMONSTRATE A THOROUGH UNDERSTANDING OF MARKETING THE PERFORMING ARTS.

Beyond Spots & Dots has vast understanding, knowledge, and experience providing strategic marketing for fairs, festivals, and performing arts organizations. Our approach is to clearly define target audiences for the primary revenue streams of grants, subscribers/season ticket holders, fundraising efforts, and new ticket sales. Once those audiences are identified, creative development and messaging is of utmost importance to grab the attention of the target audience members, and differentiate the organization from competing live events.The following narratives outline our value proposition regarding the performing arts revenue streams.

GRANT EXPERTISE:

A competitive advantage that our firm brings to the table is our expertise in grant writing, our understanding of grant requirements and guidelines, and proper implementation of grant funding, should GMU have a need. For example, on behalf of the [redacted], our firm negotiated and implemented added value, including a six-figure per year Grant from a reputable online vendor. Additionally, for one of our County Fairs, our firm has delivered added value over the last three years, matching the cash spend they do throughout the surrounding area in Western PA.

SUBSCRIBERS/SEASON TICKETS:

[redacted]

The subscription based economy grew 350% between 2012 and 2019 (Source: Business Wire). A subscription based business model leads to secure repeat customers. The challenge for performing arts organizations is to turn the casual theater goer into a customer for the long-term. There are approaches that can convert a casual customer into a regularl attendee, such as savings on a ticket block for a particular show, offers for a series of shows, or deep discounts on season ticket purchases. This can also be approached from a point of convenience, emphasizing the ease at which with one purchase, the tickets they want are shipped directly to their home or available at Will Call. Our firm has used the series approach with great success.

FUNDRAISING:

Donors donate. That's a fact. But how do you turn an infrequent or casual donor into a patron for your arts organization? You give them exclusive opportunies that get them involved and invested in your mission. Beyond Spots & Dots has worked with theater companies and arts organizations to send exclusive invites to potential patrons for open rehearsals, backstage tours, dinners with the cast, meet & greet sessions, and more. This way, the potential patron feels personally involved, they get to know the organizational leadership, and become an active avocate. Our firm has vast experience, in not only designing and delivering the invites via direct mail and email marketing, but also in event planning and management.

NEW TICKET SALES:

Here is where a strategic marketing plan is important for each individual performance. The performance subject matter, musical genre, and artistic medium all have an impact on exactly who the target audience member is, and marketing tactics need to be adjusted accordingly. The creative for the marketing materials for each show must be visually stunning and invoke excitement, and speak to the show's specific target audience. Once that has been accomplished, it's all about raising awareness and disseminating the information of the what, when, where, what time, and how to purchase tickets on the platforms that those target audience members use most often. Beyond Spots & Dots implemented TV, Radio, Social Media, and digital advertising with great success to promote the [redacted] individual shows over a period of 7 years.

5. ABILITY TO PREPARE AND ADHERE TO BUDGETS AND PRODUCTION SCHEDULES. PROVIDE AN EXAMPLE OF A PRODUCTION SCHEDULE FOR PROJECTS SIMILAR TO ONE OR MORE OF THOSE LISTED ABOVE.

At Beyond Spots & Dots, we have extensive experience in working with higher education institutions, government entities and non-profits adhering to budget guidelines, timeframes and stakeholder compliances. Should we be selected as your Creative and Marketing partner, a Monthly Budget Allocation detailing our media plan would be presented for approval, outlining all services provided for each task. In addition, all fees are disclosed in the Monthly Budget Allocation, so Accounting would know what they would be paying each month. As the service is needed, Beyond Spots & Dots would provide GMU with a Quote and would require pre-approval before adding to the Monthly Allocation as part of the budget.

See the following for our Creative Deadline Sheet used as a production timeline schedule with deadlines, contact info, messaging and ad specs.

ONLINE PLATFORM	COPY DUE BY BS&D	AD DUE DATE FROM TODD	START DATE	MESSAGING	SPECS	FORMAT	SEND TO	OTHER DETAILS	DATE RECEIVED - CREATIVE
Internet Advertising - Google Search & Display	8/28	8/28	9/3	Fall Foliage	120x600, 300x600, 160x600, 320x480, 200x200, 250x250, 336x280, 300x250, 728x90, 468x60, 320x50, 970x90, 375x50, 300x50, 970x250	jpg	Matt Mullan	Copy Needed- Headline: 30 Characters; News Feed Link Description: 90 Characters	
Internet Advertising - Google Remarketing	n/a	8/28	9/3	Call-to-Action (Fall Foliage)	120x600, 300x600, 160x600, 320x480, 200x200, 250x250, 336x280, 300x250, 728x90, 468x60, 320x50, 970x90, 375x50, 300x50, 970x250	jpg	Matt Mullan	n/a	
Internet Advertising - Facebook - Clicks to Website	8/28	8/28	9/3	Fall Foliage	1080x1080	jpg	Matt Mullan	Copy Needed- Headline: 25 Characters; Text: 30 Characters; News Feed Link Description: 125 Characters	
Internet Advertising - Facebook - Like Ad	8/28	8/28	9/3	Branding	1200 x 628	jpg	Matt Mullan	Copy Needed- Headline: 40 Characters; Text: 125 Characters	
Internet Advertising - Facebook - Remarketing	8/28	8/28	9/3	Call-to-Action (Fall Foliage)	1080x1080	jpg	Matt Mullan	Copy Needed- Headline: 25 Characters; Text: 30 Characters; News Feed Link Description: 125 Characters	

6. REFERENCES PROVIDED SHOULD BE WILLING TO DISCUSS CONTRACTORS EXPERIENCE, MEASURED SUCCESS, UNDERSTANDING OF MARKETING FOR PERFORMING ARTS, AND ABILITY TO ADHERE TO A PRODUCTION SCHEDULE. REFERENCES SHOULD INCLUDE ARTS ORGANIZATIONS OR NOT-FOR-PROFIT ORGANIZATIONS.

[redacted]

B. NAMES, QUALIFICATIONS AND EXPERIENCE OF PERSONNEL TO BE ASSIGNED TO WORK WITH MASON.

To fulfill the services within the George Mason University RFP, a team of at least nine (9) full-time Beyond Spots & Dots employees will be assigned to the GMU-designated team in designing and developing all of the requested creative assets. Our proposed staff has over 130 years of combined experience in creative, digital, and branding. Based off of the information in this RFP, our principal staff who will be assigned to the project, has the experience and qualifications to meet all the needs of GMU. Dwight, our Brand Manager, has 33 years of creative and design experience and will provide professional guidance for all creative aspects of the campaign. Joe has over 10 years of experience in website development, brand identity development and digital advertising, and will assist other team members, in all digital aspects of the campaign. Andreas oversees the Creative and Digital Departments. His expertise is in building and optimizing digital campaigns with strategic branding assets, innovative graphic design and advanced website technologies. His background as an Assistant Portfolio Manager at Federated Investors provided him with direct experience in planning for business growth. His twelve years of hands-on experience in optimizing search engine marketing campaigns has garnered extensive knowledge in building and optimizing all digital assets, enabling him to lead Beyond Spots & Dots to multiple regional and global awards for branding elements, website development and successful ROI ad campaigns. Gabrielle, our Copywriter/ Social Media/PR guru, will be a critical team player, as her expertise is in social media engagement. Tyler, our Senior Designer, has eight years of design experience and will be heavily involved in branding and creative recommendations of this campaign. Teena, our Business Development Manager, will serve as an expert on George Mason University and aid all departments in ensuring that all projects are geared towards the goals of GMU's marketing campaigns, during the onboarding process. Teena also has over twenty-five (25) years of marketing and new business development experience. Melanie, the agency's founder, has twenty-five (25) years of experience in the advertising business, and uniquely has the ability and knowledge base of how to manage and maintain several layers of campaign details, specializing in integrated marketing. Angela, the Internal Account Executive assigned to GMU, will act as project manager, ensuring all tasks are completed within each department of our firm. Concurrently, Angela will work with Matt, who is a Marketing Coordinator, to provide a main point of contact with GMU. Together, they will serve as liaisons between Beyond Spots & Dots and the George Mason University team. With the in-house team we have in place, we can assure your team that all needs will be addressed, and continuous optimization of the campaigns will take place to ensure that all goals will be met throughout the duration of each campaign, and throughout the Contract. All work will be performed in-house by the identified personnel, subcontractors will not be utilized.

C. RESUMES OF PERSONNEL WORKING WITH MASON.

Melanie
President & Founder

INDUSTRY EXPERIENCE:

Arts & Entertainment

Education

Fairs & Attractions

Government & Community Services

Nonprofits

Travel, Tourism & Recreation

Melanie is the President and Founder of Beyond Spots & Dots. Melanie's expertise is in collaborating with business owners and marketing managers to understand how to allocate their marketing budgets more effectively so the dollars are optimized on the business' behalf. As a graduate of the Pennsylvania State University, she has a degree in advertising, specifically pertaining to media buying.

Melanie's experience in media buying started on the "other side of the desk," as she sold airtime to national and international agencies on behalf of businesses. Given this experience, Beyond Spots & Dots was built on the premise of media buying. Melanie carries her experience and training throughout the entire agency. It is important that the Beyond Spots & Dots Team understands the reasoning behind the strategies planned for our clients. She has extensive direct experience in managing projects and buying traditional media for all of the agency's clients.

RESPONSIBILITIES:

- Oversees and reviews final budget allocations
- Develops media strategies for clients
- Reviews, analyzes and approves market research and media plans
- Negotiates volume rates with decision makers at media outlets
- Oversees final strategic advertising plans
- Manages client relations

Andreas

Chief Executive Officer

INDUSTRY EXPERIENCE:

Education

Financial, Legal & HR Services

Home & Commercial Improvement

Media

Real Estate

Retail & Shopping

Technology

Andreas is the Chief Executive Officer of Beyond Spots & Dots and serves as the key fiscal officer on client campaigns. He provides leadership in the administrative, business planning, accounting and budgeting efforts of the company and is responsible for all financial and fiscal management aspects of company operations. Andreas also oversees the Creative and Digital Departments. His expertise is in building and optimizing digital campaigns with strategic branding assets, innovative graphic design and advanced website technologies. His background as an Assistant Portfolio Manager at Federated Investors provided him with direct experience in planning for business growth. His twelve years of hands-on experience in optimizing search engine marketing campaigns has garnered extensive knowledge in building and optimizing all digital assets, enabling him to lead Beyond Spots & Dots to multiple regional and global awards for branding elements, website development and successful ROI ad campaigns.

RESPONSIBILITIES:

- Develops a branding plan and marketing strategy
- Administers new technologies into our system offerings
- Manages internal digital optimization process
- Assesses and audits client budgets
- Analyzes and manages online advertising campaigns and social media efforts
- Implements invoicing to reconcile the approved contracted amount

Teena

New Business Development Manager

INDUSTRY EXPERIENCE:

Higher Education

Legal

Arts & Entertainment

Residential & Commercial Construction

Fairs & Attractions

Energy Services

Retail

Travel, Tourism & Recreation

Teena is a member of the New Business Development team and brings over 20 years of advertising sales, sales management and sales training experience to Beyond Spots & Dots. Prior to joining the team, Teena worked in Web.com's Premium Field Sales Division.

Teena's passion is to help business owners get their message in front of their target audience on the media platforms that their clients and potential customers use most often. She has spent 12 of the last 14 years of her career in sales management and training with Hibu and EZtoUse.com, focusing on digital marketing best practices. Teena has worked with businesses of all sizes, in nearly every industry, providing results-driven advertising, branding and lead generation programs.

RESPONSIBILITIES:

- Conduct the initial Discovery Meeting
- Research solutions based upon a business's need
- Strategize the plan of attack
- Present the marketing plan and timeline
- Facilitate client onboarding

Joe

Project Manager & Digital Team Leader

INDUSTRY EXPERIENCE:

Education

Government & Community Services

Health & Wellness

Media

Retail & Shopping

Technology

Travel, Tourism & Recreation

Joe, a graduate of the California University of Pennsylvania, is a Project Manager and Digital Team Leader at Beyond Spots & Dots, serving as the liaison between the creative and interactive departments for brand execution. Joe has been with the team for eight years starting as an intern. Moving up in the company with several promotions and into different roles, Joe's expertise is extensive when it comes to the internal process, best practices and client expectations.

He is responsible for content and design migration, client website analysis and reviewing analytics in order to manage online optimization within each website branding project, as well as the websites the Beyond Spots & Dots Team manages.

RESPONSIBILITIES:

- Migrates website design and content
- Compiles checklists for quality assurance to ensure functionality
- Reviews website content for updates
- Coordinates search engine marketing (SEM) for online campaigns
- Provides necessary analytics reporting

Dwight

Brand Manager

Dwight, a graduate of Slippery Rock University and the Art Institute of Pittsburgh, is Beyond Spots & Dots' Brand Manager. He has been part of the team for eight years, with over 19 years of experience in graphic design.

Dwight plays an integral part in the entire creative process, by taking design challenges from the concept stage through successful project completion. His professional experience includes being a Graphic Designer at both Carlow University and University of Pittsburgh which has given him the experience needed to understand branding, creative elements, compelling imagery and design. Using the most up-to-date software, such as Adobe Creative Suite, allows Dwight and our entire team to develop innovative and effective creative for our clients.

INDUSTRY EXPERIENCE:

Arts & Entertainment
Education
Energy
Financial, Legal & HR Services
Health & Wellness
Home & Commercial Improvement
Real Estate
Technology
Travel & Tourism

RESPONSIBILITIES:

- Designs innovative graphics and effective messaging
- Refines the design of all materials into a cohesive and integrated brand identity
- Creates high-quality design solutions for all elements within the project scope
- Creates the design for advertising used across all mediums
- Provides expert knowledge of best practices while integrating the client's vision

Tyler

Senior Designer

Tyler, a graduate of California University of Pennsylvania, is a Senior Designer on the Beyond Spots & Dots' creative team. Tyler has been with Beyond Spots & Dots for seven years. He is responsible for organizing and managing multiple graphic design projects as well as video and audio editing. With his skills and background, he provides Beyond Spots & Dots' clients with effective messaging with vibrant, memorable and creative ads.

Besides having extensive knowledge in graphic design software, his skill in Adobe After Effects and Adobe Premiere has allowed him to create animation and videos for not just the Beyond Spots & Dots brand, but also for our clients' social media and online presences.

INDUSTRY EXPERIENCE:

Automotive
Education
Fairs & Attractions
Food & Beverage
Health & Wellness
Media
Pet Care & Services
Real Estate
Technology

RESPONSIBILITIES:

- Develops and creates high-quality brand solutions for advertising
- Supports the creation and extension of campaign elements and brand materials
- Proficiency in skills such as scanning, image retouching and color correction
- Ensures mechanical specs are accurately applied
- Provides expert knowledge of best practices while integrating the client's vision

Gabrielle

Associate Copywriter

INDUSTRY EXPERIENCE:

Nonprofits

Professional Sports Associations

Education

Entertainment

Recruitment

Travel, Tourism, and Recreation

Collegiate Organizations

Gabrielle, a graduate of Kent State University, is an Associate Copywriter/Social Media Specialist on the Beyond Spots & Dots Team. Gabrielle started her career as a traveling Marketing Consultant for universities, working with dozens of collegiate organizations across the country. Gabrielle worked as an on-air morning show reporter, handling all aspects of social media content creation and copywriting for broadcast, digital, and print.

As a creative storyteller, Gabrielle crafts compelling messaging to bring our clients' strategic goals and visions to life. From boosting engagement on social media to connecting clients with their ideal audiences, Gabrielle's professional experience has provided her with the necessary skills to deliver optimal results.

RESPONSIBILITIES:

- Concept and create content for social media and public relations materials
- Develop copy for digital, print, broadcast, and radio advertisements
- Manage and monitor social media platforms
- Distribute press releases to media outlets

Angela

Internal Account Executive

INDUSTRY EXPERIENCE:

Education

Fairs & Attractions

Food & Beverage

Government

Health Departments

Nonprofits

Recruitment

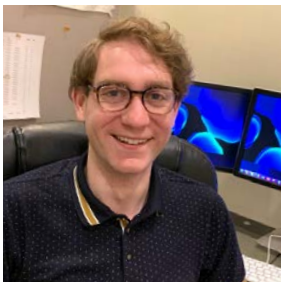
Travel, Tourism & Recreation

Angela, a graduate of Saint Vincent College in Latrobe, PA, is an Internal Account Executive on the Beyond Spots & Dots Team. Angela began her career at a small marketing firm, learning what it takes to properly service clients and communicate with internal teams. She is an integral part of the process at Beyond Spots & Dots, where she manages various responsibilities within the company as a liaison from our team to clients.

She is extremely knowledgeable in working with clients who promote behavioral change. Her expertise is in integrated marketing planning. In providing support to the client services team, she ensures that the creation, delivery, editing and optimization of marketing materials are completed and the plan is executed properly and timely.

RESPONSIBILITIES:

- Assists in ascertainment meetings
- Assists in project timelines and maintaining the process of each task
- Assists in preparation of proofs and deliverables
- Establishes schedules and coordinates activities as needed
- Assists in day-to-day communications with client teams



Matthew

Marketing Coordinator

INDUSTRY EXPERIENCE:

Restaurant & Food

Fairs & Attractions

Education

Recruitment

Nonprofits

Travel, Tourism & Recreation

Matthew, a graduate of the University of Mount Union, is a Marketing Assistant on the Beyond Spots & Dots Team, serving as the liaison between the Client and Internal Teams for brand execution. Working closely with all departments in the company, Matthew's expertise is extensive when it comes to the internal process and content management systems.

He is responsible for managing the digital and physical assets necessary for client success including, but not limited to, data management, creative assets, and demographic information. Matthew has direct experience in coordinating projects with the agency's New Business department across multiple diverse industries.

RESPONSIBILITIES:

- Communicate with clients to translate needs to the proper internal departments
- Research demographic data for successful campaigns
- Coordinate all media efforts with negotiated vendors
- Implement revisions to specific project elements, content or creative
- Assists in preparation of data and budget updates

3. SPECIFIC PLAN (METHODOLOGY)

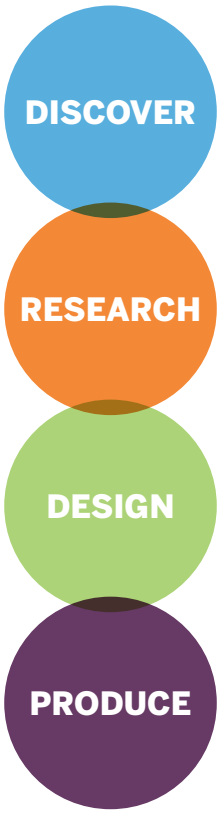
EXPLAIN YOUR SPECIFIC PLANS FOR PROVIDING THE PROPOSED SERVICES OUTLINED IN THE STATEMENT OF NEEDS INCLUDING:

A. YOUR APPROACH TO PROVIDING THE SERVICES DESCRIBED HEREIN.

Beyond Spots & Dots' management approach to all creative strategy development and media campaigns consists of strict quality control processes, ensuring effective coordination, efficient completion of work and timely deliverables for your records. Below are details that outline how the Beyond Spots & Dots team would collaborate with George Mason University in developing various graphic design, branding and marketing efforts, giving you a memorable and effective brand identity to strengthen awareness of the GMU initiatives. Beyond Spots & Dots will implement our proven methodologies for both the creative messaging and brand identity elements. The methodology for implementing creative development services starts with our Branding Process, which encompasses the development of all core messaging for GMU. At Beyond Spots & Dots, this process involves four phases: the Discovery Phase, the Research Phase, the Design Phase and the Production Phase.

See below for details pertaining to each phase for each of the Statement of Needs.

CREATIVE DESIGN/GRAPHIC DESIGN



1. The Discovery Phase begins with a Discovery Meeting between key decision makers from GMU and team members from Beyond Spots & Dots. A detailed conversation regarding core messaging, specific needs and defining goals will be discussed and comprehensive goals will be set. Additionally, the budget for the scope of this project will be confirmed. The Discovery Meeting will help Beyond Spots & Dots fully understand the overall desired feeling of the creative, analyze the desired outcomes and bring direction to the branding campaign beyond what is discussed in this RFP.

2. The Research Phase is dedicated to conducting research about your initiatives to better understand how to achieve the desired logo, tagline and messaging. Research to study competitive branding, conducting necessary focus groups and brainstorming various campaign direction may take place during this phase. This phase also includes an evaluation and audit GMU's current brand messaging. The research gathered during this phase enables Beyond Spots & Dots to fully understand target demographics and the best ways to attract the target audiences and stakeholders.

3. The Design Phase is when GMU's core messaging will begin to take shape. The Beyond Spots & Dots Creative team will design and develop two mock-ups of the requested branding materials (brand concept, tagline, logo, etc.) keeping in mind the determined goals and desired campaign direction. Specific design elements such as font, color schemes and imagery will all be determined in this phase.

4. The Production Phase is the final phase of Beyond Spots & Dots' Branding Process. Once we receive all approvals, we will implement your brand into all marketing materials as defined in our Discovery Meeting, per the request of this RFP. During this phase, Beyond Spots & Dots will present all deliverables accordingly.

[redacted]

WEB DEVELOPMENT

Beyond Spots & Dots' management approach to all website development consists of strict quality control processes, ensuring effective coordination, efficient completion of work and timely deliverables for your records. Below are details that outline how the Beyond Spots & Dots team would collaborate with George Mason University in developing various new website pages, campaign landing pages, website application, or microsites. The methodology for implementing website development services involves six phases: the Discovery Phase, the Design Phase, the Development Phase, the Optimization Phase and the Review Phase.

1. The Discovery Phase begins with a Discovery Meeting between key decision makers and team members from Beyond Spots & Dots. A detailed conversation regarding specific needs and comprehensive goals will be discussed. We will analyze specific goals for the website and discuss information architecture.

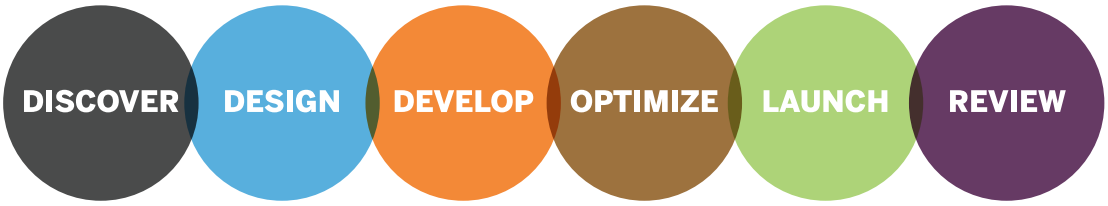
2. The Design Phase includes the design and approval of website mock-ups, mobile responsive mock-ups and the navigation structure layout. During this phase, two rounds of revisions may take place. Upon final approval of the website mock-ups, front-end development will begin.

3. The Development Phase involves initiating front-end and back-end development, as well as transferring all website content and data files. During this phase, Beyond Spots & Dots will migrate all content onto the new site prior to launching. A temporary staging site will be set up for review, and to provide approvals prior to launching.

4. The Optimization Phase is crucial to SEO by implementing keywords, meta tags and content for customized framework. During this phase, the functionality of the website is tested for cross-browser and device compatibility, including performance. This phase is critical to the development of the website and it requires much attention to detail.

5. The Launch Phase is executed when Beyond Spots & Dots receives approval to go live with the website. During this phase, Beyond Spots & Dots will implement hosting needs and transfer from the staging environment to the live hosting platform.

6. The Review Phase is an optional ongoing sixth phase. This involves analyzing and reviewing analytics reporting, site load times and site downtime. Throughout this phase, Beyond Spots & Dots will continually maintain, monitor and complete analytics reports to ensure that the website is performing as expected and remains up-to-date. Beyond Spots & Dots will provide training after the Launch Phase. A consulting fee for training is included in the Project Cost Breakdown.



[redacted]

B. WHAT, WHEN AND HOW SERVICES WILL BE PERFORMED.

Beyond Spots & Dots' regular office hours at all 3 locations are 8:30 A.M. to 5:00 P.M., Monday through Friday. Given the constraints of COVID-19, our team members are all set-up to work from home, and would engage in video conference meetings until stay-at-home mandates lift. From that point forward, our team members would meet in person for any necessary meetings. Our firm takes pride in adhering to a 24-hour client response policy. The Beyond Spots & Dots team assigned to the George Mason University account has over 130 years of combined experience in strategic planning, implementation and management of branding development, and public relations services. Our team will not only oversee all aspects of the scope of work outlined in this RFP, but will also implement a "hands-on" approach to assure quality and timeliness of all deliverables. Due to the collaborative nature of our agency, the Beyond Spots & Dots team members work together on various projects on a daily/weekly basis. The processes and standardized procedures we have in place ensure a timely workflow, with each team member responsible for their daily tasks on a project. We hold ourselves accountable to these tasks by utilizing our proprietary task tracking system called [redacted] Our team also has frequent internal meetings for project follow-up and to identify next steps. These policies, and standardized work flow processes allow our team to operate like a "well-oiled machine." During the length of the contract, we will assign a dedicated point of contact to work side-by-side with the GMU designated staff, providing constant communication, updates, status reports and virtual meetings throughout the development and execution of all work.

[redacted]

4. CREATIVE SAMPLES

Provide samples for all sections of the Statement of Needs for which you are submitting a proposal. If responding to letter E (Graphic Design for CVPA), samples should be similar to those materials referenced in that section.

A. CREATIVE DESIGN

1. CREATING, DESIGNING, AND PRODUCING PRINT, OUTDOOR, BROADCAST AND INTERNET BRANDING CAMPAIGNS.

[redacted]

2. CREATING, DESIGNING, AND PRODUCING ENROLLMENT/DIRECT RESPONSE CAMPAIGNS THAT COULD INCLUDE ADVERTISING, DIRECT MAIL, LANDING PAGES, VIDEO AND HTML EMAILS, DIGITAL MEDIA, SOCIAL MEDIA, ETC.

[redacted]

3. CREATING, DESIGNING, AND PRODUCING COLLATERAL MATERIALS SUCH AS BROCHURES, FLYERS, BOOKLETS, NEWSLETTERS, FOLDERS, POSTERS, CDS, ETC.

[redacted]

4. CREATING ILLUSTRATIONS AND GRAPHIC DEVICES SUCH AS SYMBOLS.

[redacted]

B. WEB DESIGN AND PRODUCTION

1. CREATING, DESIGNING, AND PRODUCING LANDING PAGES, MINI WEBSITES, AND OTHER WEB TEMPLATES.

[redacted]

2. PROVIDE PROPOSED SITE/INFORMATION ARCHITECTURES, PAGE PROTOTYPES, AND ILLUSTRATIONS.

[redacted]

3. CREATING, DESIGNING, AND PRODUCING WEB APPLICATIONS.

[redacted]

4. CREATING, DESIGNING, AND PROGRAMMING CSS WEB TEMPLATES, BLOG SKINS, ETC. AND INCORPORATING SUCH WEB 2.0 TECHNOLOGIES INTO WEB SITES AS ANIMATION, FULL-MOTION GRAPHICS, DATABASES, CALENDARS, BLOGS, WEB SITE ANALYTICS, FORM MANAGERS, POLLS/SURVEYS, CRMS, SOCIAL MEDIA, MOBILE MEDIA, ECOMMERCE, ETC. (E.G. KAMPYLE, WUFOO, QUALTRICS, OMNITURE, WORDPRESS, BLOGGER, JING, FACEBOOK, TWITTER, YOUTUBE, SMS, SHORT CODES, AUTHORIZE.NET, PAYPAL, ETC.)

[redacted]

C. COPYWRITING, PROOFREADING AND COPYEDITING

1. PROVIDE DIFFERENT TYPES OF COPY SUCH AS TECHNICAL COPYWRITING, ADVERTISING COPYWRITING,SALES/MARKETING COPYWRITING, SCRIPTWRITING, AND INFORMATIONAL COPYWRITING.

[redacted]

2. WRITE, EDIT, AND PROOF ALL COPY BEFORE PRESENTING TO DEPARTMENT FOR APPROVAL.

N/A

D. VIDEOGRAPHY AND MOTION GRAPHICS/ANIMATION

1. PRODUCING SHORT TOPIC VIDEOS FOR USE AT EVENTS OR POSTING ON YOUTUBE, DEPARTMENT WEB SITES, SOCIAL MEDIA SITES, ETC. THAT INCORPORATE MUSIC, FULL-MOTION GRAPHICS, AND ANIMATION.

[redacted]

2. PRODUCE SHORT FULL-MOTION GRAPHIC OR ANIMATED VIDEOS FOR USE AS E-HOLIDAY CARDS, E-GREETING CARDS, OR E-SOLICITATIONS.

[redacted]

3. VIDEOTAPE, EDIT, AND DELIVER VIDEO FILES OF SPEECHES, PANELS, CONFERENCES, INTERVIEWS, ETC.

[redacted]

E. GRAPHIC DESIGN FOR THE COLLEGE OF VISUAL & PERFORMING ARTS

1. RENEWAL MATERIALS FOR SUBSCRIBERS (DESIGNED LETTERS, ENVELOPES, ETC)

[redacted]

2. TWO DIFFERENT SUBSCRIPTION BROCHURES FOR EACH VENUE (PREVIOUSLY 8.5X11 AND 24-36 PAGES)

N/A

3. OTHER BROCHURES SUCH AS FALL CALENDAR BROCHURE TO SUPPORT SINGLE TICKET SALES

N/A

4. DIRECT MAIL POSTCARDS

[redacted]

5. PRINT AND DIGITAL ADS

[redacted]

6. PERFORMANCE FLYERS

[redacted]

[redacted]

7. PROGRAM BOOKLET COVERS

[redacted]

8. SEASON POSTERS (LOBBY DISPLAYS)

[redacted]

9. CVPA STUDENT PERFORMANCES BROCHURES

N/A

10. OTHER DIGITAL ASSETS TO SUPPORT EMAIL MARKETING, SOCIAL MEDIA, AND WEBSITES

[redacted]

11. ARTS BY GEORGE (SIGNATURE FUNDRAISER) INVITATIONS AND/OR PROGRAMS

[redacted]

12. FRIENDS OF THE CENTER FOR THE ARTS BROCHURES (SLIM JIM/NARROW RACK SIZE)

[redacted]

13. OTHER MATERIALS TO SUPPORT FUNDRAISING, EDUCATION EFFORTS, PROGRAMMING, TICKET SALES, GENERAL BRAND SUPPORT

N/A

14. SEASON STYLE GUIDES FOR EACH VENUE

[redacted]

5. REFERENCES

NO FEWER THAN THREE (3) THAT DEMONSTRATES THE OFFEROR'S QUALIFICATIONS, PREFERABLY FROM OTHER COMPARABLE HIGHER EDUCATION INSTITUTIONS YOUR COMPANY IS/HAS PROVIDED SERVICES WITH AND THAT ARE SIMILAR IN SIZE AND SCOPE TO THAT WHICH HAS BEEN DESCRIBED HEREIN. INCLUDE A CONTACT NAME, CONTACT TITLE, PHONE NUMBER, AND EMAIL FOR EACH REFERENCE AND INDICATE THE LENGTH OF SERVICE.

[redacted]

6. PROPOSED PRICING

Provide hourly rates for any services proposed. Rates shall include all overhead costs.

[redacted]

[redacted]

[redacted]

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[redacted]

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[redacted]

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