

Anne Schulte and company

Strategic Marketing
Creative Development
Graphic Design

11765 Farside Road
Ellicott City MD 21042
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DECEMBER 4, 2020

GMU-1692-21

**ANNE SCHULTE AND COMPANY INC.
PROPOSAL FOR MARKETING DESIGN MATERIALS
FOR GEORGE MASON UNIVERSITY**

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GMU-1692-21

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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: Anne Schulte and Company, Inc.

Date: 11/25/2020

DBA: Anne Schulte

Address: 11765 Farside Road

By: 
Signature

Ellicott City, MD 21042

FEI/FIN No. 30-0066185

Name: Anne M. Schulte

Fax No.

Title: President

Email: anne@aschulteco.com

Telephone No. 410-997-8075

SWaM Certified: Yes: ☒ No: ☐ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 689471

☒ **Registered eVA Business to Govt Vendor**

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.

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: Anne Schulte

Preparer Name: Anne Schulte **Date:** 11/25/2020

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: 689471 Certification Date: 03/08/2018

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: Susan Ciaveralli SBSD Certification: _____
Contact Phone: 410-235-2494 m:410-206-3837 Contact Email: ciaverelli1@comcast.net
Value % or \$ (Initial Term): Approximate 30-35% Contact Address: 200 Oakdale Road, Baltimore MD 21210
Description of Work: Copywriting, Copyediting and Proofreading

Subcontract #2

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

X. Statement of Needs (A, C, E)

Anne Schulte and Company, Inc. shall provide various creative design and marketing services as outlined below. Where applicable, ASCo. will follow Mason's Visual Identity guidelines; see <http://brand.gmu.edu/> for details. These services include:

A. Creative Design

C. Copywriting, Proofreading and Copyediting

E. Graphic Design for the College of Visual and Performing Arts (CVPA)

A. CREATIVE DESIGN: ASCo. 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.

Basic requirements:

1. Creating, designing, and producing print, outdoor, broadcast and ~~Internet branding 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.~~
3. Creating, designing, and producing collateral materials such as brochures, flyers, booklets, newsletters, folders, posters, CDs, etc.
4. Creating illustrations and graphic devices such as symbols.

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

Basic requirements:

1. Provide different types of copy such as technical copywriting, advertising copywriting, sales/marketing copywriting, scriptwriting, and informational copywriting.
2. Write, edit, and proof all copy before presenting to department for approval.

E. GRAPHIC DESIGN FOR THE COLLEGE OF VISUAL & PERFORMING ARTS: ASCo. 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. ASCo. must follow George Mason University's Style Guidelines.

Specific Requirements:

1. **Design:** ASCo. shall work with CVPA personnel throughout the design process for each of the items to be designed for CVPA. Examples of these items are listed below. Contractor may be required to provide a number of pre-design concepts as determined by CVPA. Contractor shall consult with CVPA to determine the scope of each project, as well as the budget considerations for each project. Design must reflect these consultations in addressing the specific audience for each piece, the consistency with which each piece conforms to the overall Creative Direction, and the budgeted funds available for production. Ongoing consultation with CVPA will allow contractor to create final design that will be submitted to CVPA for approval.
2. **Production Work:** ASCo. shall provide production files for individual projects. All production work will be completed using generally accepted standards and practices within the industry in which the piece will be produced.

Center for the Arts and Hylton Performing Arts Sample Projects: The following is a list of examples of the materials that may or may not be required and additional materials not listed may be added as deemed necessary by CVPA.

1. Renewal materials for subscribers (designed letters, envelopes, etc)
2. Two different subscription brochures for each venue (previously 8.5x11 and 24-36 pages)
3. Other brochures such as fall calendar brochure to support single ticket sales
4. Direct Mail Postcards
5. Print and Digital Ads
6. Performance Flyers
7. Program Booklet Covers
8. Season Posters (lobby displays)
9. CVPA Student performances brochures
10. Other Digital assets to support email marketing, social media, and websites
11. Arts by George (signature fundraiser) Invitations and/or Programs
12. Friends of the Center for the Arts brochures (slim jim/narrow rack size)
13. Other materials to support fundraising, education efforts, programming, ticket sales, general brand support
14. Season style guides for each venue

E. 1. Demonstrated ability to provide services:

ASCo. has a 20-year history advising, developing and supporting nonprofit, educational and performing arts institutions' brand consistency and message. (See work samples page X)

E. 2. Measurable success and experience providing the services in letter E:

Driving everything from school admissions to concert subscriptions, fundraising, community education and outreach, or simply raising awareness, ASCo. has a broad range of experience and proven track record of success. Below are two specific examples:

B&O Railroad Museum fundraising kit — Winner of a Baltimore Addy + record attendance

Background: In 2003, the worst blizzard in 132 years caused the museum's historic roundhouse roof to collapse in ruins. Immediately following and over the course of two years, Anne Schulte worked with a team to rebrand the B&O Railroad Museum. This comprised a new color palette, identity, fundraising materials, invitations, postcards, membership materials, lapel stickers for admission, a stationery suite, posters to be sold in the gift shop, brochures for multiple audiences and advertising to announce the reopening. For years following this marketing, membership and attendance was the highest the museum has seen in its history.

Baltimore Symphony Musicians pre- and post-lockout marketing

Background: In the summer of 2019, BSO musicians endured a 14-week work stoppage as a result of contract disputes. The combined efforts of Anne Schulte, Randy Whatley, a public relations consultant for professional musician groups, and a committee of BSO musicians developed messages, design assets, press releases, social media, the musician website, Mailchimp newsletters, picket line posters, and publicity designed to apply pressure to management, government officials, and garner support from the general public. The Baltimore Symphony Orchestra, Inc. (BSO) and its musicians reached a five-year agreement on a new contract that began on September 7, 2020. Anne's husband is the BSO assistant principal trombonist, and her contributions were pro bono.

E. 3. Experience providing similar services for arts organizations or not-for-profit organizations. Include at least 3 sample projects for these organizations and the role contractor played in their production.

E. 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. (See work samples)

X. Statement of Needs

Qualifications and Experience (general)

As a small, woman-owned business, our president Anne Schulte is your primary point of contact for questions about your projects. We believe that open communication and responsiveness are essential to building a successful partnership with GMU.

Both Anne and subcontractor and writer Susan Ciaverelli have decades of experience working on creative teams in ad agencies and as independent small businesses that provide marketing services to a wide range of clients. Anne Schulte & Co. has been entrusted with projects that in some cases determine the viability of an organization. For example, when The Country School, a K to 8 school in Maryland, faced declining enrollment, Anne and Susan created a multimedia ad campaign and collateral materials that increased traffic to admissions events and helped the school meet its enrollment goals.

Work performed for George Mason will be performed primarily by Anne Schulte, president of Anne Schulte & Co., and Susan Ciaverelli, an independent marketing writer. In addition to successfully running a woman-owned business for 29 years, Anne has extensive marketing experience, working as an art director in advertising agencies in the Baltimore-Washington area. She has developed successful marketing campaigns for numerous educational, consumer, B2B and nonprofit organizations, garnering a number of awards for her work.

Susan Ciaverelli started her career working as a copywriter on USAirways and the Marine Corps for J. Walter Thompson in Washington, D.C. Later she created campaigns for Choice Hotels, the American Cancer Society, Baltimore Shakespeare Festival and several schools and nonprofits. She has more than 30 years of experience creating award-winning work for dozens of organizations.

Specific Plan (Methodology)

1. ASCo. meet with GMU point person/stakeholders of Assignment X. (in-person or virtual)
 - a. Discuss marketing strategy (SWOT analysis, if applicable)/goals/target audience/client provided photography, art files/input/mandatory elements/parameters, etc.
 - b. ASCo. provides creative brief outlining what was discussed in the meeting within 2-3 days. GMU to add/revise details and sign when approved.
 - c. Establish deadline for press-ready file delivery to client/service provider and work backwards in order to develop timeline with the appropriate number of approval stages needed until completion.
 - d. Discuss budget

2. ASCo. and GMU commence the creative/development process for Assignment X following the agreed upon timeline, adjusting as needed and if schedule conflicts arise.

ASCo. would develop two to three creative approaches for presentation to GMU. After reaching a decision about which approach, if any, works best, we would either flesh out the concept with final copy, art or photography and design or revise the work to reflect the feedback from our initial presentation in Round One. Once we have an approved concept and design, we would acquire any assets, photography and artwork, as needed for completion of the assignment all while adhering to the agreed upon timeline.

3. ASCo. emails PDFs for designs and/or Word docs for review of copywriting throughout the development and approval processes as they lead to final product.

4. Upon approval and delivery of the press ready file, ASCo. bills GMU according to the process associated with the XV. Payments Terms/Option #3.

Email and telephonic communications will be employed for discussions and approval of work.

Among the benefits of working with a small, owner-operated business are our flexibility, responsiveness, speed, and the fact that you will only work with highly experienced professionals who are proven to produce the highest quality work.

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Resume 1

Anne Schulte, president/account executive/creative director/graphic designer

Anne Schulte is a senior marketing and creative consultant offering over 30 years of expertise in B2C, B2B, and nonprofit categories. She has developed effective strategic communications on several key accounts including, but not limited to: Aetna's University of Virginia Employee Wellness programs, the Baltimore Symphony Orchestra as well as the Baltimore Symphony Musicians.

She began her career in her hometown of Cincinnati working in an advertising agency known for award-winning creative. Two more career moves taking her to the Baltimore/Washington area eventually led to going out on her own.

Over decades, Anne has forged numerous partnerships with other creative professionals that offer flexibility and a high standard of work for clients large and small.

Services include:

TV

Print Advertising

Radio

Print Collateral and Brochures

Outdoor Advertising

Direct Mail

Point-Of-Purchase Materials

Product Sales Literature

Posters

Logo/Identities

Branding

Trade Show Booths and Promotional Materials

Signage

Website Development Oversight

Art direction, planning and oversight of photography and illustration

Anne's work has been noted for excellence on many occasions. Examples include: Communication Arts Award, National Addy Finalist, Clio Nomination, International Art Director's Club Award, London International Finalist, Regional Addy Finalist, and numerous Baltimore and Washington Addy Awards.

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Client History

Arts/Tourism/Community

Baltimore Symphony Orchestra
Baltimore Symphony Musicians
Baltimore Zoo
B&O Railroad Museum
Columbia Association
The Flag House Museum
Gay Men's Chorus of Washington
Howard County Celebration of the Arts
The Hippodrome
Morris Mechanic Theater
Peak and Sea Africa
Puerto Rico Convention Bureau

Airlines

Presidential Airways

Ecology

Biohabitats
Society for Ecological Restoration International

Economic/Real Estate Development

Baltimore City "Believe" Campaign
KSI Services
Mark Building Company
Moore and Associates
MD Department of Business & Economic Development
Struever Bros. Eccles and Rouse
WCI Communities

Education

Beauvoir, the National Cathedral Elementary School
The Country School, (Eastern Shore, MD)
Gunston (Centreville, MD)
Harford Day School (Bel Air, MD)
Presentation High School (San Jose, CA)

Financial

Allfirst Bank
Bank of Baltimore
Central Trust Bank
College Savings Plans of MD
Howard Bank
PeoplesBank

Food and Nutrition

International Life Sciences Institute
MilkPep
U.S. Foodservice

Healthcare

Aetna
American Health Sciences - Clinician's Choice Supplements
American Red Cross

Centers for Healthy Sleep
Fairfax Hospital
Greater Baltimore Medical Center
Hospice of Baltimore
HHL, a biostatistics consulting firm
Medlantic Healthcare
Sinai Hospital/Lifebridge Health
The Union Memorial Sports Medicine Center at Bel Air
Upper Chesapeake Health
Vantage House Continuing Care Retirement Community
University of Virginia, Employee Wellness
Washington Adventist Hospital

Hotels

Choice Hotels International
Cross Keys Inn
Hyatt
Marriott

Magazine Design

George Washington University School of Business Magazine
Jmore / Baltimore Jewish Living
BOSS, Dixon Valve and Coupling's custom magazine

Manufacturing

Sun Automation Group

IT/Telephony

NTG Networking
O/E Midlantic
SunRocket Internet Phone Service

Retail/Restaurant

Clyde's Restaurant Group
Four West Restaurant
Raleigh Bicycles
Rives Audio
Steamboat Kids Boutique
Taubman

Social Service

Faraja Foundation
Friends of the Family
Godparents for Tanzania
House of Ruth Maryland
Moveable Feast

Transportation

Colonial Parking
Port of Baltimore

Resume 2

susan C iaverelli

C reative

Creative Consultant and Marketing Writer

Susan Ciaverelli is a senior writer with more than 30 years of experience creating compelling print, broadcast and digital marketing for consumer, B2B and nonprofit organizations. She started her career as a copywriter with advertising agencies in Baltimore and Washington, D.C. and is currently a freelance writer, working primarily in the education and nonprofit sectors.

Services

Brand Development
Corporate Naming
Taglines
Television Advertising
Print Advertising
Radio Advertising
Brochures
Outdoor Advertising
Direct Mail
Website Writing
Social Media Creative

Awards

Susan's work has been recognized by some of advertising's highest awards organizations, including The One Show and The Clios.

200 Oakdale Road.Baltimore.Maryland.21210.ciaverelli1@comcast.net.410.235.2494

Category Experience

Arts/Tourism

Baltimore Shakespeare Festival
Choice Hotels
Peak & Sea Africa Tours
Trump Plaza Casino

Airlines

USAirways

Government

Cleaner, Greener Baltimore
United States Marine Corps

Education

Beauvoir, the National Cathedral Elementary School
The Country School, Easton, MD
The Gunston School, Centreville, MD
Harford Day School, Bel Air, MD
Notre Dame Prep, Towson, MD
Presentation High School, San Jose, CA

Healthcare

American Red Cross
FreeState Health Plan
Magellan Behavioral Health
The Oncology Service
University of Virginia Employee Wellness

Retail/Restaurant

Hamburgers Clothiers
Head Sportswear
Rax Fast Food

Manufacturing

Sun Automation Group

Engineering

Martin Marietta
McClure Engineering

Nonprofit

Children's Home of York
Gilchrist Hospice
Jewish Future Pledge
PATH (People Aiding Travelers and the Homeless)
Springboard Community Services

Finance

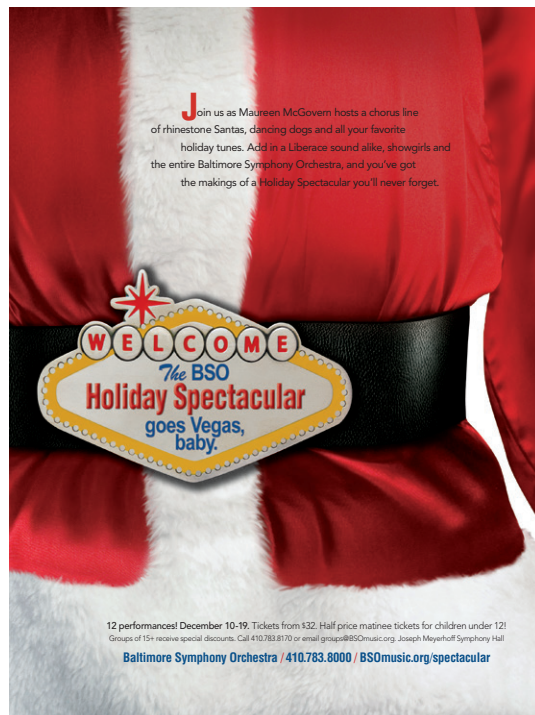
Bank of Baltimore
Differential Ventures

Transportation

Colonial Parking
Port of Baltimore

2010 Baltimore Symphony Holiday Spectacular

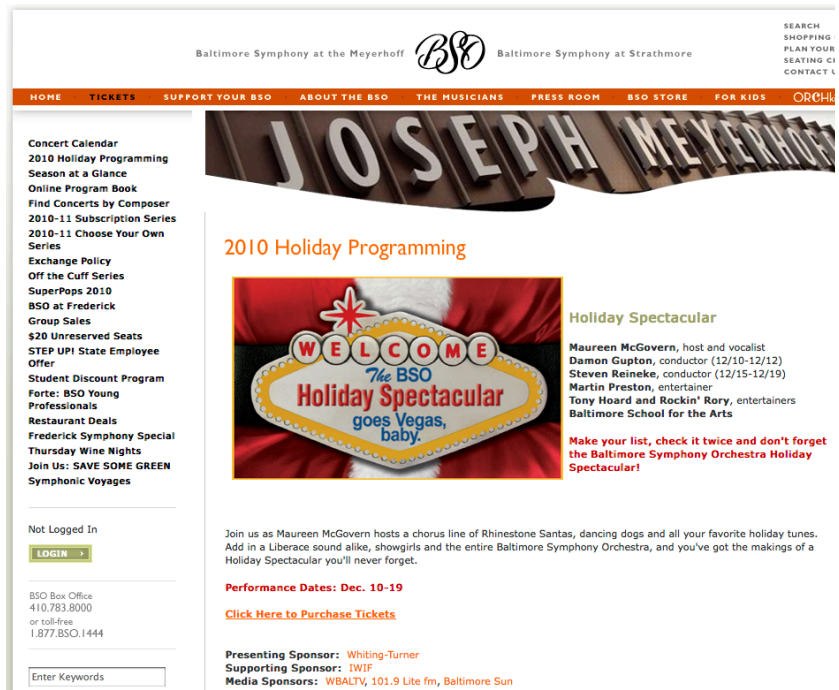
Multimedia advertising campaign for the holiday series of concerts including a full page magazine ad, newspaper ads, poster, cooling tower wrap, ticket stuffers, web image, outdoor, radio and TV. Marketing initiatives lead to sold out concerts.



Magazine ad



Outdoor



BSO Holiday Spectacular

Radio :60

“That Time Of Year”

SFX:

MUSIC UP, THEN UNDER

ANNCR:

It's that time of year again. When there's a chill in the air, lights twinkle on trees and visions of **SFX: DOGS BARKING** and **SFX: LIBERACE PIANO** dance through everyone's head. A time of family traditions with cookies baking, presents being wrapped and, of course, **SFX: TAP DANCING** and **SFX: MAUREEN MCGOVERN**.

In other words, it's time for the Baltimore Symphony Orchestra's Holiday Spectacular. And this year, the BSO Holiday Spectacular goes.....Vegas, baby. Get your tickets now by calling 410-783-8000 and get into the **SFX: FULL ORCHESTRA** of the holiday spirit.

LIVE TAG: 10

December 10th through the 19th at the Meyerhoff. Kids 12 and under are half price for matinees. To order, call 410-783-8000 or visit B-S-O music dot org. (TO BE READ IN ELVIS VOICE) - Thank you very much.

TV link

<https://www.youtube.com/watch?v=2cKu7tvC86s>



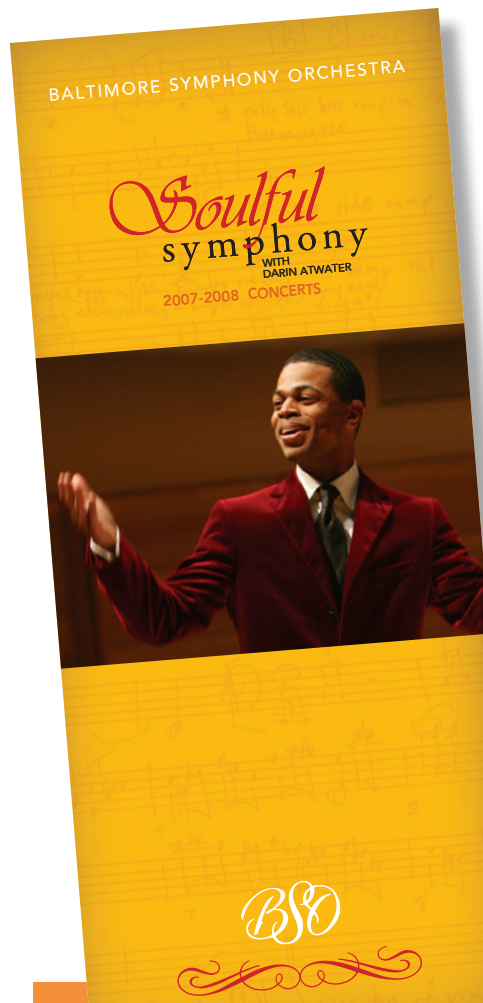
Theme: Vivaldi's Four Seasons

2005 Baltimore Symphony Gala
Invitation & Collateral Materials.



Theme: The Music & You

2006 Baltimore Symphony Gala
Invitation & Save the Date Postcard




WELCOME TO THE 2007-2008 SOULFUL SYMPHONY SEASON!

The 2007-2008 season of the Soulful Symphony promises to be unforgettable. Building on three wildly successful seasons, Conductor and Artistic Director Darin Atwater will again lead this 75-piece African American orchestra and chorus. Loved by audiences, Soulful Symphony's engaging combination of classical music, jazz, gospel and soul is sure to uplift and inspire you.

This season promises to be innovative and fresh while also building on past success. In December, Soulful Symphony opens the season with a Gospel Christmas program featuring everything you love about the holiday season, all with a Soulful twist. In January, an inspiring tribute to Dr. Martin Luther King, Jr. is featured as part of the State of Maryland's celebration of Dr. King's great impact. Beginning in February, the Soulful Symphony will present *Fresh Winds*, an exhilarating concert full of orchestral jazz, while *Say Amen Somebody* in May provides an energizing look at the work of a gospel great.

410.783.8000 BSOmusic.org

SOULFUL SYMPHONY

A Great Joy

Saturday, December 8, 8 pm
Darin Atwater, conductor
Soulful Symphony

Soulful Symphony opens with a joyful holiday program. The evening features a celebration of traditional Christmas music arranged with a gospel twist and showcases choral performance as well as featured soloists.

22nd Annual Tribute to Dr. Martin Luther King, Jr.

Tuesday, January 15, 8 pm
BSO and Soulful Symphony

As the country pays tribute to Dr. Martin Luther King, Jr., join Soulful Symphony and the BSO in remembering his life and legacy.

Fresh Winds

Friday, February 22, 8 pm
Darin Atwater, conductor
Soulful Symphony

Experience the world premiere of Darin Atwater's arrangement of Ravel's Pavane along with Duke Ellington's arrangement of Grieg's Peer Gynt Suite. The evening continues with David Baker's Jazz Suite for clarinet and symphony orchestra.

Say Amen Somebody

Saturday, May 3, 8 pm
Darin Atwater, conductor
Soulful Symphony

This program is sure to move you with a hand clappin', foot stompin' evening of gospel music featuring the work of Donald Lawrence, one of the genre's most prolific composers.

DON'T MISS THESE SPECIAL EVENTS

Only subscribers have the chance to purchase additional special events at a 10% discount.
Please Note: Soulful Symphony will not be performing at these events.

Ladysmith Black Mambazo

Wednesday, January 23, 8 pm

Join 2005 Grammy Award-winning Ladysmith Black Mambazo for this dynamic and unforgettable performance of traditional South African dance and a cappella harmony. It's been more than a decade since Paul Simon partnered with them on his Graceland album, but their fame is everlasting.

Gershwin's Rhapsody in Blue

Thursday, May 22, 8 pm
Friday, May 23, 8 pm

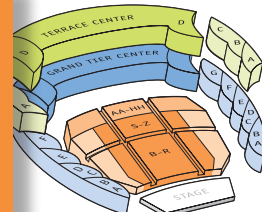
Hear *Rhapsody in Blue* the way Gershwin would have heard it in this special performance. The BSO and Music Director Marin Alsop team up with pianist Jean-Yves Thibaudet to perform Gershwin's beloved *Rhapsody in Blue*, heard in the original orchestration for the Paul Whiteman Band along with the composer's Concerto in F. The most famous jazz group of the 1920s, the Paul Whiteman Band originally commissioned *Rhapsody in Blue*, and this performance offers the chance to hear the work in a unique original light.

Beethoven's Ninth

Friday, June 20, 8 pm
Saturday, June 21, 8 pm
Sunday, June 22, 3 pm

Maestra Marin Alsop and the Baltimore Choral Arts Society conclude the 2007-2008 season in grand fashion with Beethoven's Symphony No. 9. Its unforgettable "Ode to Joy" melody will sound in your ears long past the performance. The program will also include the dynamic Concerto for Orchestra by American composer Joan Tower. An action-packed work, it will lead you on a journey through a range of emotions from sweeping intensity to heart-rending beauty.

TICKET INFORMATION



ORDERING IS EASY!

Option 1 Call: 410.783.8000
Option 2 Order online: BSOmusic.org
Option 3 Visit:
Joseph Meyerhoff Symphony Hall Ticket Office
1212 Cathedral Street, Baltimore, MD 21201-5545
Hours: M-F: 10 am-6 pm, Weekends: Noon-5 pm

SOULFUL SYMPHONY SERIES

Soulful Symphony (4 Concerts)

MAIN FLOOR ORCHESTRA			GRAND TIER		TERRACE	
Premier	Sides	Rear	Box*	Center	A-B-C	D&CTR
\$126	\$126	\$72	\$220	\$72	\$72	\$54

SPECIAL EVENT PRICE WITH SUBSCRIPTION

Add these amounts when your subscription. Prices reflect a 10% discount where applicable.

MAIN FLOOR ORCHESTRA			GRAND TIER		TERRACE	
Premier	Sides	Rear	Box*	Center	A-B-C	D&CTR
\$40	\$40	\$30	\$50	\$30	\$20	\$20
\$57	\$33.50	\$42.50	\$57	\$51.50	\$33.50	\$51.50
\$57	\$33.50	\$42.50	\$57	\$51.50	\$33.50	\$51.50

INDIVIDUAL TICKET PRICES

MAIN FLOOR ORCHESTRA			GRAND TIER		TERRACE	
Premier	Sides	Rear	Box*	Center	A-B-C	D&CTR
\$35	\$35	\$20	\$55	\$20	\$20	\$15
\$40	\$40	\$30	\$50	\$30	\$20	\$20
\$57	\$37	\$47	\$57	\$57	\$37	\$57
\$57	\$37	\$47	\$57	\$57	\$37	\$57

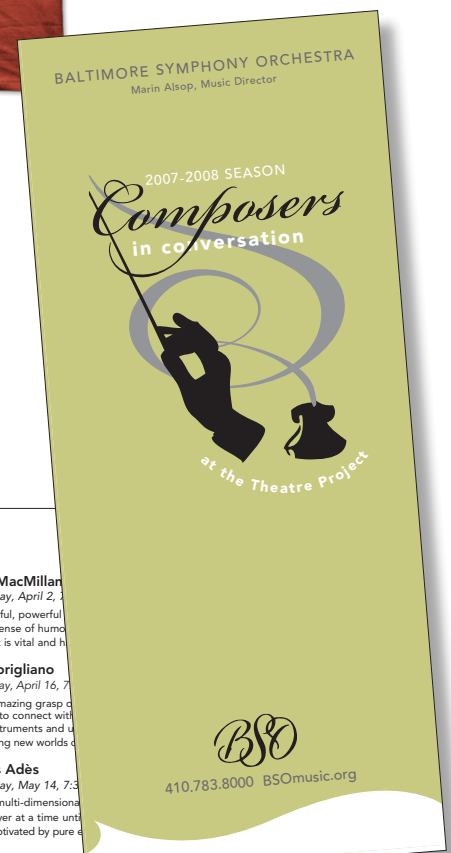
*Box seats A-B-C, D&CTR are subject to change.
*and artists are subject to change.

410.783.8000 BSOmusic.org

Groups of 15+ receive great discounts and exclusive benefits.
Call 410.783.8170 or email groups@BSOmusic.org



CD Tray Card



HEAR FROM THE MOST PROMINENT COMPOSERS OF OUR TIME...

Composers in conversation:
get the insider perspective.

Ever wondered what composers really think of their own music or what inspired them to create a particular piece? This season the Baltimore Symphony Orchestra is giving you the opportunity to answer those questions and more. Composers in Conversation will allow you to interact with some of the most influential composers of our time. In the intimate setting of the Theatre Project you can hear thoughts on their own compositions and learn about their lives behind the music.

All conversations will take place at the Theatre Project across from the Meyerhoff on Preston Street.

Attend all 9 for only \$90 or select your favorites for \$10 each!

Call 410.783.8000 or visit BSOmusic.org.

Groups of 15+ receive great savings and exclusive benefits. Call 410.783.8170 or email groups@BSOmusic.org

2007-2008 CONVERSATIONS

HK Gruber
Wednesday, October 17, 7:30 pm
Get to know HK Gruber, his voice, his sense of humor and sense of story when he discusses *Frankenstein!*
Hosted by Dale Keiger, Associate Editor of Johns Hopkins Magazine and The Johns Hopkins Publishing Group.

Aaron Jay Kernis
Wednesday, November 28, 7:30 pm
Inspired by 20th-century events, Aaron Jay Kernis explores a lush sound landscape, filled with melody and color.
Hosted by Marin Alsop.

Mark O'Connor
Wednesday, January 30, 7:30 pm
Mark O'Connor comes to composing from a performer's perspective. With a background in bluegrass and jazz, he has created his own unique voice in the world of symphonic music. Hosted by Marin Alsop.

Steven Mackey
Wednesday, February 6, 7:30 pm
Steven Mackey's driving rhythms, infectious grooves and melodic style are based on indigenous music from around the world including rock. Hosted by Marin Alsop.

Christopher Rouse
Wednesday, March 5, 7:30 pm
Unafraid to say the things we all feel, Christopher Rouse's music can be violent, desolate and tender all in the same piece. Hosted by Marin Alsop.

James MacMillan
Wednesday, April 2, 7:30 pm
A thoughtful, powerful and a terrific sense of humor, MacMillan's music that is vital and honest.

John Corigliano
Wednesday, April 16, 7:30 pm
With an amazing grasp of its power to connect with colors, instruments and a breathtaking new worlds.

Thomas Adès
Wednesday, May 14, 7:30 pm
Creating multi-dimensional off one layer at a time until Adès is motivated by pure color.

Joan Tower
Wednesday, June 18, 7:30 pm
An "athletic" composer, Joan Tower favors highly rhythmic, percussion-based writing that is immediate and visceral. Hosted by Marin Alsop.

Don't miss this once-in-a-lifetime opportunity to meet the composer!
Visit BSOmusic.org to see when these composers' works will be performed.

HK Gruber

Mark O'Connor

Steven Mackey

Thomas Adès

James MacMillan

John Corigliano

Joan Tower



Baltimore Symphony Musicians Masthead and Feature Graphic for Community Newsletter (Mailchimp)



Baltimore Symphony Musicians foodie event sponsorship ad

Background: In 2019, the BSO Musicians were locked out as a result of contract disputes. The musicians, P.R. counsel, and Anne Schulte led one of the most successful and widely recognized professional musician campaigns in the U.S. leading to new donors, a better working relationship with management, a five-year contract, and more personal connections to the larger Maryland community.

Baltimore Symphony Musicians Community Concert marketing that included print and social media ads, flyers and postcards





2020 Howard County Arts
Gala Program & Invitation Collateral.
(Postponed until August for a virtual event)

CELEBRATION SPONSORS

TITLE STAR \$10,000+

HOWARD BANK

SUSTAINING STARS \$5,000+

COPT
CORPORATE OFFICE
PROPERTIES TRUST

DLA PIPER

HOWARD COUNTY GENERAL HOSPITAL
JOINS HOPKINS MEDICINE

Howard Hughes

ELIZABETH & KEN LUNDEEN

M&T Bank
Understanding what's important®

STEPHEN TELLER

SUPPORTING STARS \$2,500+

CHESAPEAKE SHAKESPEARE COMPANY

JULIA T. KOVACS

RESIDENCES AT VANTAGE POINT
Connection • Community • Columbia

CAMEO STARS \$1,000+

Mary & Earl Amiger
Columbia Association
Davis, Agnor, Rapaport & Skalny, LLC
The DeCapite Group at
Morgan Stanley
Ellen Flynn Gilles
Harry H. Witzke's Family
Funeral Home
Julie Hughes Jenkins & Frank Jenkins

KatzAbosch
Freda Lee-McCann & Kevin McCann
Lowe Wealth Advisors
Phyllis & James L. Madachy
The Mall in Columbia
Mary Jo & Scribner Messenger
Mullitz-Gudelsky Family
Offit | Kurman
Toby & Hal Orenstein
Susan & Steven Porter

Brenda & Steve Poynt
Schochor, Federico & Staton, P.A.
Janet & Richard Schreibstein
Tracey Pullo Schutt
Sunrise Rotary Club of Ellicott City
Talkin & Oh, LLP
Holly H. Thomas, Esq.
Toby's Dinner Theatre
Sharonlee & Robert Vogel

FOOD SPONSORS

*Absolutely Perfect Catering**
Cilantro Cantina
Clyde's of Columbia | The Soundry
First Watch
Grille 620®
HCC Center for Hospitality & Culinary Studies
Indigo Indian Cuisine
Innovative Gourmet
Leelynn's Dining Room & Lounge
Lib's Grill
Mad Chef Kitchen & Bar
Maggiolino's Little Italy
Ranzul
Roggenart
Silver Diner
Tian Chinese & Korean Cuisine/
Korean Hope Church of MD
Tino's Italian Bistro
Wegmans

BEER & WINE

Union Craft Brewing
Lanterna Wines

★ 2019 Best Display Winners

MEDIA STAR

Anne Schulte and company

SPECIAL THANKS EXTRAS (\$500+ INDIVIDUAL & BUSINESS MEMBERS)

Lee Andersen & Al Scolnik
Backstage Dance Studio
Sue & Buddy Emerson
Janet & Neil Gordon
Cheryl & Bob Guth
HorseSpring Arts Gallery
Bach & Bob Jeffrey
Kevin Kelehan & Stacie Hunt
Kaleman Family
Ellen & Padraic Kennedy

Kids Dental Center
Mary & Bart Peitz
Charla & David Phillips
Rosenberg/Pelino
Barbara Russell
Lee & Steve Sachs
Caroline Seidman
Genevieve Speier
Adam & Christine Stull
The Vertical Connection

DONATIONS & SERVICES

Adventure Park USA
Arthur Murray Dance Center
in Columbia
B & O Railroad Museum
Baltimore Center Stage
Baltimore Choral Arts Society
Baltimore Museum of Art
Cazbar
Citron
Columbia Association
E.W. Beck's Restaurant and Pub
Everyman Theater
Ford's Theatre
House of Embroidery
Lauritzen Brick Oven Café
Lingapore Winecellars

Luray Caverns
Maryland Ensemble Theater
Maryland Science Center
Monster Mini Golf
The Mount Vernon Ladies' Association of the Union
Port Discovery Children's Museum
Rathskeller
River & Trail Outfitters
Sandy Spring Museum
Terrapin Adventures
Theater J
Turf Valley Resort
The Wine Kitchen on the Creek
Yoga Center of Columbia



Hippodrome Theatre Fund-Raising Collateral

Direct mail targeting Greater Baltimore individuals and businesses for donations to support the renovation of this historic 1914 property. Renamed The France-Merrick Performing Arts Center and located on Baltimore's West Side, this crown jewel continues to bring Broadway shows and world-class entertainment to the city.


*A jug of wine, a loaf of bread
and thy seat for free.*

William Shakespeare's
THE COMEDY OF ERRORS
and Moliere's **SCAPIN!**
JUNE 23-AUGUST 1
The Meadow at Evergreen
Museum & Library
4545 N. Charles Street
Baltimore, MD 21210

BUY ONE TICKET. GET ONE FREE.
See Shakespeare under the stars in The Meadow at Evergreen
Museum & Library.
Offer good through August 1, 2010. Present coupon at door to redeem offer.

 **BALTIMORE
SHAKESPEARE
FESTIVAL**

FOR INFORMATION, RESERVATIONS & TICKETS
410.366.8996
boxoffice@baltimoreshakespeare.org
www.baltimoreshakespeare.org



BALTIMORE
SHAKESPEARE
FESTIVAL

BUY ONE TICKET. GET ONE FREE.

Ticket prices are \$25 for adults, \$20 for seniors, and \$10 for students. Present your ticket stub at participating Hampden restaurants for special discounts for BSF patrons.

Offer good through December 31, 2010. Present coupon at door to redeem offer.


FOR INFORMATION, RESERVATIONS & TICKETS
410.366.8596 | boxoffice@baltimoreshakespeare.org | www.baltimoreshakespeare.org

FIVE ACTS

ELEVEN MURDERS

ONE MAN

RICHARD III



William Shakespeare's tale of unbridled ambition, set amidst the drama and excitement of a modern political campaign, comes to Baltimore this fall. Tickets are on sale now.

THURSDAY-SUNDAY, NOVEMBER 26-DECEMBER 19 @ 8pm
ST. MARY'S CHURCH | 3700 ROLAND AVE BALTIMORE, MD 21211

MARK YOUR 2017 CALENDAR

Aug. 1 – Oct. 27 Online Health Assessment
 Aug. 1 – Oct. 27 Fall Fitness Challenge
 Aug. 1 – Oct. 27 Biometric Screenings on Grounds
 Oct. 1 – Oct. 27 UVA Benefits Open Enrollment
 Oct. 11 Health and Benefits Expo at Newcomb Hall
 Oct. 12 Health and Benefits Expo at the Medical Center
 Visit www.hooswell.com and select "Hoo's Well Schedule" for more activities.

Bill and Michelle O'Hearn support each other goals by participating in Hoo's Well Fitness Challenges together.

POSSIBILITIES

UNIVERSITY OF VIRGINIA
 Hoo's Well UVA Health Plan Choose Well, Feel Good

Human Resources

Product Standard
 US Postage
 Paid
 Richmond, VA
 Permit No. 388

Nina Morris and Kyle Canady make walking meetings part of their work day.

hooswell.com
hooswell@virginia.edu
 434.982.0123

The Hoo's Well Fitness Challenges motivated Corbin School Professor Brent Wells to start a "Lunar Transformation" and lose weight.

Hoo's Well

2017-18 PROGRAM GUIDE

HEALTHY CHOICES EARN REWARDS

HELLO FROM HOO'S WELL

The UVA International Resource Center starts the day with a morning stretch.

We know that when you're at your best, you have the energy and focus to do your best work. That's why the University of Virginia offers Hoo's Well, a comprehensive employee wellness program. Whether it's trying out a new fitness class, managing a chronic condition, kicking an unhealthy habit, or starting a good one, Hoo's Well is here to help. No matter where you are on your wellness journey, we offer great programs to help you get healthy and stay healthy. Check out the Go-To Guide for more info about programs that meet your needs.

In addition to programs you can use year-round, Hoo's Well campaigns in the fall and spring give you the opportunity to earn rewards for taking healthy actions.

WHO'S ELIGIBLE

Employees and spouses on the UVA Health Plan are eligible to earn \$500 each for completing three steps toward good health.

All rewards will be paid in the UVA Health Plan subscriber's February 2018 paycheck. You must be on the UVA Health Plan and earning a paycheck at the time of payout. All rewards are considered taxable income.

PARTICIPATE AND EARN REWARDS

Step 1 Complete a Biometric Screening/ Physician Screening Form = \$200

SCREENING OPTIONS	WHEN	HOW
BIOMETRIC SCREENING UVA/WorkMed will conduct screenings at various locations on Grounds.	Have your screening on Grounds between Aug. 1 and Oct. 27, 2017.	Schedule your biometric screening appointment by visiting www.hooswell.com . Follow the link and instructions. Appointments are required.
OR		
PHYSICIAN SCREENING FORM You can use lab results from Aug. 1, 2016, to Oct. 27, 2017, instead of attending a screening.	Submit a completed Physician Screening Form with a copy of your lab work by Oct. 27, 2017.	Go to www.hooswell.com to print the Physician Screening Form. Follow the instructions on the form to submit.

You have between Aug. 1 and Oct. 27, 2017, to complete three steps.

Step 2 Complete an Online Health Assessment = \$100

ASSESSMENT	WHEN	HOW
Fill out a self-reported assessment with your health stats.	Complete your assessment between Aug. 1 and Oct. 27, 2017.	Go to www.myactivehealth.com/hooswell . Log in and on the left, select "Earn Your Rewards." Complete the health assessment. For help or to take your assessment over the phone, call 855.231.3715.

Step 3 Complete the Fall Fitness Challenge = \$200

FITNESS CHALLENGE	WHEN	HOW
Complete 52 workouts (7,000 steps or 30+ minutes per day equals one workout)*	Complete the challenge between Aug. 1 and Oct. 27, 2017.	Go to www.myactivehealth.com/hooswell . Log in and on the left, select "Earn Your Rewards." Track activity under the Fall Fitness Challenges. For assistance, call 855.231.3715.

*If you have a medical condition that makes you unable to complete the fitness challenge, contact us to discuss a reasonable alternative. You are encouraged to make your request by Sept. 28, 2017. Call 434.982.0123 or email hooswell@virginia.edu.

Life has its challenges.

ANNOUNCING THE ANNUAL Wahoo Fitness Challenge

Employees earning a paycheck and enrolled in the UVA Health Plan are eligible to earn \$200 from Jan. 19 through April 30, track 52 workouts of at least 30 minutes or 5,000 steps in one day. Rewards for the Wahoo Fitness Challenge will be included in the subscriber's July 2018 paycheck. But don't wait – sign up today. Visit www.myactivehealth.com/hooswell to find out more.

FREE Fitbit Zip for medical diagnosis on registered models for employees to track their progress.

Support UVA – UVA Hoo's Well's 12 minute 1000 steps challenge on Grounds.

Pop-up Fitness classes

Martial Sports

Dance

Cycling

Crash to LA training

Yoga

Swimming

UVA Health Plan

Earn \$200

MORE ENERGY

WEIGHT LOSS

BETTER SLEEP

MORE FLEXIBLE

2012-2017 University of Virginia, "Hoo's Well" Comprehensive Wellness Marketing

Direct mail, postcards, flyers, logos, web graphics, table tents, event and infographics are among the marketing materials that were written and designed in compliance with UVA's graphic guidelines. The overarching goal was to encourage biometric screening, healthy behaviors, weight loss, smoking cessation, etc., as well as signing up for health-oriented programs—all to maximize institutional savings with Aetna, the university's insurance provider.

E.5. Ability to prepare and adhere to budgets and production schedules. Below is one example of a production schedule for a recent project similar to one or more of those listed in this RFP.

Howard County Arts Council: “Save the Date” postcard, invite/sponsors card/carrier envelope/reply envelope and 24-page program. Digital printing. Project awarded August 9, 2019

“Save the Date” Postcard

Sept 17: design and layout due

Client input/ASCo. revisions made each round within 1.5 days/back and forth approximately 10-12 working days leading up to final approved document.

October 2: press-ready doc sent to printer

October 6: digital proof emailed to client

October 12: printed postcards delivered to client and to ASCo.

Invite/sponsors card/carrier envelope/reply envelope

December 4: Client uploads sponsor logos and assets in Dropbox. ASCo. verifies files are hi-res and usable within 2 days.

December 11: Design and layout for invite, sponsors card, reply card and reply envelope and carrier envelope sent to client for input. Several weeks for back and forth, tweaks and minor revisions.

January 2: Final Client committee responses and revisions

January 2: All revisions made and sent to client for review. Press ready docs prepared.

January 3: Sent to press

January 5: Online proofs reviewed and approved by client

January 12: Printed materials delivered to client

24-page Event Program

Early December-January 24: Design and development, Photoshop color balancing of provided imagery/ongoing file and partial layout sharing, back and forth with client.

January 24 - February 15: approximately 7 rounds of minor changes made until approved and made ready for press.

ASCo. typically makes revisions and emails revised PDFs with client within 1-2 days of notifications.

February 21: final approved program sign off

Event “title artwork” and design assets shared with client for slide presentation at event.

February 23: Press ready files sent to printer.

February 26: Online proof to client

7-10 working days to print and deliver to client.

Billing in thirds from signed proposal.

March 28 event (canceled unfortunately due to the pandemic)

Client chose the less expensive paper of two choices that resulted in \$600 under budget.

E.6. References provided are happy to discuss contractors experience, measured success, understanding of marketing for performing arts, and ability to adhere to a production schedule. References are arts organizations or not-for-profit organizations.

Stephanie Schuster

Development Manager
Howard County Arts Council
8510 High Ridge Road
Ellicott City, Maryland 21043
development@hocoarts.org
p. 410.313.ARTS (2787)
HC Arts Council Gala
Length of service: One year

Randall P. Whatley

President Cypress Media Group
PO Box 53198
Atlanta, GA 30355
770-640-9918
randy@cypressmedia.net
BSO musicians P.R. advisor
Length of service: Four years

Kim Patrick

President
Natirar, LLC
250 List Road
Palm Beach, FL 33480
Former Aetna V.P. in charge of
UVA Employee Insurance and Well-
ness programming “HoosWell”
Length of service: Five Years

X. 1. Cost of Services: hourly rates for services proposed. Rates shall include all overhead costs.

Anne Schulte, account executive, creative director, graphic designer

Project Oversight and Client Liason

Round 1: First input meeting/Concepts and Comprehensive Layouts/
Photoshop retouching-color balancing of imagery \$115 hour

Subsequent Rounds: Includes revisions after Round 1., additional meetings,
PDF(s) creation for ongoing reviews, correspondence \$85 hour

File preparation for press: \$75 hour

Royalty free imagery/illustration: every effort will be made to explore free or
cost effective means, if relevant to the assignment TBA

Original illustration: \$75 hour

Note: government mileage rate may apply if travel to GMU is involved.

Susan Ciaveralli, copywriter, proofreader, copyeditor

Round 1: First input meeting/Concepts, headlines, subheads/First copy round \$115 hour

Subsequent Rounds: Includes revisions, additional meetings, correspondence \$85 hour

Proofreading: Includes revisions, additional meetings, correspondence \$40 hour

Note: government mileage rate may apply if travel to GMU is involved.

Anne Schulte and Company Inc. is very accustomed to working within client budgets. We offer production recommendations that often save money when assignments are financially limited. Flexibility with hourly rates is possible and in cases with lower budget assignments.

XII. Proposal Preparation and Submission Requirements:

B.2. a.-c. Qualifications and Experience

See Statement of Needs pages 7-11 + Anne Schulte and Company Inc. Work Samples pages 12-20

XV. 1. Payment Terms/Method of Payment:

- ✓ **Option#3** - Net 30 Payment Terms. ASCo. will enroll in Paymode-X where all payments will be made electronically to the ASCo.'s bank account.