



EVERGIB

GMU-1692-21 PROPOSAL

PREPARED FOR GEORGE MASON UNIVERSITY

December 7, 2020



2414 GROVE AVENUE, RICHMOND, VA 23220 | 804.475.9988 | EVERGIB.COM

EVERGIB is a certified Small, Micro and Woman-owned business as certified by SWaM, and recognized by the Virginia Department of Small Business & Supplier Diversity (SBSD).

XII. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

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SECTION ONE

1. Procedural Information

- a. Signed Cover Page
- b. Attachment A: Small Business Subcontracting Plan
- c. Payment Preference





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.

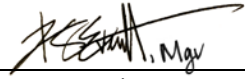
Name and Address of Firm:

Legal Name: EVERGIB

Date: December 7, 2020

DBA: _____

Address: 2414 Grove Avenue

By: 
Signature

Richmond, VA 23220

FEI/FIN No. 47-4327070

Name: Rachel Scott Everett

Fax No. _____

Title: Manager

Email: hello@evergib.com

Telephone No. 804-475-9988

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

SWaM Certification Number: 809570

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: EVERGIB

Preparer Name: Rachel Scott Everett **Date:** December 7, 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: 809570 Certification Date: March 2, 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: _____



XV. PAYMENT TERMS / METHOD OF PAYMENT

Option #1 - Payment to be mailed in 10 days - Mason will make payment to EVERGIB under 2%/10 Net 30 payment terms. Invoices should be submitted via email to the designated Accounts Payable email address which is acctpay@gmu.edu.

The 10 day payment period begins the first business day after receipt of proper invoice or receipt of goods, whichever occurs last. A paper check will be mailed on or before the 10th day.



SECTION TWO

2. Qualifications & Experience

- a. Description of Experience Providing Similar Services
- b. Personnel Names, Qualifications and Experience
- c. Personnel Resumes



DESCRIPTION OF PROVIDING SIMILAR SERVICES



EVERGIB is the nomadic creative studio of seasoned creative professionals and VCU Brandcenter alumni, Rachel Scott Everett and Brian Gibson, specializing in strategically led advertising and branding.

In the evolving communications landscape, we recognized an opportunity to partner with agencies and clients to establish a mutually-beneficial working relationship based on adaptability, transparency, and personalized attention. Our intentionally small model means streamlined communications, greater efficiency, and increased productivity.

Capabilities include Brand Strategy, Logo & Visual Identity, Story & Messaging, and Print & Digital Design with specific category experience in Travel / Hospitality, Lifestyle, Education, Finance, and Non-Profit.

Past and current education clients we've worked with include the VCU School of Business, Collegiate School, Richmond Montessori School, and The Association of Boarding Schools (TABS).



Rachel Scott Everett
EVERGIB Co-Founder & Creative Director
Art & Copy



Primary Roles

Strategist

Copywriter

Project Manager

Biography

Rachel's career began at Deutsch LA where she was a key player in winning the Old Navy business, while working on national accounts including DirecTV, Coors Light, and California Cheese. During this time, she was honored as one of 12 finalists for the Clio Awards Future Gold. At McCann New York, she headed up a star-studded, integrated campaign for Kohl's featuring rock legend Lenny Kravitz. At a luxury/lifestyle agency in Las Vegas, she and Brian teamed up professionally to create the global brand launch campaign for Baha Mar, a \$3.5B resort in the Bahamas.

As a hybrid creative, Rachel considers every aspect of communication to get to the heart and soul of a brand. She strives to discover those unique, desirable aspects that create an emotional connection with people. A champion of big ideas and the power of storytelling, she believes advertising can be as effective as it is beautiful.

Miscellany

Since 2016, Rachel has leveraged her expertise to raise awareness of, and advocate for, women's rights and social equality. She was recently honored as one of Virginia's "Agents of Change" for her work with Women's March and featured in a special exhibit at the Virginia Museum of History & Culture, *Agents of Change: Female Activism in Virginia from Women's Suffrage to Today*. Rachel is a certified yoga instructor, wine aficionado, and loves to dance any chance she gets.



Brian Gibson
EVERGIB Co-Founder & Creative Director
Art & Design



Primary Roles

Art Director

Graphic Designer

Web Developer

Biography

Brian's career has spanned from being a jack-of-all-trades at a startup in Venice, California to heading up the creative duties, alongside Rachel, for the global brand launch of Baha Mar Resort in the Bahamas. He's worked on national accounts such as Oroweat, Entenmann's, Scotts, and Atlantis Resort, and his work has been seen on the Academy Awards, in a takeover of New York Penn Station and internationally in Macau, China and the Philippines. Brian's broad range of skills allows him to tackle most any creative project from concept to execution.

A hard worker with meticulous attention to detail, Brian strives to create work that's well-crafted and backed by solid conceptual thinking. From POS and packaging, to websites and events, to print, tv and digital advertising, Brian takes a hands-on approach, realizing the opportunities in every piece of communication no matter the medium.

Miscellany

Brian's first job out of college was Assistant Brewmaster at a startup micro-brewery in North Carolina. He ultimately pursued a career as a creative professional, but continues to home brew – his favorite style is English ESB. Brian's nano brewery's packaging design for Gibson Brewing Co. is featured in HOW's *Cool Beer Labels: The Best Art & Design from Breweries Around The World*. Brian is an accomplished hot sauce maker, amateur chef, and recognized BJCP certified beer judge.



Rachel Scott Everett

2414 Grove Avenue, Richmond, VA 23220 | 804-475-9988 | rachel@evergib.com | evergib.com

EXPERIENCE

EVERGIB - RICHMOND, VA

Co-Founder & Creative Director / Art & Copy | 2015-present

A nomadic creative studio specializing in strategically led advertising and branding.

Currently working with national and regional agencies and clients on new business pitches, brand launches, ad campaigns, and integrated initiatives from concept to execution.

SK+G - LAS VEGAS, NV

Creative Director / Copywriter | 2012-14

A premier leisure, luxury, and lifestyle marketing and branding agency.

Headed up creative duties for multiple travel/hospitality, luxury, and lifestyle accounts, including the global launch of Baha Mar, a \$3.5B mega-resort in The Bahamas, and oversaw a team of art directors, writers, and designers.

CRAMER-KRASSEL - NEW YORK, NY

Senior Art Director | 2009-10

The second-largest independent U.S. advertising, integrated marketing and communications agency.

Managed and developed seasonal fashion/lifestyle campaigns for Burlington that positioned the company as more than a “coat factory” to successfully create new marketing and sales opportunities.

MCCANN - NEW YORK, NY

Senior Copywriter | 2007-09

A leading global marketing services company with an integrated network of ad agencies worldwide.

Managed and developed seasonal fashion/lifestyle campaigns for Kohl's including the “Love Revolution” initiative, promoting exclusive brands through partnerships with artists such as rock legend Lenny Kravitz.

DEUTSCH - LOS ANGELES, CA

Art Director / Copywriter | 2003-06

A multi-disciplinary marketing communications, advertising, design and digital agency.

Worked as a hybrid creative for national and regional clients; served as a key player in winning the Old Navy business, and developed strategic campaigns to transform the discount retailer into trendsetting fashion outlet.

EDUCATION

VCU BRANDCENTER - RICHMOND, VA

MS: Mass Communications / Advertising; Focus: Art Direction

JAMES MADISON UNIVERSITY - HARRISONBURG, VA

BA: Communications / Public Relations; Minor: French

WANDERS

Anguilla, Argentina, Australia, Austria, Bahamas, Belgium, Bolivia, Bosnia-Herzegovina, Brazil, Bulgaria, Cambodia, Chile, China, Costa Rica, Croatia, Czech Republic, England, France, Germany, Greece, Guatemala, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Italy, Japan, Kenya, Laos, Macau, Malaysia, Mexico, Monaco, Morocco, Nepal, Netherlands, New Zealand, Peru, Poland, Portugal, Romania, Saint Barthélemy, Saint Martin, Scotland, Serbia, Sicily, Singapore, Slovenia, South Africa, South Korea, Spain, Switzerland, Thailand, Turkey, Uganda, United Arab Emirates, Uruguay, USA, Vietnam



Brian Gibson

2414 Grove Avenue, Richmond, VA 23220 | 804-475-9988 | brian@evergib.com | evergib.com

EXPERIENCE

EVERGIB - RICHMOND, VA

Co-Founder & Creative Director / Art & Design | 2015-present

A nomadic creative studio specializing in strategically led advertising and branding.

Currently working with national and regional ad agencies and clients on new business pitches, brand launches, ad campaigns, and integrated initiatives from concept to execution.

SK+G - LAS VEGAS, NV

Creative Director / Art Director | 2012-14

A premier leisure, luxury, and lifestyle marketing and branding agency.

Headed up creative duties for multiple travel/hospitality, luxury, and lifestyle accounts, including the global launch of Baha Mar, a \$3.5B mega-resort in The Bahamas, and oversaw a team of art directors, writers, and designers.

ML ROGERS - NEW YORK, NY

Senior Art Director | 2008-10

A boutique, full service advertising agency later acquired by Dentsu, Inc.

Acted as creative lead on a variety of projects and new business pitches including national and international campaigns for Atlantis (The Bahamas), Blistex, Checker's, Scotts Miracle-Gro, and Stridex.

BLACK LAB - LOS ANGELES, CA

Senior Art Director | 2003-06

A privately-owned marketing, advertising and production start-up agency.

Served as sole creative under the Founder / ECD and helped to win the national Oroweat account; conceptualized and executed work for national brands such as Entemann's, Heal The Bay, Humane Society and RockWorks.

KALIS & ASSOCIATES - LOS ANGELES, CA

Art Director / Designer | 2003

A multi-disciplinary advertising agency specializing in packaged goods and retail.

Worked in the creative department on regional and national clients such as LA Farmer's Market and Stagg Chili.

EDUCATION

VCU BRANDCENTER - RICHMOND, VA

MS: Mass Communications / Advertising; Focus: Art Direction

WAKE FOREST UNIVERSITY - WINSTON-SALEM, NC

BA: Psychology / Fine Arts

WANDERS

Anguilla, Argentina, Australia, Austria, Bahamas, Belgium, Bolivia, Bosnia-Herzegovina, Brazil, Bulgaria, Cambodia, Chile, China, Costa Rica, Croatia, Czech Republic, England, France, Germany, Greece, Guatemala, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Italy, Japan, Kenya, Laos, Macau, Malaysia, Mexico, Monaco, Morocco, Nepal, Netherlands, New Zealand, Peru, Poland, Portugal, Romania, Saint Barthélemy, Saint Martin, Scotland, Serbia, Sicily, Singapore, Slovenia, South Africa, South Korea, Spain, Switzerland, Thailand, Turkey, Uganda, United Arab Emirates, Uruguay, USA, Vietnam



SECTION THREE

3. Methodology

- a. Approach to Providing Services
- b. What, When and How Services Are Performed



APPROACH TO PROVIDING SERVICES

We believe our unique approach, merging strategic thinking with well executed creativity, leads to work that makes an impact and gets results.

Our creative process begins with an in-depth discovery session to kick off our new partnership. In a thorough discussion with your team, we learn more about your organization – who you are, what you're about, and what you want to achieve. This allows us to become fully immersed in your brand, view your business holistically, and establish an integrated approach to better define, understand, and promote your marketing goals.

For every initiative, we work with select team members to identify how best to translate your needs and insights into actionable items. This is a collaborative effort that relies on the historical knowledge and expertise of the client to help inform the overall direction of the project. We'll want to discuss the competitive landscape and examine best practices to ensure our work will stand up to, and surpass, other creative in the sector.

Together, we develop a creative brief which serves as the strategic framework for the specific deliverables. This unifying document is what all parties agree upon, and refer to, throughout the life cycle of the project and must be completed and approved before any work begins. Typically, the creative brief includes: a company overview, project objective, target audience, key insight, solution (single minded thought), reasons to believe, tone/manner and call-to action.

We propose the following services for your consideration and have outlined our approach in the following pages:

A. CREATIVE DESIGN

C. COPYWRITING, PROOFREADING AND COPYEDITING

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



Creative Design

Design has the power to attract people to your brand and shape perceptions. Done well, it conveys professionalism, instills trust, and makes a lasting impression. With a focus on authenticity, our organic design process brings a simplified, elevated aesthetic to everything we create.

Design projects offer opportunities for continued promotion of your brand across multiple channels to sustain awareness, relevance, and effectiveness. Taking the client lifecycle into consideration, we can help identify any and all possible touchpoints and recommend specific design deliverables your business might benefit from. Alternatively, if creative needs have previously been determined, we can move straight to execution.

For this service, we understand deliverables will include, but are not limited to:

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.

Creative direction of all materials will meet quality standards and be consistent with the brand's marketing strategy, brand identity, communications platform, and other extant materials. Depending on the initiative and medium, additional branded graphic elements and/or messaging may need to be developed.

For printed materials and production, we can make recommendations on trusted third party vendors and are available to oversee the process, including project management. Ongoing ideation sessions and consultations are also available on an as-needed basis or retainer fee.



Copywriting, Proofreading, and Copyediting

How you say something is just as important as what you say. For communication to resonate, it must be clear and engaging. We immerse ourselves in your brand and develop copy with a distinct voice and tone to convey your messaging with honesty and purpose.

Building on the established brand positioning, we work with existing content, or start anew, and organize it in a logical, compelling manner that motivates people to read on. We ensure what we communicate is not only accurately expressed, but captivates the audience(s) and thoughtfully reflects your unique brand personality.

For this service, we understand deliverables will include, but are not limited to:

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.

Creative direction of all materials will meet quality standards and be consistent with the brand's marketing strategy, brand identity, communications platform, and other extant materials.

If an entirely new approach to your story and messaging is needed, we meet with select team members to discuss strategic goals and flesh out areas of focus. From there, we conduct a content assessment and (re)organization of any existing long format copy, typically for a website or overview brochure, as those mediums contain the most comprehensive, detailed information of your brand.

All copy we create helps to inform the structure of future communications with specific branded language that can be applied to other marketing outreach initiatives. Naming, tagline/headline development, and consultations are also available on an as-needed basis or retainer fee.



Graphic design for the College of Visual & Performing Arts (CVPA)

Please refer to the Creative Design on Page 11 of this proposal for our approach to this service. We will 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.

For this service, we understand deliverables will include, but are not limited to:

1. Design: EVERGIB shall work with CVPA personnel throughout the design process for each of the items that will be designed for CVPA. Examples of these items are listed below. EVERGIB may be required to provide a number of pre-design concepts as determined by CVPA. EVERGIB 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 EVERGIB to create final design that will be submitted to CVPA for approval.
2. Production Work: EVERGIB 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.

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



(continued)

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

Please refer to the Creative Samples on the following pages as proof of our ability to provide services, measurable success and experience for arts organizations and not-for-profit organizations as identified in letter E above.

Specifically, our work for Richmond Ballet, GreenSpring International Academy of Music and West End Academy of Dance demonstrates a thorough understanding of marketing the performing arts. With each of these clients, we were tasked with the development of creative services, including preparation and adherence to budgets and production schedules. An example of a production schedule is included with our work for the VCU School of Business.

Please refer to the References, after the Creative Samples, for a list of current and former clients. Included are contacts from arts organizations and not-for-profit organizations who can discuss our experience, measured success, understanding of marketing for performing arts, and ability to adhere to a production schedule.



4. Creative Samples

This section includes the following case studies:

- VCU School of Business
- Collegiate School
- The Mom Complex
- Richmond Ballet
- GreenSpring International Academy of Music
- West End Academy of Dance





About

The VCU School of Business, located in Richmond, Virginia, created the Investors Circle as a way to recognize donors who continually support the globally-ranked business school. Members are given access to exclusive events such as lectures and fireside chats with notable community speakers. We created a professional, elevated rebrand for the Investor Circle to give the organization the prestige it deserves.

Role

Creative Studio

Services

Logo & Visual Identity, Story & Messaging, Design, Consulting

Situation

Elevate fundraising efforts to attract new donors.

Solution

With its new contemporary image, the Investors Circle brand has gained relevance in a way that's particularly fresh and unexpected for a business school. The streamlined aesthetic is consistent with the School's style guidelines and the brand mark using the "IC" initials melds well with the *Creativity at Work* slogan.

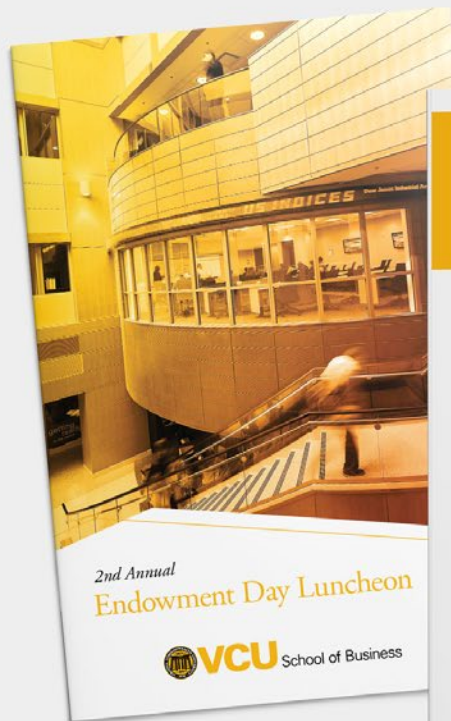
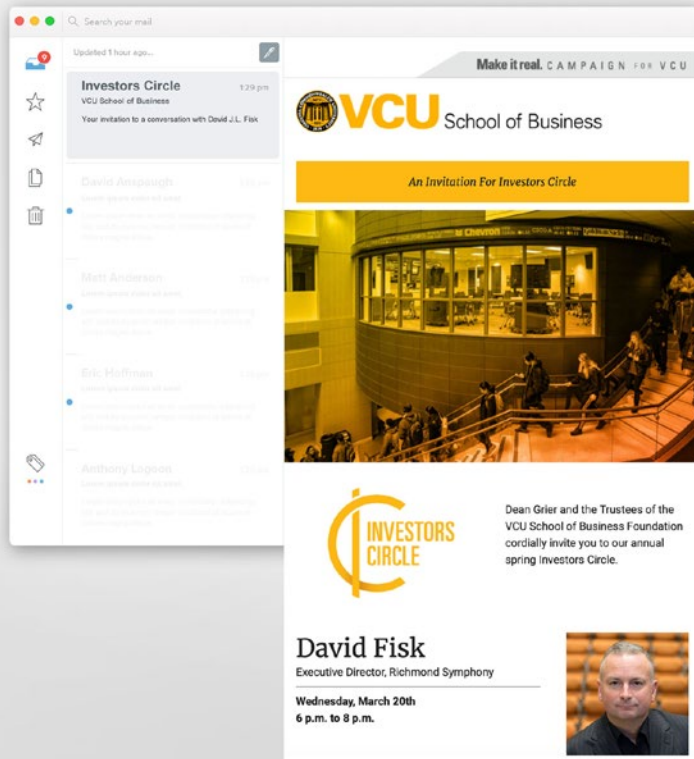
Results

The rebrand of the Investors Circle has helped elevate the initiative, enticing current and potential donors to maintain, and in some cases, increase donations to the VCU School of Business. Recognition levels start at the Associate level with a gift of \$1,000 up to the Chairman with a gift of \$25,000 up.











EVERGIB	CLIENT: VCU School of Business Foundation	VCU
	PROJECT: VCU SOB Marketing Schedule 2019	
☎ EVERGIB.COM ✉ hello@evergib.com ☎ +1 (804) 475-9988 / 475-9950 📍 2414 Grove Avenue, RVA 23220	NOTES: _____ _____ _____ _____	

VCU SCHOOL OF BUSINESS MARKETING SCHEDULE 2019

015 VCU School of Business Holiday Card

Aug 26-Sept 16	Creative Development
Sept 17 (Tues)	1st Review
Sept 18-Oct 2	Revisions
Oct 3 (Thurs)	2nd Review
Oct 4-17	Revisions (if necessary)
Oct 18 (Fri)	Final Review, Sign off & File Preparation; Mailing Data Due
Week of Nov 18	Final Delivery & Hand Signatures
Week of Dec 2	Mail-Out Date

016 VCU School of Business Endowment Day Invite

Aug 19-20	Creative Revisions
Aug 20 (Tues)	Final Review, Sign off & File Preparation; Mailing Data Due; Files to Printer
Week of Aug 26	Proof Review
Week of Sept 2	Mail-Out Date

017 VCU School of Business Endowment Day Program

Week of Sept 9	Client to supply all content and copy
Week of Sept 16	Creative Development / 1st Review / Creative Revisions (if needed)
Week of Sept 23	Final Review, Sign off & File Preparation; Mailing Data Due; Files to Printer
Week of Oct 7	Final Delivery

018 VCU School of Business Investors Circle Fall Save The Date

Week of Sept 9	Client to supply all content and copy / 1st Review / Creative Revisions (if needed)
Week of Sept 16	Final Review, Sign off & File Preparation; Mailing Data Due; Files to Printer
Week of Sept 23	Mail Drop Date

019 VCU School of Business Investors Circle Fall Program

Week of Sept 23	Client to supply all content and copy
Week of Oct 7	1st Review / Creative Revisions (if needed)
Week of Oct 21	Final Review, Sign off & File Preparation; Mailing Data Due; Files to Printer
Week of Nov 11	Final Delivery

Collegiate School

About

Collegiate School is a college preparatory independent school for boys and girls, grades JK-12, located in Richmond, Virginia. As a nonprofit institution, Collegiate relies heavily on grants, endowments and individual donations. Fundraising is a critical component of their operations. Over the years, we've developed a wide array of marketing materials to connect with their devoted network of parents, alumni, and friends.

Role

Creative Studio

Services

Concept Development, Story & Messaging, Art Direction, Design, Consulting

Situation

Strengthen marketing initiatives to inspire fundraising.

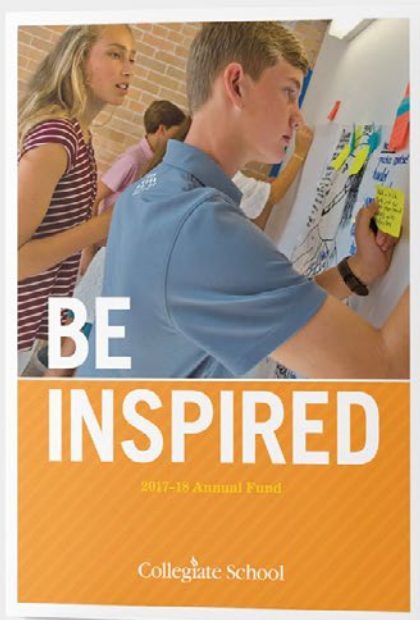
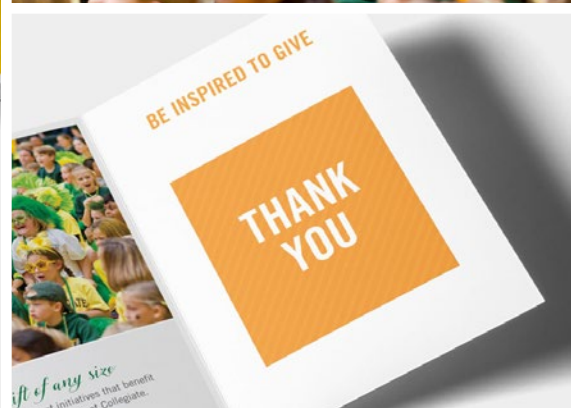
Solution

Leveraging school insights, we create conceptually-driven, highly visual work with content that educates and inspires action. From thematic Annual Fund campaigns to one-of-a-kind direct mail pieces, we serve as an in-house creative studio that delivers innovative work that gets results.

Results

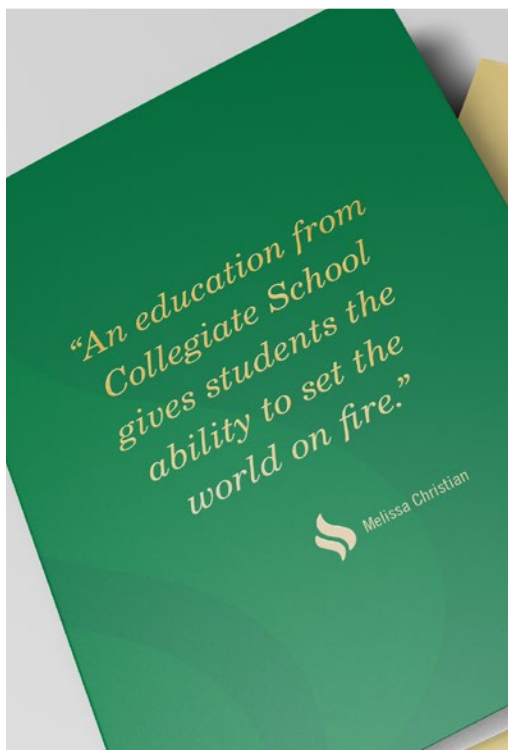
Since our relationship began, Collegiate School has successfully raised over \$1 million in its Annual Fund each year to support the school's growing program needs, a testament to the power of compelling communications and consistent engagement. Gifts to the Annual Fund range from \$25 to \$50,000.













THE MOM COMPLEX

About

The Mom Complex is a strategic consulting company that works with Fortune 500 companies to help them develop products, services and experiences that better connect with moms all over the world. Bridging power and femininity, we landed on a fresh, no-nonsense look for The Mom Complex to better represent their bold, innovative approach to brand research.

Role

Creative Studio

Services

Brand Strategy, Logo & Visual Identity, Story & Messaging, Website & Digital, Design

Situation

Reinvigorate a Fortune 500 consultancy.

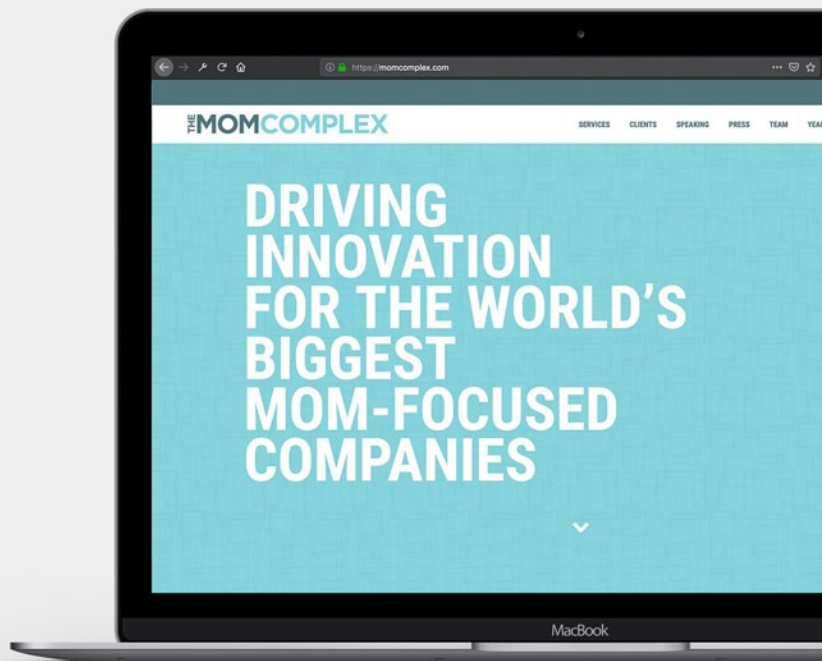
Solution

The new logo, visual identity and responsive website includes a color palette to help organize and distinguish the company's proprietary offerings. The new messaging and design aesthetic were applied to a suite of marketing materials including a branded sales kit with custom graphics, proposal template, sell sheets, e-newsletter and presentation deck. We reworked content and simplified language to provide a clearer understanding of their capabilities, which elevated the brand to a whole new level of credibility.

Results

After the website went live, The Mom Complex noticed a significant improvement in their project acquisition process. Upon initial contact, clients were better informed, more engaged and often ready to take the next step, saving time for both parties. The Mom Complex continues to be featured in publications such as *Fast Company*, *The Wall Street Journal*, *The Huffington Post* and *Working Mother Magazine*.

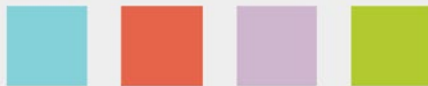




LOGO

**THE MOM
COMPLEX**

PRIMARY COLORS



SECONDARY COLORS



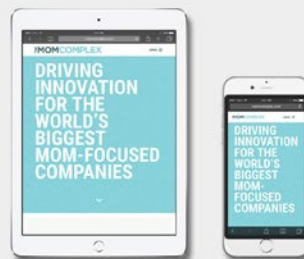
TERTIARY COLORS



WALLPAPERS



WEBSITE



COLLATERAL

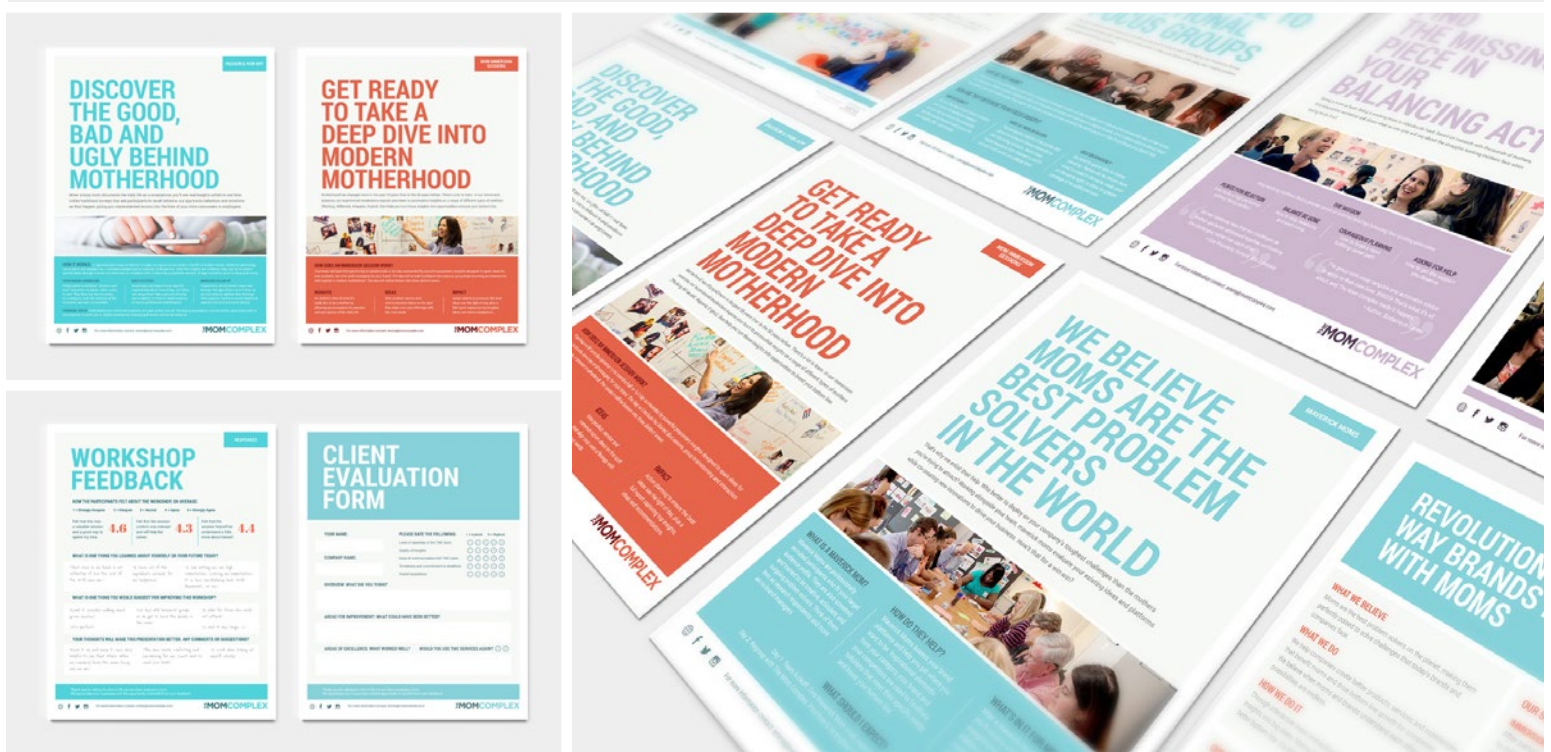


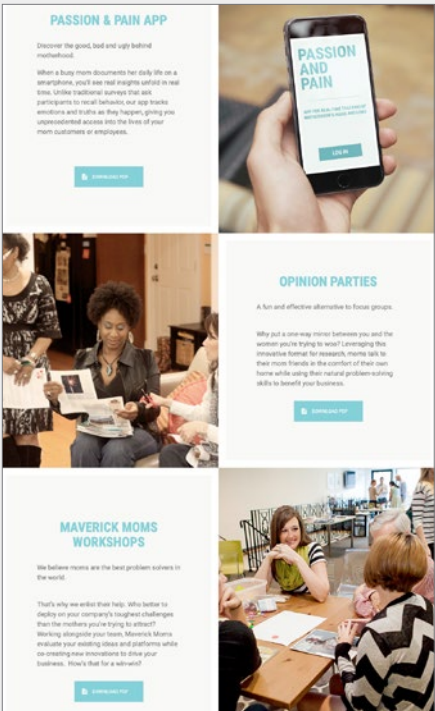
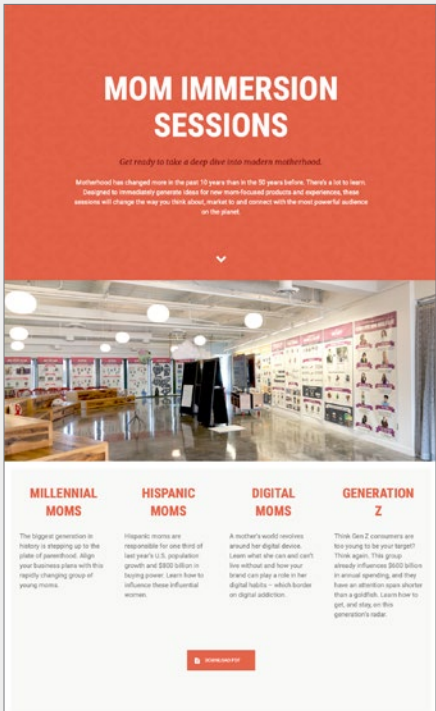
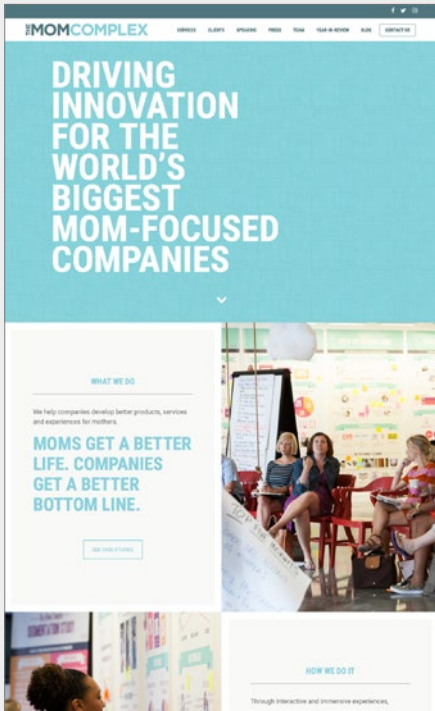
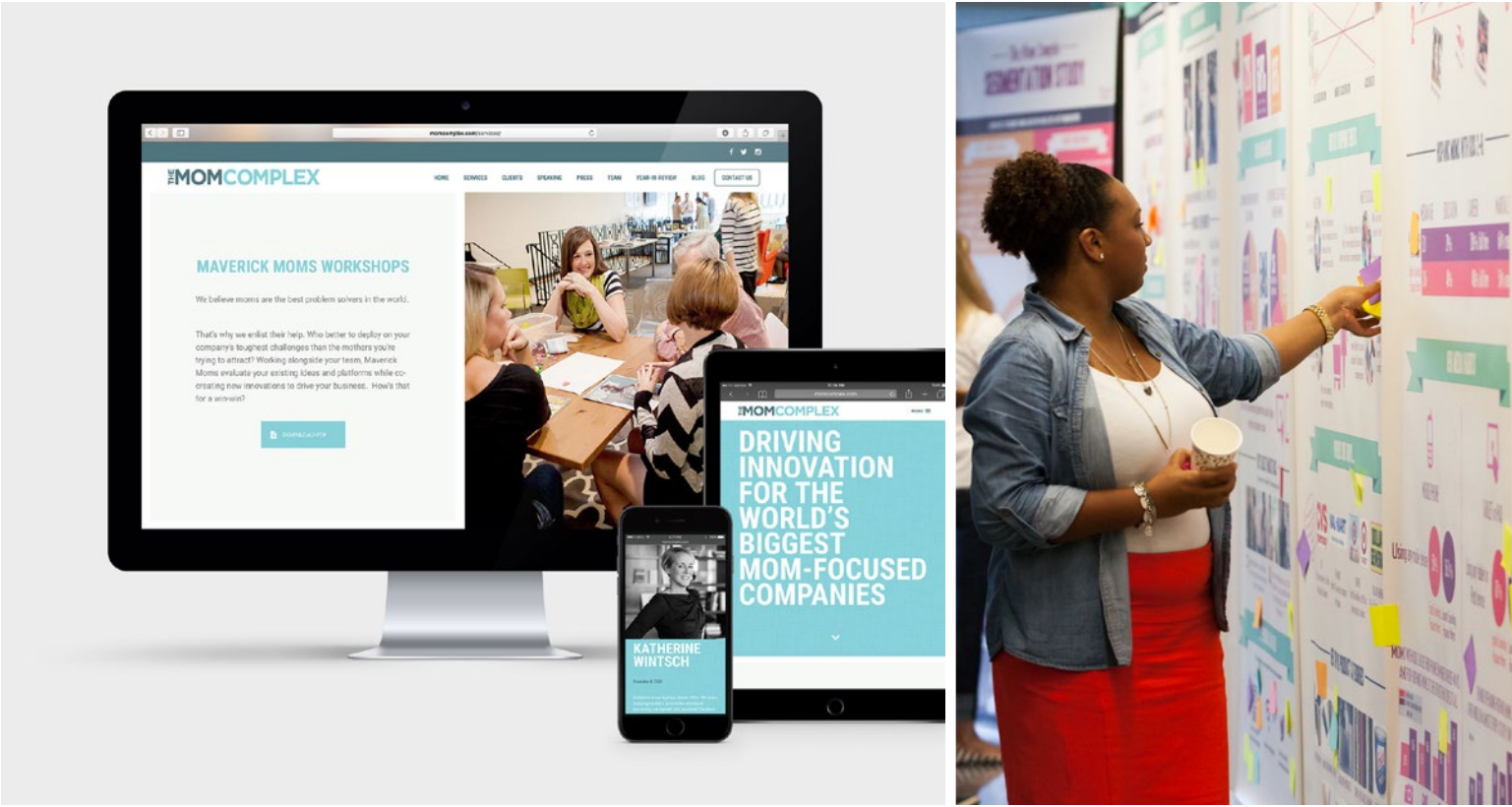
TYPOGRAPHY

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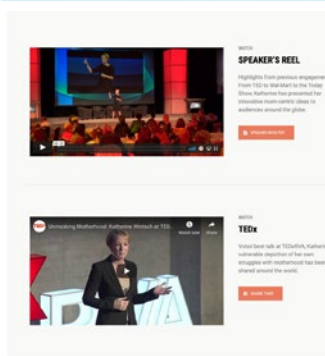
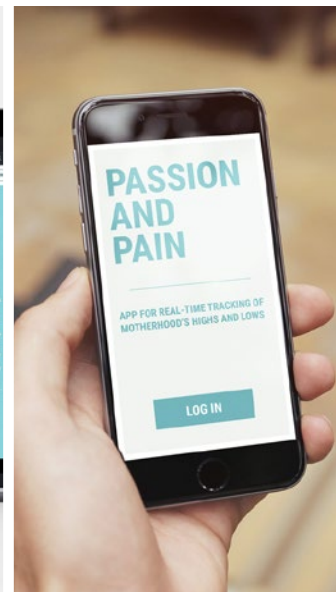
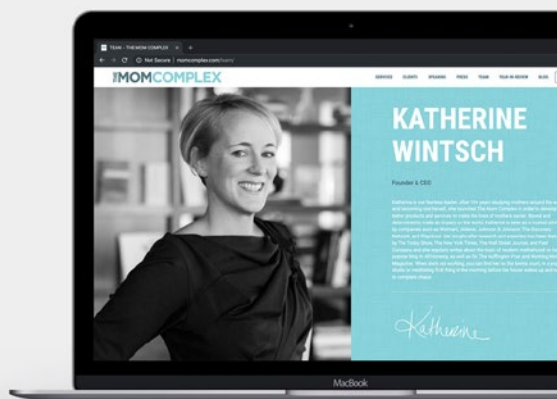
**Text: Roboto
abcdefghijklmnopqrstuvwxyz**







WE BELIEVE
MOMS ARE THE
BEST PROBLEM
SOLVERS
IN THE WORLD



GET READY
TO TAKE A
DEEP DIVE INTO
MODERN
MOTHERHOOD

FIND
THE MISSING
PIECE IN
YOUR
BALANCING ACT

CAREER FULFILLMENT WORKSHOP

Based on research with thousands of mothers, this interactive workshop will share what no one else is willing to say about the struggles working mothers face when trying to do it all.

DOWNLOAD PDF





About

Richmond Ballet, The State Ballet of Virginia, is a world-class performing arts organization with a mission to awaken and uplift the human spirit. We developed their brand story and redesigned their website to better reflect their positioning as a premier dance company and school. Building off the recent rebrand, we created an engaging, elevated visual presence that solidifies the organization's renowned status in the international ballet world.

Role

Creative Studio

Services

Brand Strategy, Story & Messaging, Website & Digital, Design

Situation

Bring grace and beauty to the state ballet's online presence.

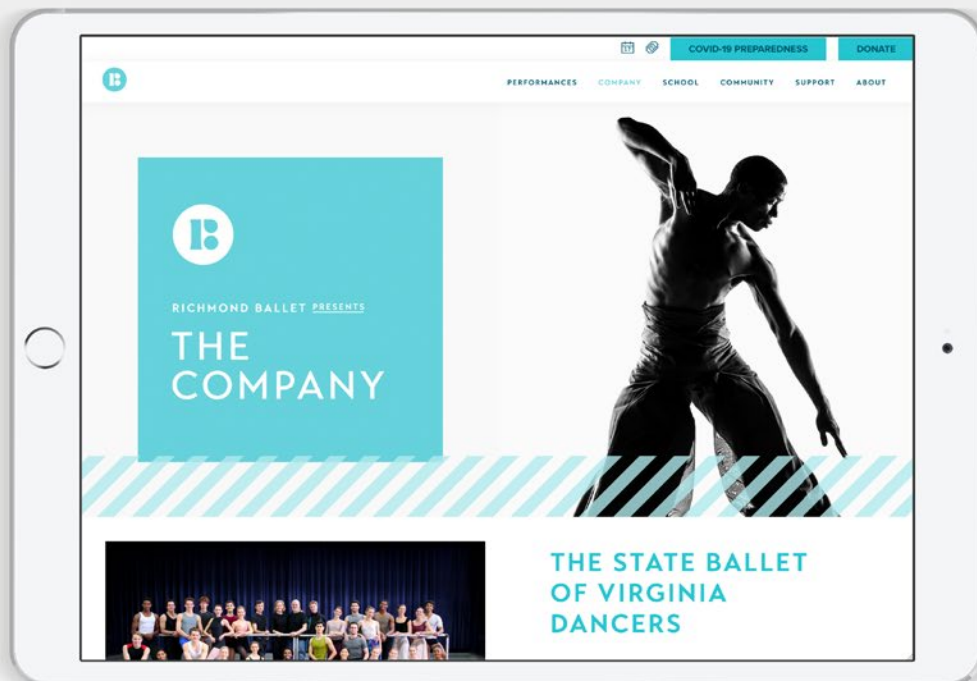
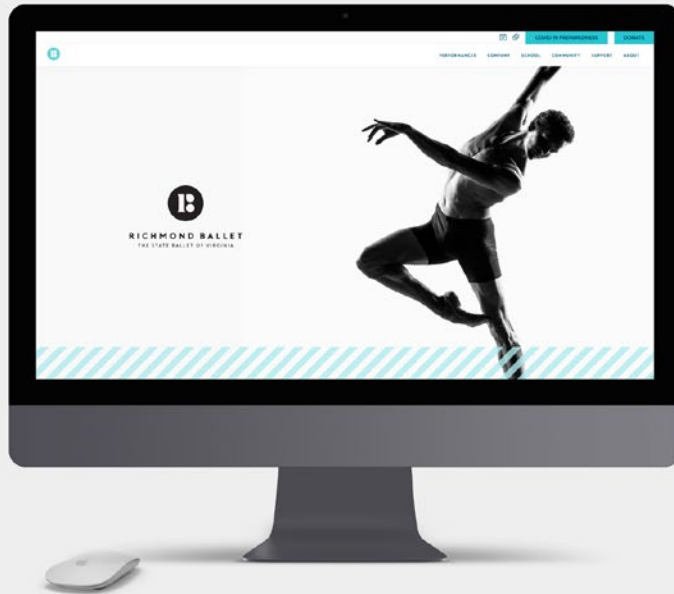
Solution

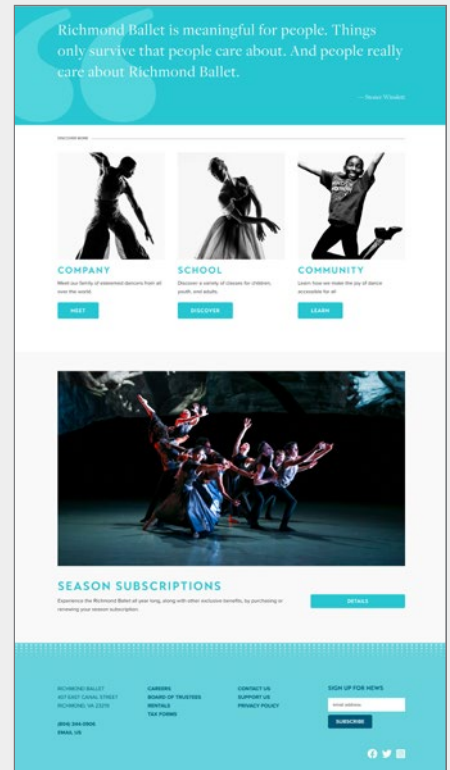
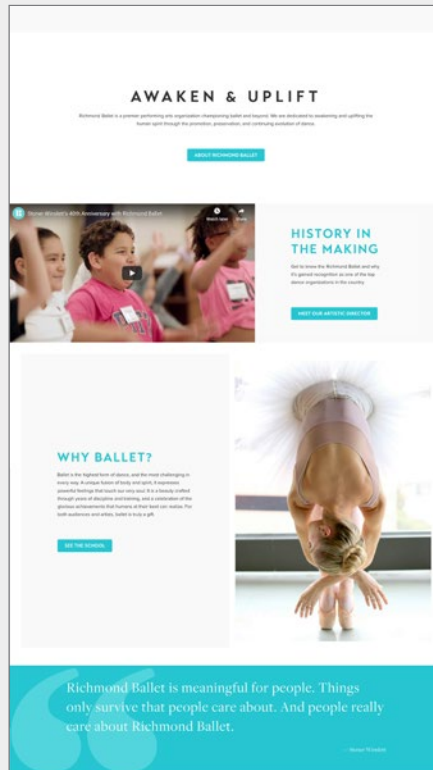
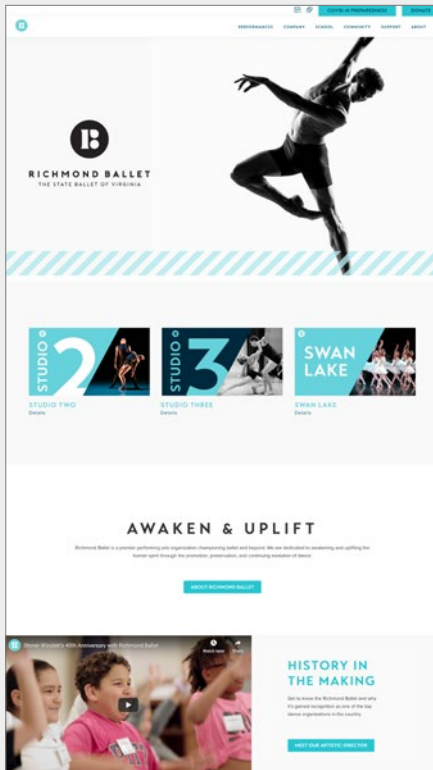
Leveraging the Ballet's extensive rebranding assets, we infused the digital space with a palette of patterns, graphic elements, and dynamic imagery. This unique aesthetic was merged with a compelling brand story highlighting the interconnectedness of Richmond Ballet and The River City. Both entities are grounded in traditions of the past, but also make space for forward-thinking ideas. This dichotomy of old/new, past/future, and traditional/modern creates an identity that is wholly unique to both Richmond, and subsequently, Richmond Ballet. It is history is in the making.

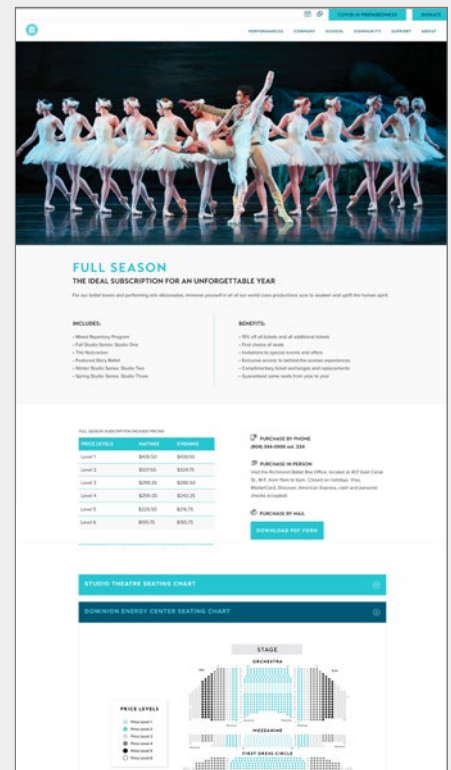
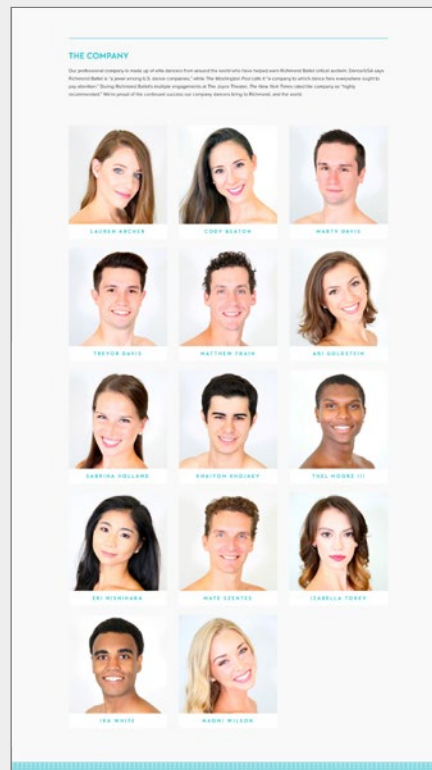
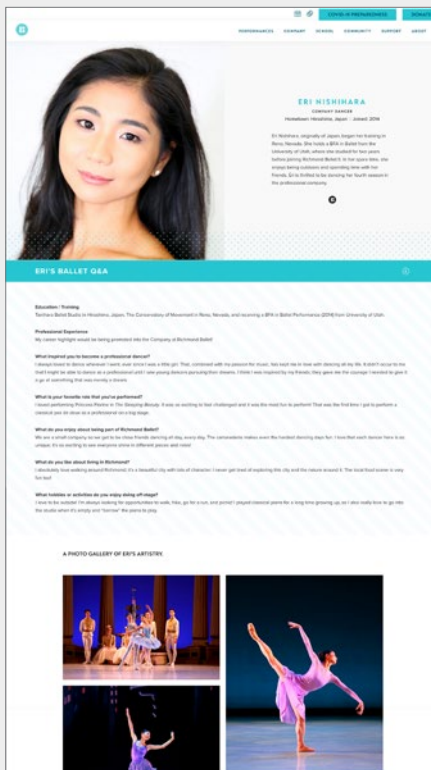
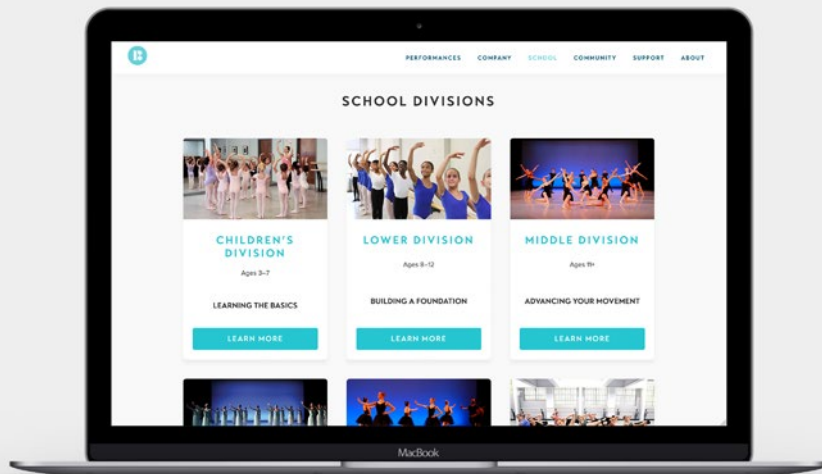
Results

The new website is scheduled to launch in early 2021.











About

GreenSpring International Academy of Music (formerly American Harp Academy) is a premier music school offering education and performance opportunities. When we first met with them, the music academy was comprised of several entities, each with a different name and aesthetic. The complex, disjointed system caused marketing challenges and was confusing to audiences. Thus, GreenSpring International Academy of Music was born.

Role

Creative Studio

Services

Brand Strategy, Logo & Visual Identity, Story & Messaging, Design, Consulting

Situation

Ready a local music school for the international stage.

Solution

Under the single name GreenSpring, we created a logo and visual identity system to unify the sub-brands into a single, compelling master brand for better clarity, retention and promotion. We encouraged simplified messaging to speak to the broader vision of GreenSpring, invoking a brand personality that exudes the nurturing, aspirational spirit of the school.

Results

With performances at Carnegie Hall, the Kennedy Center, the United Nations and the White House, this is just the beginning for GreenSpring International Academy of Music. Most recently, GreenSpring was invited to perform on the iconic Queen Mary 2, the most prestigious ocean liner in the world. Past artists who have performed here include London's National Symphony Orchestra, The Julliard School Ensembles, and Elton John.





GreenSpring

INTERNATIONAL
ACADEMY OF MUSIC



GreenSpring
FOUNDATION



GreenSpring
AMERICAN YOUTH
HARP ENSEMBLE



GreenSpring
ARTIST
MANAGEMENT



GreenSpring
SUMMER MUSIC
INSTITUTES



GreenSpring
YOUTH
ORCHESTRA



GreenSpring
VIRGINIA
CHORISTERS



GreenSpring
CHAMBER
MUSIC

The moment a student finds their instrument, there are no more words. Their language becomes the notes they play. How they make music expresses who they are. At GreenSpring International Academy of Music, we believe in the transformative power of music.








Artistic Director and Founder
LYNNELLE EDIGER-KORDZAJA

Conductors
APONI BRUNSON
CLAIRE HEATH
ALEXANDER KORDZAJA
GAELYN ELLIOTT YOUNG

Featuring the
American Youth Harp Ensemble
Virginia Choristers
GreenSpring Gala Chamber Players

Special performance by Pianist
CHARLES STABLES

Including a world-premier piece for
GreenSpring by UK Composer
CHRIS MARSHALL

Presenting the
**GreenSpring Opening
Gala Concert**

Sunday, April 29 at 2:00 pm
4101 Grove Avenue, Richmond, Virginia 23221

Experience the timeless music of Bernstein, Copland, Couperin, Delibes, Handel, Holst, Mendelssohn, Stig, Vivaldi, and more.

Tickets available online at greenspringmusic.org




Duo Blanc et Noir

Free Master Class: Thursday, March 29 at 7:00 pm
Performance: Friday, March 30 at 7:00 pm

GreenSpring is pleased to welcome Selin Sekeranber and Yulum Cetiner to Richmond. Joining us from Germany and Turkey, this up-and-coming, award-winning, piano duo brings a uniquely colorful musical approach that blends traditional Turkish music with classical.

4101 Grove Avenue, Richmond, Virginia 23221

To book tickets and for information on other upcoming events, visit greenspringmusic.org



Presenting

**The Louise S. Ediger
Memorial Concert Series**

Artistic Director and Founder
LYNNELLE EDIGER-KORDZAJA





DUO BLANC ET NOIR
Saturday, March 31 at 2:00 pm

We are pleased to welcome Selin Sekeranber and Yulum Cetiner from Germany and Turkey. This up-and-coming, award-winning, classical duo brings a uniquely colorful musical approach that blends classical and traditional Turkish music.

GREENSPRING YOUNG ARTISTS
Saturday, May 5 at 2:00 pm

Prepare to be dazzled by the stunning talent of our passionate GreenSpring Young Artists. Many of these artists are already highly accomplished musicians. This performance showcases their dedication, youthful energy, and promising talent.

GUSTAVO ANDRES
Thursday, June 14 at 7:00 pm

Get ready to experience the powerful sounds of this highly accomplished Argentinian concert organist. From Buenos Aires, Gustavo Andres has performed worldwide and we are excited to welcome him to Frederick.

All performances take place at St. Paul's Evangelical Lutheran Church, Utica
10621 Old Frederick Road, Thurmont, Maryland 21788

In lieu of tickets, free-will offerings will be collected at each event to benefit the Sound Experiences Music Education Scholarship Fund.




Mark your calendars for the 11th Annual Summer Harp Concert. Visit greenspringmusic.org







About

For over 40 years, the West End Academy of Dance (WEAD) has been one of the most beloved neighborhood dance studios in Richmond's West End. While rooted in tradition, the studio has continually evolved and embraced new styles of movement. For the brand refresh, we chose to strategically emphasize the warm, welcoming atmosphere of the studio as much as its professionalism.

Role

Creative Studio

Services

Brand Strategy, Logo & Visual Identity, Story & Messaging, Website & Digital, Design

Situation

Update a neighborhood dance studio for today's world.

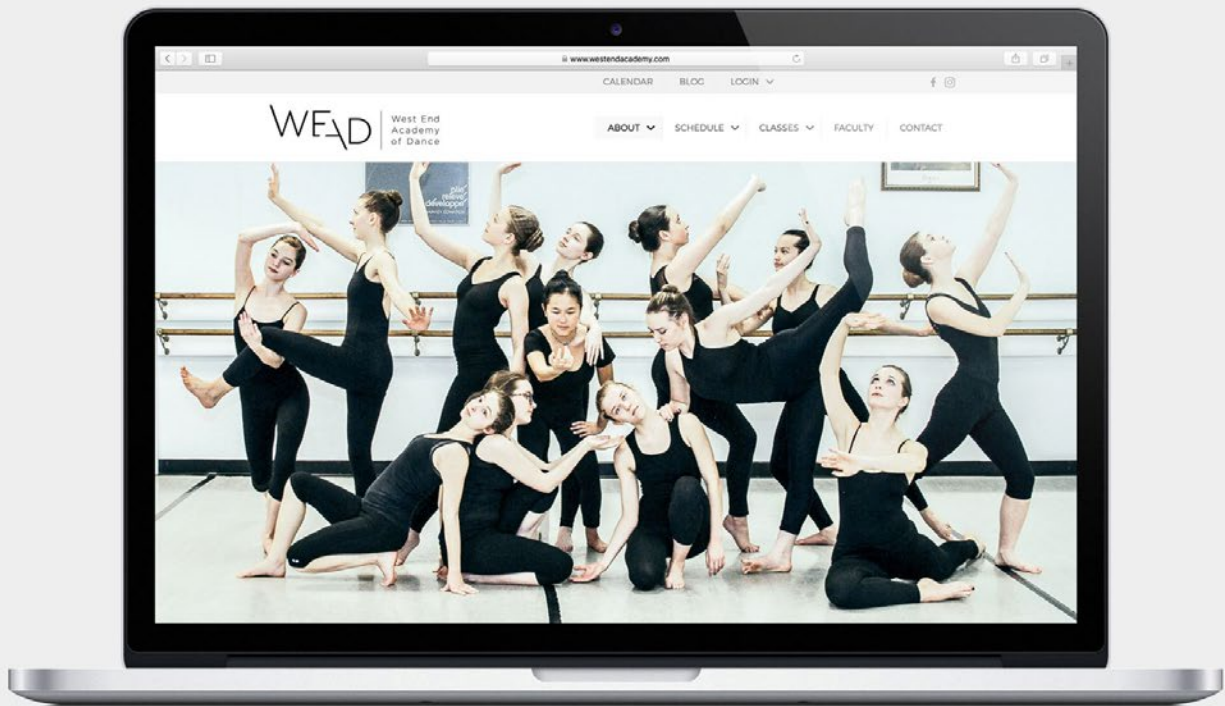
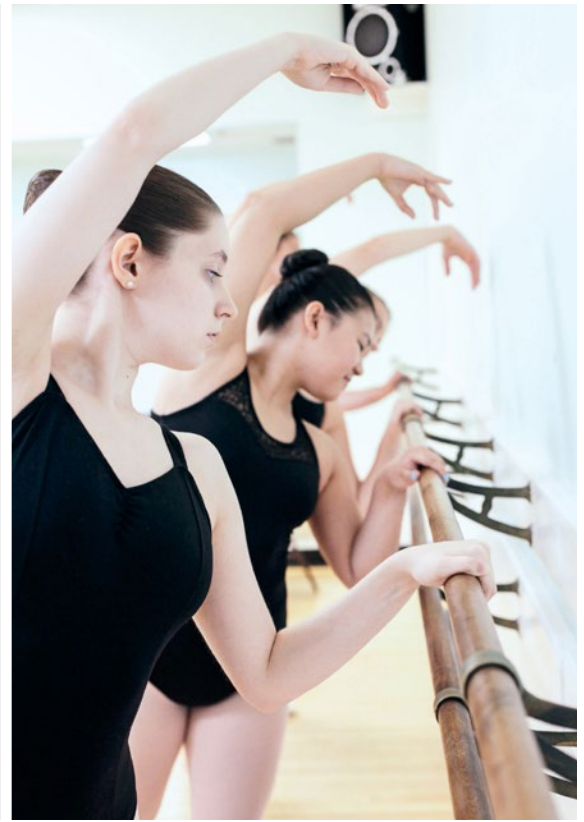
Solution

In lieu of performance-focused photography, we chose to primarily feature intimate moments in the classroom. This is where the hard work, thoughtful instruction and lifelong friendships take place – and it's what makes WEAD incredibly special. Messaging highlights the benefits of dance beyond the studio while the acronym, WE Are Dance (WEAD) embodies the spirit of its students.

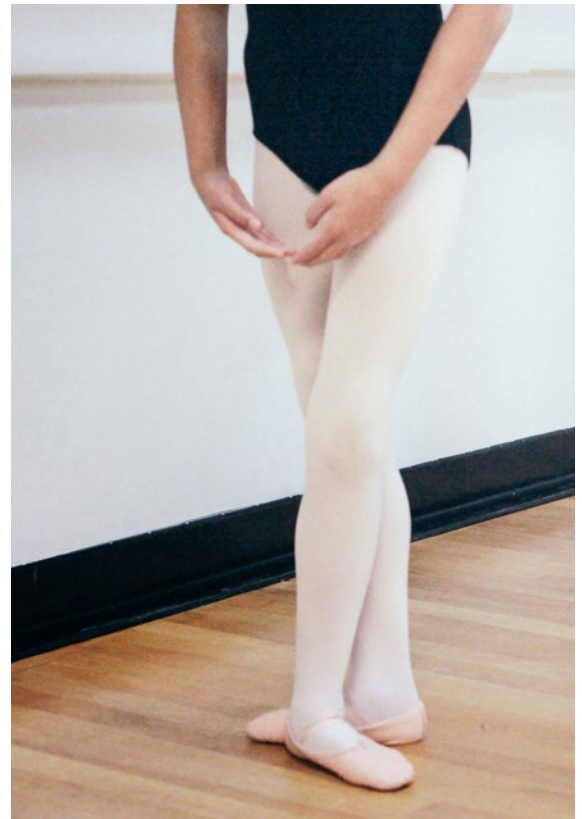
Results

Since the rebranding, WEAD continues to receive high enrollment and praise for their quality, personalized instruction. They remain a positive, active force in the community serving as an ambassador for the importance of dance and all forms of performing arts.









———— The Legacy Lives On ————

In 1976, "Miss Mary " Munroe founded the West End Academy of Dance to offer dance classes to all age groups and all levels of experience.

Her vision was to establish a school that embraced dance as a performing art, a unique form of personal expression that should be open and available to all who desire to learn it.

The school quickly expanded into its present home in the Canterbury Shopping Center, and has remained a West End tradition ever since. Students here simply love to dance and the WEAD experience is often a defining time in their lives.

As we welcome a fourth generation of dancers into our doors, we look forward to a bright and promising future.

WEAD. WE Are Dance.

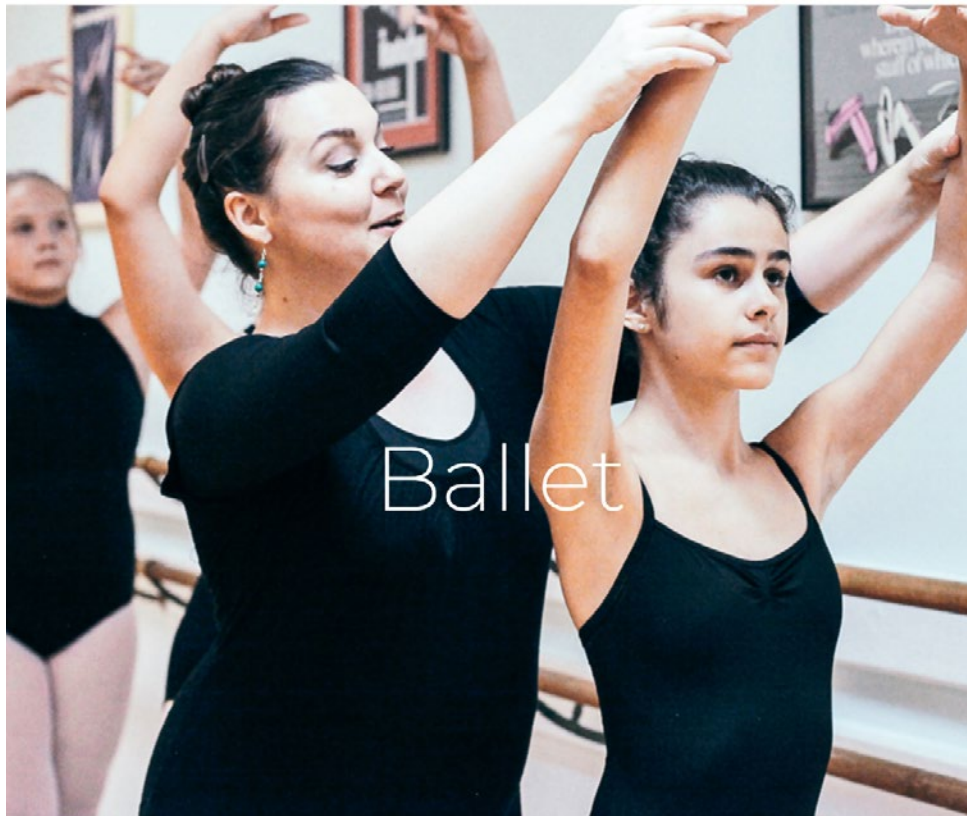




Contemporary



Hip Hop



Ballet



Ensemble

2017 - 2018 FALL SCHEDULE

	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
	gray	brown	gray	brown	gray	brown	gray	brown	gray	brown	gray	brown
8am												
9am					8:50-9:30	Studio Rental						
10am	10:00-11:15 Adult Ballet Beginner NOEL		10:00-11:30 Adult Ballet Intermediate NOEL		10:00-11:30 Adult Ballet Intermediate NOEL						10:00-10:45 Pre-Ballet (5-7) NOEL	10:00-10:45 Adult Ballet (5-7) NOEL
11am											11:00-12:30 Ballet (5-7) NOEL	11:00-12:15 Ballet (5-7) NOEL
12pm		11:30-12:30 Studio Rental	11:30-12:30 Adult Jazz		11:30-12:30 Adult Modern						12:00-12:30 Ballet (5-7) NOEL	12:00-12:30 Ballet (5-7) NOEL
1pm			12:45-1:30 Ballet (7-9) NOEL	12:45-1:30 Ballet (7-9) NOEL	12:45-1:30 Ballet (7-9) NOEL	12:45-1:30 Ballet (7-9) NOEL					12:30-1:30 Ballet (5-7) NOEL	12:30-1:30 Ballet (5-7) NOEL
2pm			2:00-3:00 Ballet (7-9) NOEL	2:00-3:00 Ballet (7-9) NOEL	2:00-3:00 Ballet (7-9) NOEL	2:00-3:00 Ballet (7-9) NOEL						
3pm	3:00-3:45 Pre-Ballet (5-7) NOEL						3:00-3:45 Pre-Ballet (5-7) NOEL					
4pm	4:00-5:00 Ballet (8-9) NOEL	4:00-5:00 Ballet (8-9) NOEL	4:00-5:00 Ballet (8-9) NOEL	4:00-5:00 Ballet (8-9) NOEL	4:00-5:00 Ballet (8-9) NOEL	4:00-5:00 Ballet (8-9) NOEL	4:00-5:00 Ballet (8-9) NOEL	4:00-5:00 Ballet (8-9) NOEL	4:00-5:00 Ballet (8-9) NOEL	4:00-5:00 Ballet (8-9) NOEL		
5pm	5:00-6:00 Ballet (10-11) NOEL	5:00-6:00 Ballet (10-11) NOEL	5:00-6:00 Ballet (10-11) NOEL	5:00-6:00 Ballet (10-11) NOEL	5:00-6:00 Ballet (10-11) NOEL	5:00-6:00 Ballet (10-11) NOEL	5:00-6:00 Ballet (10-11) NOEL	5:00-6:00 Ballet (10-11) NOEL	5:00-6:00 Ballet (10-11) NOEL	5:00-6:00 Ballet (10-11) NOEL		
6pm	6:00-7:00 Contemporary (10-11) NOEL	6:00-7:00 Contemporary (10-11) NOEL	6:00-7:00 Contemporary (10-11) NOEL	6:00-7:00 Contemporary (10-11) NOEL	6:00-7:00 Contemporary (10-11) NOEL	6:00-7:00 Contemporary (10-11) NOEL	6:00-7:00 Contemporary (10-11) NOEL	6:00-7:00 Contemporary (10-11) NOEL	6:00-7:00 Contemporary (10-11) NOEL	6:00-7:00 Contemporary (10-11) NOEL		
7pm	7:00-8:00 Ballet (12-13) NOEL	7:00-8:00 Ballet (12-13) NOEL	7:00-8:00 Ballet (12-13) NOEL	7:00-8:00 Ballet (12-13) NOEL	7:00-8:00 Ballet (12-13) NOEL	7:00-8:00 Ballet (12-13) NOEL	7:00-8:00 Ballet (12-13) NOEL	7:00-8:00 Ballet (12-13) NOEL	7:00-8:00 Ballet (12-13) NOEL	7:00-8:00 Ballet (12-13) NOEL		
8pm	8:00-9:00 Ballet (14-15) NOEL	8:00-9:00 Ballet (14-15) NOEL	8:00-9:00 Ballet (14-15) NOEL	8:00-9:00 Ballet (14-15) NOEL	8:00-9:00 Ballet (14-15) NOEL	8:00-9:00 Ballet (14-15) NOEL	8:00-9:00 Ballet (14-15) NOEL	8:00-9:00 Ballet (14-15) NOEL	8:00-9:00 Ballet (14-15) NOEL	8:00-9:00 Ballet (14-15) NOEL		
9pm												
10pm												

WEST END ACADEMY OF DANCE SCHOOL CALENDAR 2017 - 2018

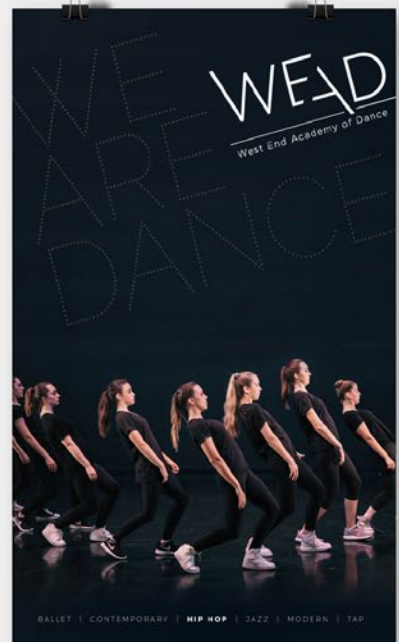
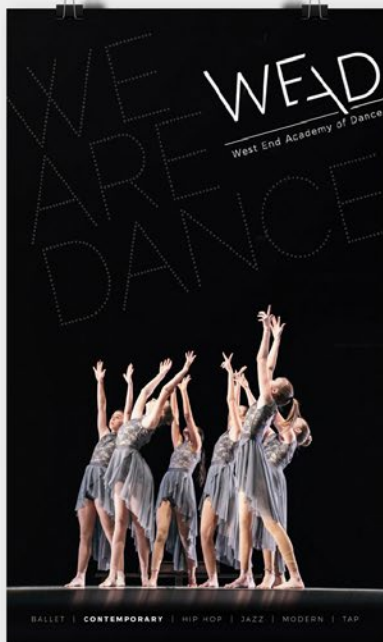
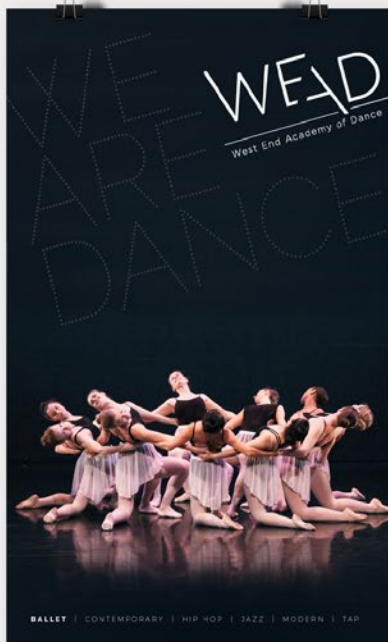
Open House	August 12, 2017
Ensemble Audition	September 6, 2017
Classes Begin	September 11, 2017
Semester ONE	September 11 - January 20, 2018
Direct Up Week	October 28 - November 3, 2017
Thanksgiving Break	November 20 - 26, 2017
Last Day To Add/Drop Classes	December 9, 2017
Winter Break	December 18 - January 5, 2018
Classes Resume	January 6, 2018
Observation Week	January 15 - 20, 2018
Semester TWO	January 22 - May 25, 2018
Spring Break 1	March 5 - 11, 2018 (Snow Make up Days)
Spring Break 2	March 31 - April 8, 2018
A Night at the Ballet "Sleeping Beauty"	June 1, 2018
Festival	June 2, 2018

REGISTRATION

Current and new students can now register for classes via our website at www.westendacademy.com or by contacting us by email at info@westendacademy.com or by phone at 804.740.0842. New families are encouraged to schedule a meeting to visit the studio before classes begin on September 11, 2017. Limited space available. For more information regarding registration and tuition, visit our website: www.westendacademy.com

What We Believe

We believe in creating a positive, fulfilling experience for our students by cultivating a traditional approach to dance, building genuine relationships, and inspiring a love of learning that extends throughout life.





5. References

This section includes information for contacts at the following organizations:

- VCU School of Business
- Collegiate School
- The Mom Complex
- Richmond Ballet
- GreenSpring International Academy of Music
- West End Academy of Dance



REFERENCES

VCU School of Business

Cheryl Slokker

Director, Communications

804.827.2702

caslokker@vcu.edu

Length of Service: 2017 - present

Collegiate School

Kristen Williams

Chief Development Officer

804.741.9722

kristen_williams@collegiate-va.org

Length of Service: 2016 - 2019

The Mom Complex

Katherine Wintsch

Founder & CEO

804.278.9500

katherine.wintsch@momcomplex.com

Length of Service: 2016 - 2018

Richmond Ballet

Carrie Bilek

Marketing & Communications Director

804.344.0906

cbilek@richmondballet.com

Length of Service: 2019 - present

GreenSpring International Academy of Music

Lynnelle Ediger-Kordzaia

Founder and Executive Director

804.484.2187

lynnelleediger@gmail.com

Length of Service: 2017 - 2018

West End Academy of Dance

Julia Mitchell

Former School Director

804.740.0842

julia.weadance@gmail.com

Length of Service: 2017 - 2018



6. Proposed Pricing

Cost of services are as follows (includes all overhead costs):

Hourly Rate: \$150/hour

Please note our pricing is typically project-based when the scope of work and deliverables are clearly defined.





EVERGIB

THANK YOU

Please contact us if you have any questions or wish to
discuss further. We appreciate your consideration.



2414 GROVE AVENUE, RICHMOND, VA 23220 | 804.475.9988 | EVERGIB.COM

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