GEORGE MASON UNIVERSITY
CREATIVE & MARKETING SERVICES

RFP# GMU-1692-21

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December 9, 2020

GEORGE MASON UNIVERSITY

SPARK451®

A NOTE FROM
MASON'S NEWEST FAN

Dear George Mason,

On behalf of the Spark451 team, I would like to thank you for this opportunity to introduce ourselves to George Mason University as you consider your many options for potential Creative and Marketing Services partners for the coming years. We fully recognized the significance of choosing an agency that is not only a capable service provider, but also a good fit for your institution. In the following pages we hope to demonstrate to you how Spark451 fills both of those needs.

Over the past 48 years George Mason has built a reputation for innovation, and progressive education. Having grown to become the Commonwealth's largest comprehensive research university, GMU provides a world-class curriculum, facilities, resources, and faculty to its tremendously diverse community of learners. No two Patriots are alike, and as such, no two GMU stories are alike. Yet the common thread that ties the University together are the strong ideals of academic excellence and service that define the GMU experience.

In many ways, it's this commitment to innovation and variety of perspectives that make George Mason and Spark451 such a good fit. We pride ourselves on ourselves in our individualistic approach to each project we undertake, striving for new and innovative solutions while staying true to your brand. Our goal is always to adopt our partner's goals as our own, to understand you and your audience, and to find creative and inspiring ways to present the Mason story (or stories, as the case may be) to the world.

I invite you to explore our background and capabilities in this packaged proposal. That said, I hope you'll also take the time to peruse our creative portfolio, video reel, and of course our website. Then, please feel free to reach out to our current partners for their insights into what it's like to be part of the Spark451 family.

Sincerely,

Pete Colbert
Senior Business Development Strategist

1 AGENCY EXPERIENCE

2 SERVICES PLAN

3 CREATIVE APPROACH

4 REFERENCES

5 PRICING

6 PROCEDURAL INFORMATION

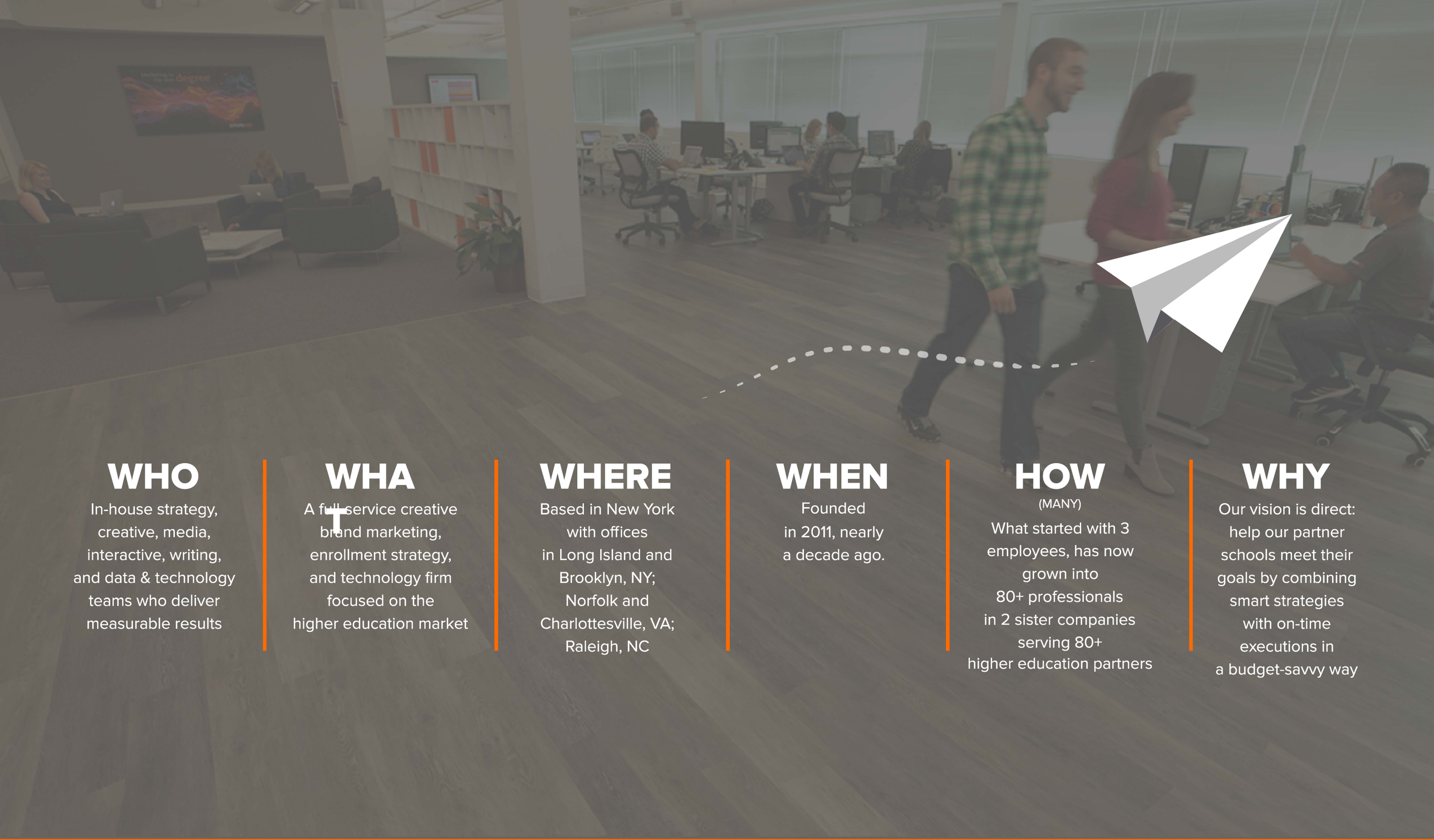
AGENCY EXPERIENCE

OUR COMPETENCY BECOMES YOUR STRENGTH

OUR STORY

Spark451® is a full-service creative brand marketing, enrollment strategy, and technology firm focused on the higher education market. Since our founding nearly a decade ago, our absolute commitment has been to work tirelessly supporting the goals of our partner institutions, and to do so in a budget-savvy way.

We have an established track record of working in the trenches with our clients and have amassed numerous industry awards in recognition of our strategic and creative work.



WHO

In-house strategy, creative, media, interactive, writing, and data & technology teams who deliver measurable results

WHAT

A full-service creative brand marketing, enrollment strategy, and technology firm focused on the higher education market

WHERE

Based in New York with offices in Long Island and Brooklyn, NY; Norfolk and Charlottesville, VA; Raleigh, NC

WHEN

Founded in 2011, nearly a decade ago.

HOW

(MANY)

What started with 3 employees, has now grown into 80+ professionals in 2 sister companies serving 80+ higher education partners

WHY

Our vision is direct: help our partner schools meet their goals by combining smart strategies with on-time executions in a budget-savvy way

SOME OF OUR PARTNERSHIPS

CORNELL TECH

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

Rensselaer

HOWARD UNIVERSITY 1867

NEW YORK UNIVERSITY

SETON HALL UNIVERSITY 1856 A HOME FOR THE MIND, THE HEART AND THE SPIRIT

NJIT New Jersey Institute of Technology

FERRUM COLLEGE

JAMES MADISON UNIVERSITY.

UNIVERSITY OF BRIDGEPORT

UF IFAS UNIVERSITY of FLORIDA

PURDUE UNIVERSITY FORT WAYNE

WEST VIRGINIA WESLEYAN

WESTERN NEW ENGLAND UNIVERSITY | WNE

INTERNATIONAL TECHNOLOGICAL UNIVERSITY

DEPAUW UNIVERSITY Est. 1837

LONGWOOD UNIVERSITY

MARITIME COLLEGE STATE UNIVERSITY OF NEW YORK

THE LEADERSHIP FOCUSED ON YOU

Bound by a shared passion for higher education, Spark451's team of experienced admissions professionals and marketing, creative, and technology experts collaborate to produce strategic rand-focused communications and recruitment tools that support the objectives of our partnering colleges and universities.

STEVE KERGE
Principal, Business Development

30+ years of experience in higher ed

Worked at Adelphi University, Polytechnic University, Hofstra University, and NYIT

MS, Human Resource Management, NYU Tandon School of Engineering

BS, Banking and Money Management, Adelphi University

MICHAEL MCGETRICK
Principal, Creative & Interactive Services

30+ years of experience in marketing communications

25+ years of experience in higher ed media planning and buying

Adjunct professor of graphic design and web development at Brooklyn College MBA, NYU Tandon School of Engineering BA,

English and Art, Brooklyn College

PETE COLBERT
Senior Business Development Strategist

17 years of higher ed enrollment and recruitment marketing experience.

Brings expertise from prior leadership roles at three small, liberal arts colleges to bear as the lead strategist for many of our partner institutions.

BA, Music Roanoke College

IRENE SCALA
Executive Creative Director

20+ years of experience in design and marketing communications

Co-authored the widely-used academic and professional resource *Designing With Type*

Adjunct professor of graphic design and typography

Post-graduate study, Bezalel Academy of Art and Design

BFA, The Cooper Union *(full tuition scholarship)*

CREATIVE TALENT DEVOTED TO GEORGE MASON UNIVERSITY

With careful oversight, our creative leadership ensures each project flawlessly delivers on campaign strategy, meets the highest standards of quality, and is executed on time and on budget.

For complete bios on our team, please see our website at spark451.com/talent.

COLLEEN BOHEN
Content Director

15+ years of experience in journalism and marketing content creation and editing

Previous recipient of the prestigious Jesse H. Neal award for “Best News Coverage”

BA, Journalism, Hofstra University

TINA DIEKMANN
Art Director

20 years of experience in conceptual design and art direction

Recognized in national industry award competitions

BFA, Visual Communications, Syracuse University

GISELLA ANZALDI
Associate Director of Interaction Design

7+ years of experience in the marketing and advertising industry

Oversees all web and interactive projects

Bachelor of Technology in Visual Communications, Farmingdale State College

SERVICE PLAN

WHERE PHILOSOPHY BECOMES METHODOLOGY

CORE SERVICES BUILT ON OUR THREE PILLARS OF STRENGTH

Spark451 offers a complete suite of marketing, creative, and communication services that integrate a multitude of channels and platforms for effective brand management, student recruitment, advertising, and media.

HIGHER ED STRATEGIES
Effective strategies and smart management to distinguish your institution.

CREATIVE
Stunning design and content that comes with shrewd business sensibility.

MARKETING STRATEGY
Data-driven and determined to reach your audience.

INTERACTIVE
Engage audiences with exciting brand experiences across multiple devices and platforms.

MEDIA & ADVERTISING
Deliver the right message to the right person at the right time (on any channel).

VIDEO AND MOTION GRAPHICS
Tell your story the right way with dynamic video production.

ENROLLMENT MARKETING
Recruitment strategies that attract the right students

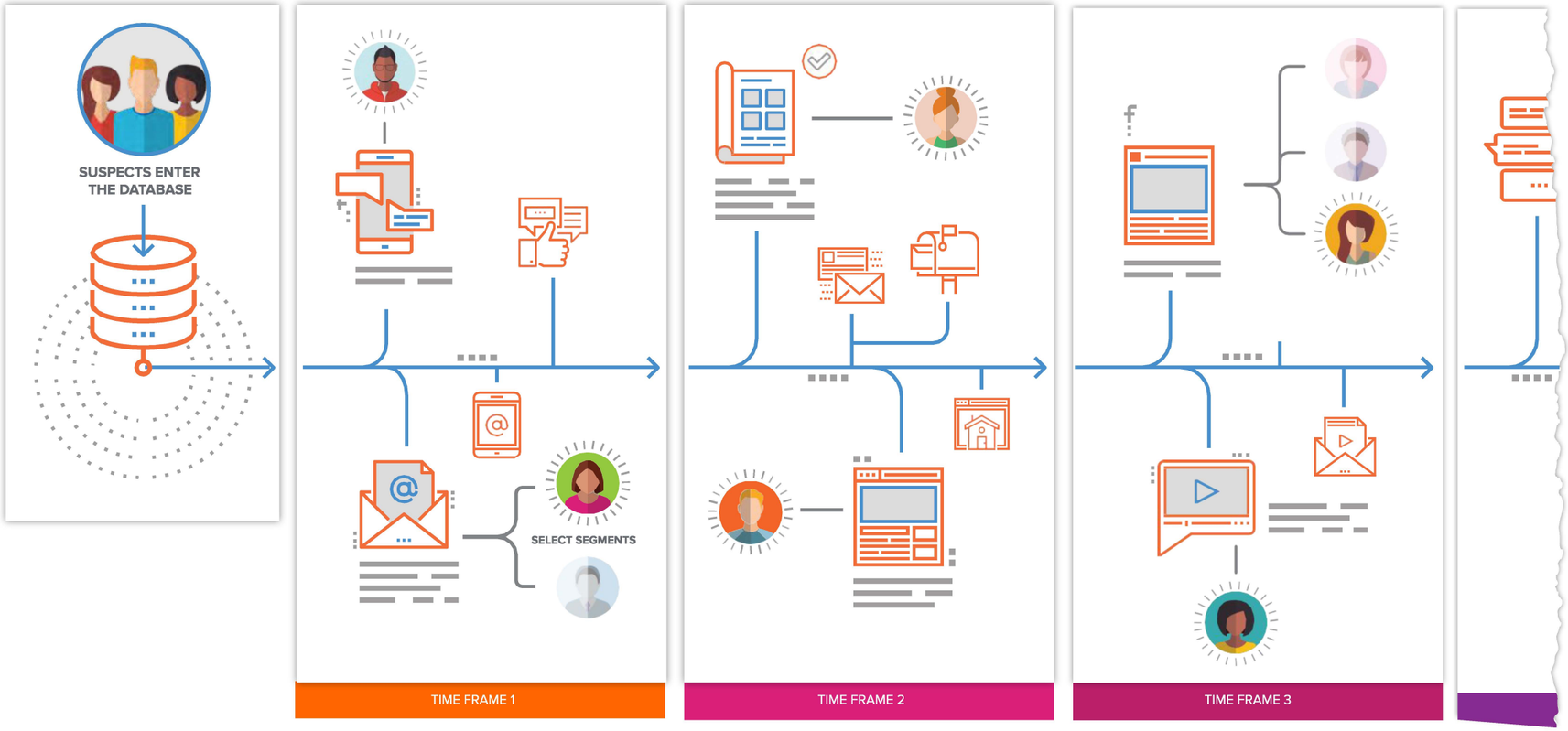
CREATIVE SERVICES
Inspired marketing communications and personalize content

TECHNOLOGY
Admissions technology and data solutions for marketing optimization

STRATEGIC COMMUNICATIONS PLANNING

Tactical Considerations

- Communication flow and messaging touchpoints
- Balance between print and electronic
- Dynamic content
- Cohesive messaging
- Electronic relationship management
- Social media
- SMS/MMS messaging
- Variable data printing



SPARK451®

RESEARCH AND MARKET ANALYSIS

We help you make informed decisions with solid data, research, and analysis. Spark451 has vast experience in conducting research and analyzing its results from branding/campaign data, academic program research, and enrollment strategy based on historical data, trends, and predictive modeling tools.

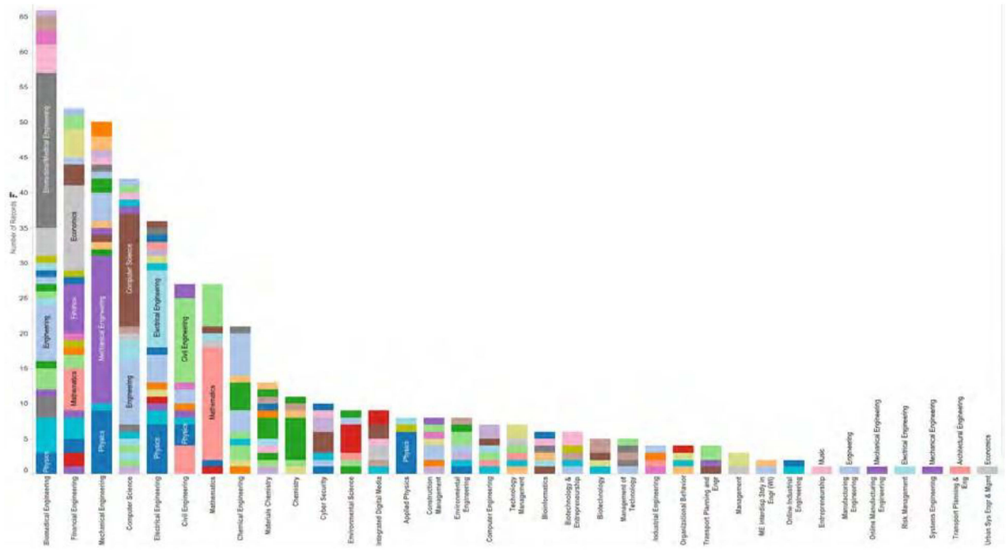
We will help you learn who you are reaching and what methods are working most effectively. We offer tracking weekly, monthly, and during additional key points throughout your campaign(s).

Spark451 is constantly leveraging analytics to track the response rates of each and every campaign. We utilize data to help focus resources on what methods or media sources work best and make appropriate adjustments when needed. We keep close tabs on the higher- education landscape by conducting regular, original research to monitor developing trends that could spread throughout the country over the next 2–3 years.

When did you know the school you chose was right for you?

- 37% When I visited
- 34% After comparing other schools
- 16% After receiving scholarship/financial aid offer
- 12% After receiving acceptance letter
- 1% Other

Strategic Communications Plan



YOUR DEDICATED PARTNERS THROUGH EACH STEP

The Spark451 team dedicates a solid base of resources for project management, design, writing, implementation, data management, reporting, and analysis, including:

- Attention from each of the principals of Spark451
- An account manager dedicated to George Mason University's project management
  - Regular meetings via phone, video conference or on campus

High-level project oversight:

- Senior Client Development Strategist
  - Advises on marketing and enrollment best practices and implements innovative ideas into your marketing plans
- Executive Creative Director
  - Spearheads the conceptual development brand-supporting deliverables with a team of talented writers, designers, and digital design professionals
- Director of Digital Services
  - Oversees campaigns for best practices, analytics, and optimization.

SPARK451®

PUBLICATION SUITES

Spark451 brings you a wealth of experience in publication design and development. Our comprehensive knowledge about the recruitment cycle for all your target audiences ensures timely delivery of a quality product that your institution will be proud to use over the next few years.

Branded

Creating publications that are fully branded to your institution with appropriate photos, logos, and theming throughout.

Facilitated Response

Integrating of tools such as business reply cards and personalized URLs for an even easier, faster response.

Personalized

Utilizing the information you already have about your audience to personalize pieces with custom usernames and passwords, pre-populated forms, and variable data printing.

Cost Effective

Harnessing our expertise of production techniques, materials, formats, and mailing regulations to get the most out of your budget.

E-Viewbooks

Bringing the high-production value of your print publications to tablet devices, making use of the best features such as video, slideshows, mapping, and dynamic content

STRATEGIC CONTENT DEVELOPMENT

Relevant and engaging content is critical for capturing students' attention and moving them through the enrollment funnel. Spark451's writers conduct in-depth research to get to know your institution and uncover stories that will resonate with students. We then craft a narrative that can be shared across a campaign experience to generate and nurture leads.

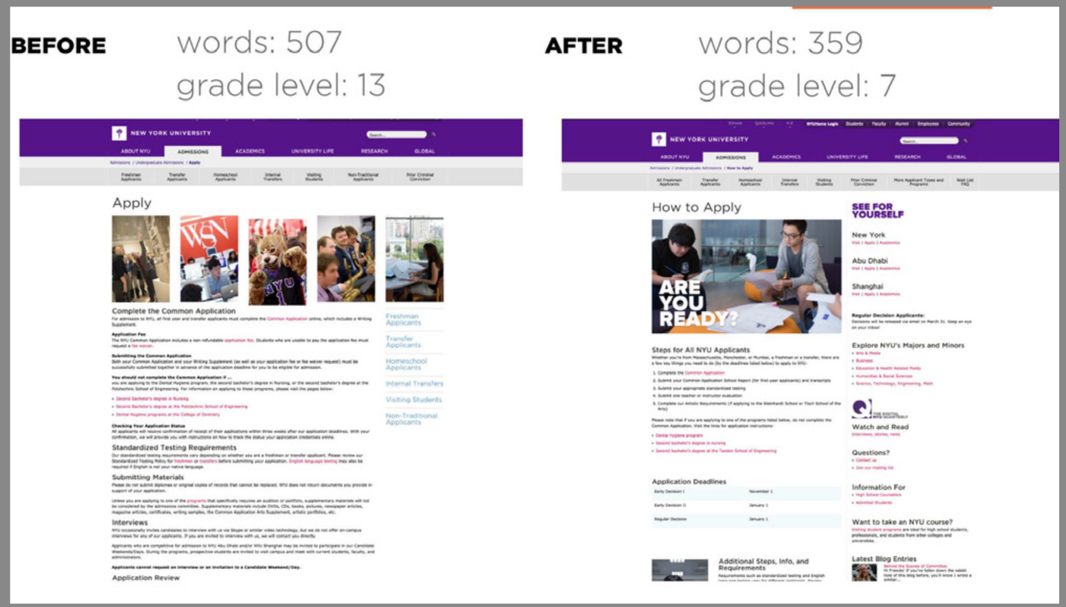
THE WRITE APPROACH

YOUR VOICE
We adopt your institution's distinct style and tone to deliver cohesive messaging across platforms.

YOUR STORY
Your lead writer will be a subject-matter expert on your school and feel like an extension of your team.

YOUR IMPRESSION
Our dedicated editors and proofreaders ensure all content is on-brand and error-free.

YOUR RESULTS
Experts in persuasion, we write every piece with an eye toward motivating students to take action.



SPARK451®

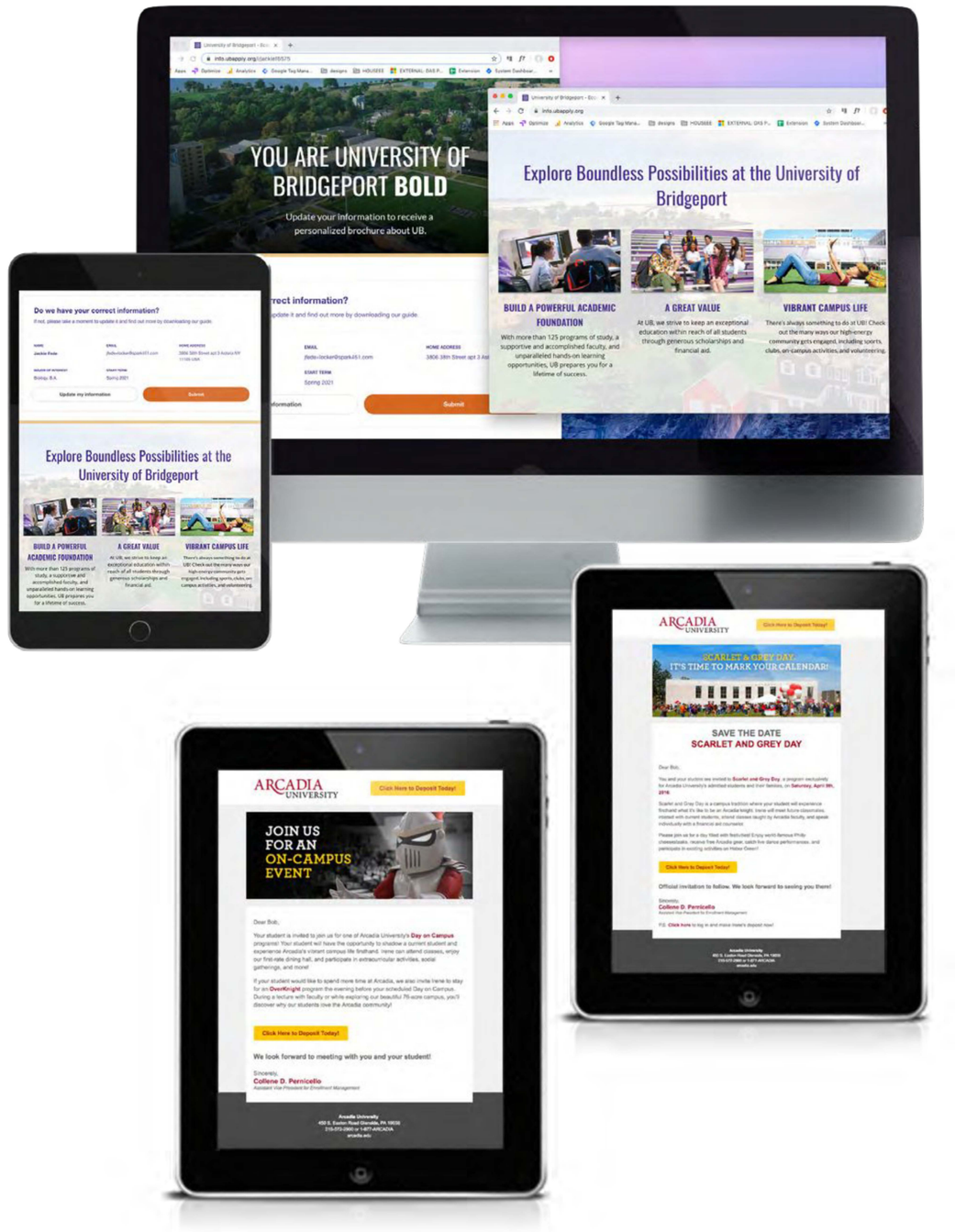
INTERACTIVE DESIGN

Customizable Interactive Experience

Many institutions seek to complement their current website with marketing microsites and portals that act as the primary gateway platform to engage prospects at every level of the funnel. Spark451's Element451 offers a portal or microsite experience that is a highly personalized interactive platform providing relevant content and promoting the movement of a student to the next level of the enrollment funnel.

Platform Highlights

- Designed to offer an exciting, welcoming, and supportive experience
- Responsively designed for optimal viewing on any size screen
- Developed with content that is rich with images, iconography, call to action boxes, and event reminders
- Personalized content based on factors such as intended start date, geographic location, activity within the enrollment funnel, academic interest, and extra-curricular or professional activities



SPARK451®

WEB DESIGN AND DEVELOPMENT

Website development is a complex undertaking. We ensure the design, information, and technology are seamlessly integrated into an interface that provides a greater user experience.

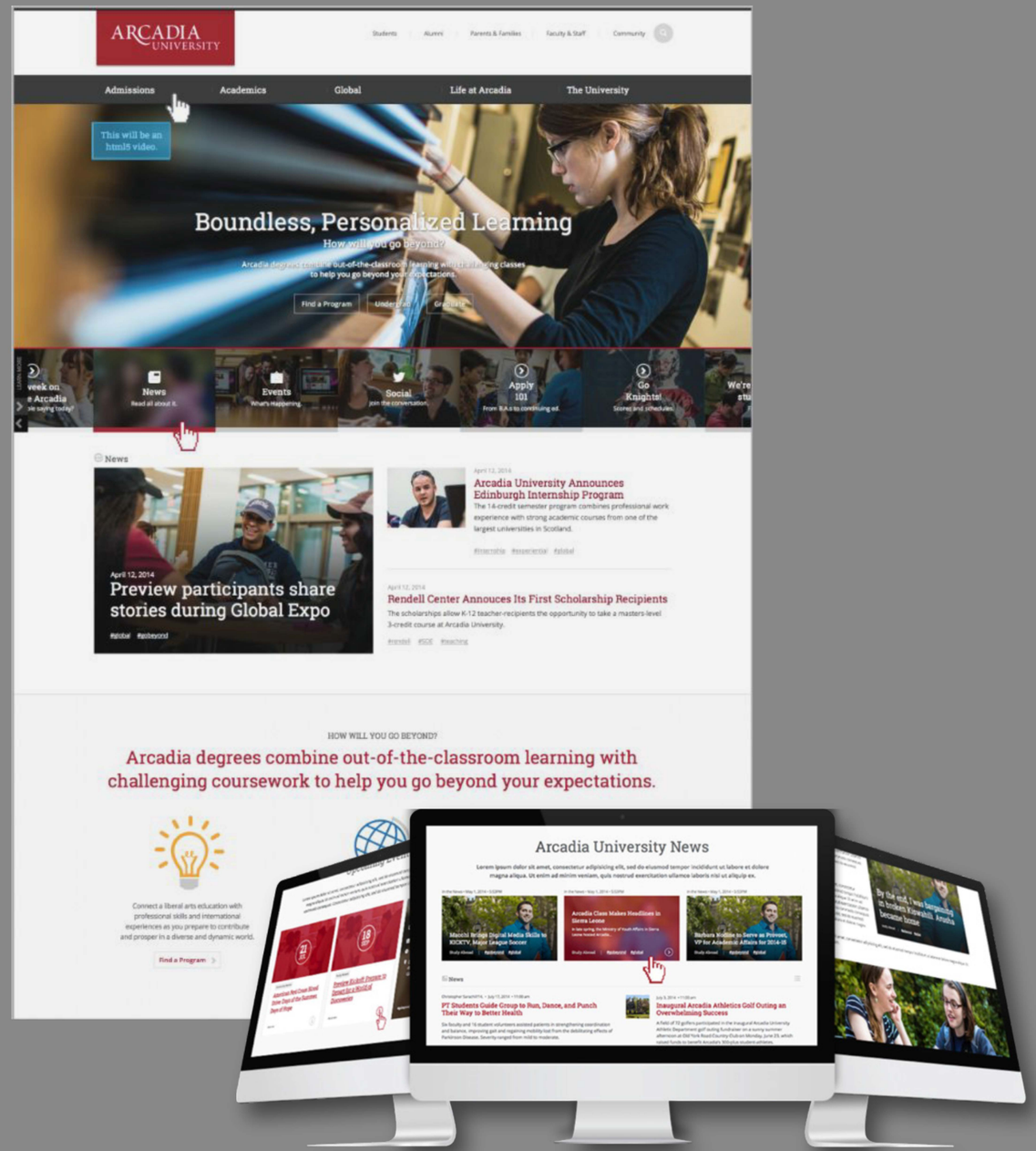
For a website to be user friendly and easy to manage, it must be built on a solid architecture that conveys content in a clear and concise manner. The technology solution must be adaptable, be accessibility compliant, and extensible for the future. We collaborate with you to develop a joint solution through agile design and programming cycles.

Our sample websites

- www.sage.edu
- www.guilford.edu
- engineering.nyu.edu
- www.nyu.edu/admissions
- www.manhattanville.edu
- www.northcentralcollege.edu
- www.arcadia.edu

Common Features

- Responsive design
- User-Based Navigation
- Multimedia aggregate
- Landing Pages & Sub-sites
- News and Events Section
- Social Media Integration
- Google Analytics
- Form Builder
- Event Management & Calendaring
- People Profiles
- Enhanced Search
- Blog Posting
- CRM Integration
- ADA-Compliance
- SEO



SPARK451

VIDEO AND MOTION GRAPHICS

Modern media consumers still love a good story. Using stills, film, and 3D art, we tell yours. Whether you need a commercial or college video, we bring viewers on compelling journeys from beginning to end. We employ a seasoned team of animators and motion graphic designers who translate our design solutions into the fourth dimension of time.

Spark451 has Produced:

- Television spots and campaigns
- Promotional videos with various themes
- Admissions welcome videos
- Digital signage with video and animations

For a closer look at our video work, visit:
https://vimeopro.com/spark451/videos

NYU Tandon School of Engineering
Student Profiles

Columbia Business School
Program Overview

St John's University
Welcome Center Video

King's College
Student Life

ADVERTISING AND MEDIA

Spark451 offers comprehensive advertising and media campaigns to achieve strategic objectives including:

- Lead generation
- Brand awareness

Advertising campaigns are geared towards the needs or challenge at hand, as well as information derived from research. Media selections are made based on target preferences and behavior. Campaign messaging is developed based on selection criteria for target audiences.

We leverage strong measurement and attribution capabilities. We employ a targeted, disciplined approach to the media buying and placement process. Our recipe for success is to properly plan, negotiate purchase and placement, analyze each element, and adjust to make sure we are maximizing our client's return on investment.

Spark451 is Experienced in:

- Digital
- Social
- Print
- Outdoor
- Experiential
- Guerrilla
- Transit
- Radio

Our online campaign managers are DoubleClick certified and we are a Google Premier Partner badged agency.

SPARK451

DIGITAL MEDIA

In an increasingly technology-dependent world, digital media often generates valuable results and the clearest picture regarding audience engagement.

Some of Our Digital Advertising Strategies

- **Age-based targeting**: This can be done very specifically in Facebook and by groups in Display.
- **Audience building**: We upload lists of student names with targeted messaging. Examples would include prospects, suspects, and incomplete applications.
- **Competitor targeting**: We can serve ads to certain college students by targeting their Wi-Fi networks and/ or self-disclosure through Facebook.
- **Day and time of day targeting:** Depending on the campaign, we could advertise as little as one hour a day to 24 hours and/or exclude certain days of the week.
- **Device type:** Desktop, mobile, and/or tablets can be targeted based on the nature of the campaign.
- **Email inbox-sponsored promotions:**
  We can serve specific ads through Gmail to students who are receiving admissions emails and other factors, such as keywords, directly in their inbox
- **Event marketing:** Drive a list of people or organic search to a specific event landing page.
- **Geo-targeting:** By targeting zip codes and then layering on other filtering discussed herein, we can get better results than IP targeting at a fraction of the cost.
- **Keyword targeting:** In AdWords, we target words that may be searched and display target keywords that may appear on specific websites.
- **Level of education:** Including undergraduate major and/or additional degrees.
- **Phone call tracking:** Specific phone numbers can be attached to each digital ad, so as to gauge the origin of the leads.
- **Retargeting to website visitors:** Uses a cookie to serve ads to those who have previously visited your website or only certain pages of the website.
- **Third-party list targeting:** Access an extensive list of third-party lists for display targeting purposes (i.e., high school teachers, certain industry professionals, human resources executives, etc.).
- **Website targeting:** Targets specific websites where your potential students/customers may be found.

Benefits of Each Digital Medium

- **Search engine marketing:** Reach users in a targeted geographic area with intent to click and convert
  - Emphasizes conversions
  - Offers ability to adjust bids based on proximity to geo target
- **Display:** Used mainly for branding over a targeted group and area
- **Social media:** Offers very specific targeting options (including zip code, education level, and major) leading to both branding and conversions
  - Most affordable for small budgets
- **Remarketing:** Usually yields a high amount of conversions by targeting those who have already visited your website and expressed interest or intent

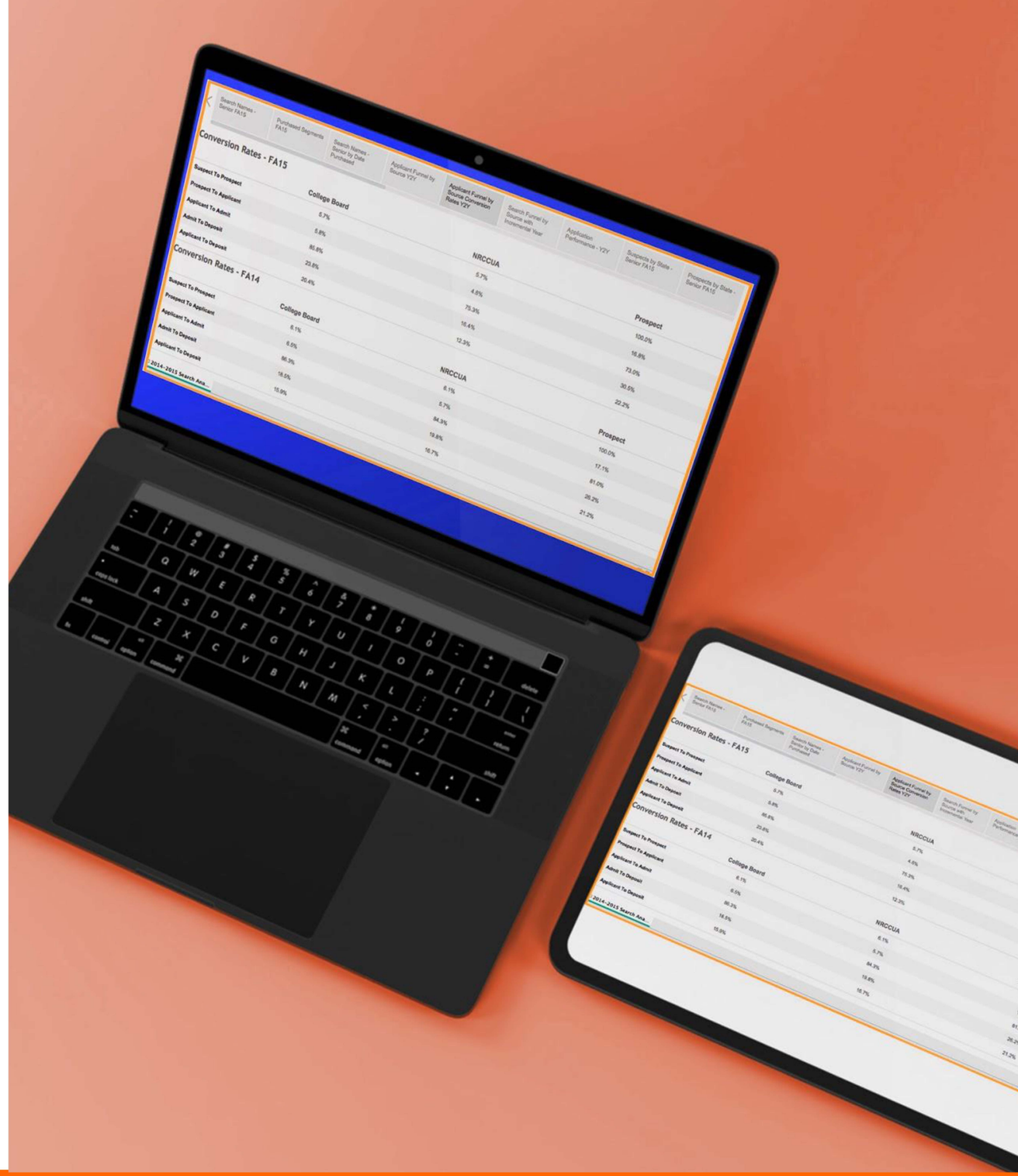
IN-DEPTH ANALYTICS

Media and Advertising Reports

- Overall impressions
- Results of A/B tests for maximum effectiveness
- Complete demographic analysis by:
  - Gender
  - Geolocation
  - Age
  - Socio-economic bracket
  - Education level
  - Brand engagement level
- Detailed ROI analysis by:
  - Specific medium
  - Impression
  - Conversion

Enrollment Marketing Reporting

- Through Tableau Reporting, Spark451 provides its institutions with a comprehensive analytics report at program end. We present this report to the senior enrollment management team.
- An honest look at program performance from suspect to enroll
- Complete funnel analysis by source, state and type



SPARK451

OUR HARD WORK HAS BEEN RECOGNIZED

Our reward for our hard work is recognition from our peers, as evidenced by our strong track record of placing in national competitions judging the best higher education focused work each year.

Educational Advertising Awards

For over thirty years, this national competition has recognized the field of educational marketing and advertising. A panel of industry specialists judges each piece based on creativity, marketing execution and message impact.

Education Digital Marketing Awards

Recognizing the best educational websites, digital content, electronic communications, mobile media and social media, this nation-wide competition ranks entries based on overall quality, creativity and effectiveness.

Collegiate Advertising Awards

An elite national program honors the most talented marketing professionals for outstanding excellence in all forms of advertising, marketing, and promotion specific to higher education products and services.

CREATIVE APPROACH

PLAYING UP YOUR STRENGTHS

THE GEORGE MASON UNIVERSITY BRAND

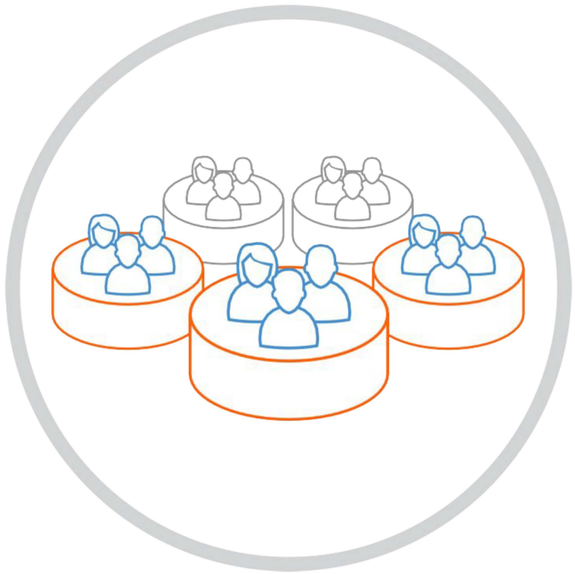
George Mason University has identified a need for all-encompassing creative and marketing services that support the overall brand. The brand system must be comprehensive enough to represent the University, as a whole and remain flexible enough to be tailored to the specific needs of each constituency.

Spark451 is enthusiastic about working closely with George Mason University's stakeholders to identify the institution's authentic strengths and opportunities to reveal creative and compelling messaging and visuals to bring that story to life for each intended audience group.

We define a brand as a sum of experiences and a promise to perform that live in the minds of your various audiences.

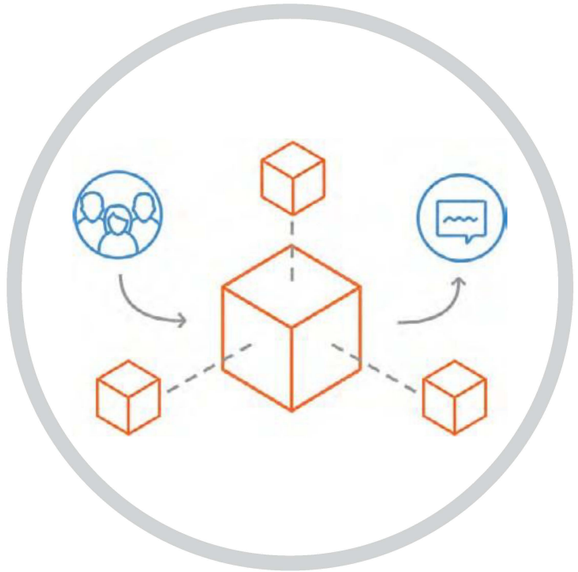
At the core, your brand supports business goals through student recruitment, constituent engagement, reputation management, fundraising, and more.

THE GEORGE MASON UNIVERSITY BRAND OPTIMIZATION



POOLS

We identify the right audiences for your goals and add our marketplace knowledge to build an effective strategy.



PLATFORMS

We determine the mediums and channels your audiences use and analyze how they use them.

NARRATIVES

We craft cohesive messages that focus on what differentiates George Mason University and provide clear calls to action.

OUR APPROACH

In order to develop personalized communications that tell a meaningful story, it's imperative that we work closely with our partners in every phase of our approach. In-depth research lays the groundwork for careful planning, which in turn allows us to shape each communication, not only in terms of layout and design, but also from a standpoint of production optimization.

DISCOVER

who you are today
and where you aim to be
in the future

DEFINE

key differentiating strengths that shape
your messages and determine the
most vital touch points

DESIGN

an architecture for effectively
communicating your brand to
your various audiences

DEVELOP

creative examples of primary
communications to serve as a
foundation for other materials

OUR APPROACH OVERVIEW

DISCOVER	DEFINE	DESIGN	TEST	REVIEW	DEVELOP
Existing Materials Audit Review Existing Research Market Analysis Workshops Interviews and Focus Groups Surveys	Strategic Communication Plan of channels and deliverables needed Project Brief: Specific Audiences, Channels, Messages all leveraging key differentiators	Concept Exploration Design and Theme Development	Internal Assessment Competitive Analysis	Stakeholder Presentation Client Review Selection of Theme and Feedback	Content and Design Refinement Final Production Commence the next deliverables

DISCOVERY: QUALITATIVE RESEARCH

College Name	Category Name	U.S. News rank	School type	Religious affiliation	Setting	Selectivity	Total undergraduate enrollment	Endowment, 2012 (000)	Endowment per undergrad enrolled (should use total enrollment)	Endowment per Full-time Faculty	Costs	Room and board	Student-faculty ratio
Arcadia University Glenside, PA	Regional Universities (North)	#[illegible]	[illegible]	[illegible]/A	suburban	selective	2,359	$52,942	$22,443	$375,475	2013-2014 Tuition and Fees: $36,810	$12,560 (2013-14)	12:01
Albright College Reading, PA	[illegible]	[illegible]	[illegible]	[illegible]ed [illegible]list	suburban	selective	2,199	$52,216	$23,745	$462,088	2013-2014 Tuition and Fees: $36,660	$10,000 (2013-14)	12:01
Drexel University **Philadelphia, PA**	**National Universities**	**#[illegible]**	**private**	**N/A**	**urban**	**selective**	**11,901**	**$555,381**	**$46,667**	**$523,451**	**2013-2014 Tuition and Fees: $37,505**	**$14,175 (2012-13)**	**9:01**
Penn State University University Park, PA	National Universities	#[illegible]	public	N/A	city	selective	43,357	$1,779,958	$41,054	$645,146	2013-2014 In-state tuition and fees: $16,992; Out-of-state tuition and fees: $29,566	$10,090 (2013-14)	17:01
Rutgers University Camden, New Brunswick, Newark, NJ	Regional Universities (North)	#24	public	N/A	city	selective	43,967	$693,515	$15,774	$273,037	2013-2014 In-state tuition and fees: $13,348; Out-of-state tuition and fees: $26,908	$10,906 (2013-14)	11:01
Temple University Philadelphia, PA	National Universities	#121	public	N/A	urban	selective	27,567	$277,479	$10,066	$191,101	2013-2014 In-state tuition and fees: $14,340; Out-of-state tuition and fees: $24,710	$11,410 (2013-14)	15:01
University of Delaware Newark, DE	National Universities	#75	public	N/A	suburban	selective	17,427	$1,087,870	$62,424	$914,176	2013-2014 In-state tuition and fees: $12,112; Out-of-state tuition and fees: $29,932	$11,500 (2013-14)	15:01
University of Pittsburgh Pittsburgh, PA	National Universities	#62	public	N/A	urban	more selective	18,429	$2,616,436	$141,974	$1,641,428	2013-2014 In-state tuition and fees: $17,100; Out-of-state tuition and fees: $27,106	$10,100 (2013-14)	14:01
University of Scranton Scranton, PA	Regional Universities (North)	#8	private	Roman Catholic (Jesuit)	city	selective	4,041	$125,154	$30,971	$453,457	2013-2014 Tuition and Fees: $38,754	$13,186 (2013-14)	11:01
West Chester University of Pennsylvania West Chester, PA	Regional Universities (North)	#74	public	N/A	suburban	selective	13,297	$21,621	$1,626	$35,915	2013-2014 In-state tuition and fees: $8,850; Out-of-state tuition and fees: $18,784	$7,922 (2013-14)	18:01

SAMPLE COMPETITIVE ANALYSIS

MATERIALS AUDIT

- Existing school communications review

INTERNAL RESEARCH

- Interviews to highlight important proof-points that strengthen the narrative
- Group discussions with faculty, staff, students
- Individual interviews with faculty, staff, students

EXTERNAL RESEARCH

- Market analysis
- Peer institution communications review

DISCOVERY: QUANTITATIVE RESEARCH

1

2

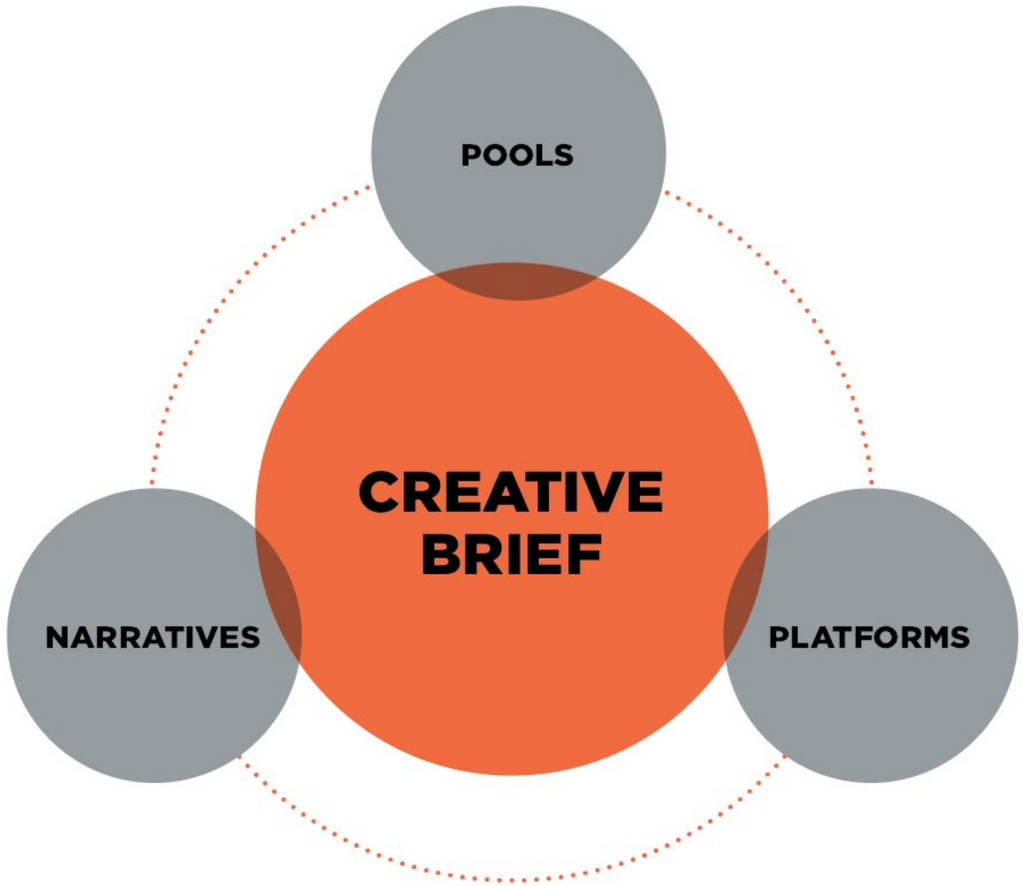
E-SURVEYS PRODUCE BROAD, STATISTICAL FEEDBACK

4. In your opinion which ONE of the following marketing programs leaves you with the MOST positive impression of the University of Medicine and Health Sciences?

Create Chart | Download

	Response Percent	Response Count
Concept 1	**38.4%**	**94**
Concept 2	29.0%	71
Concept 3	32.7%	80
	answered question	**245**
	skipped question	**1**

DEFINITION: THE ROAD MAP



A CLEAR PLAN OF ACTION IS KEY

- **Who**
  - Target audience profile
- **What**
  - Action they should take
- **Why**
  - What's in it for them?
- **Where**
  - Define the medium to reach them
- **When**
  - Optimize a production schedule
- **How**
  - Set metrics to track and measure engagement

DESIGN: CONCEPT WITH YOUR BRAND IN MIND

CREATIVE EXPLORATION

Audience-centric
information
tailored to various
demographics

Clear distinctions:
institution as a whole
vs. colleges & programs

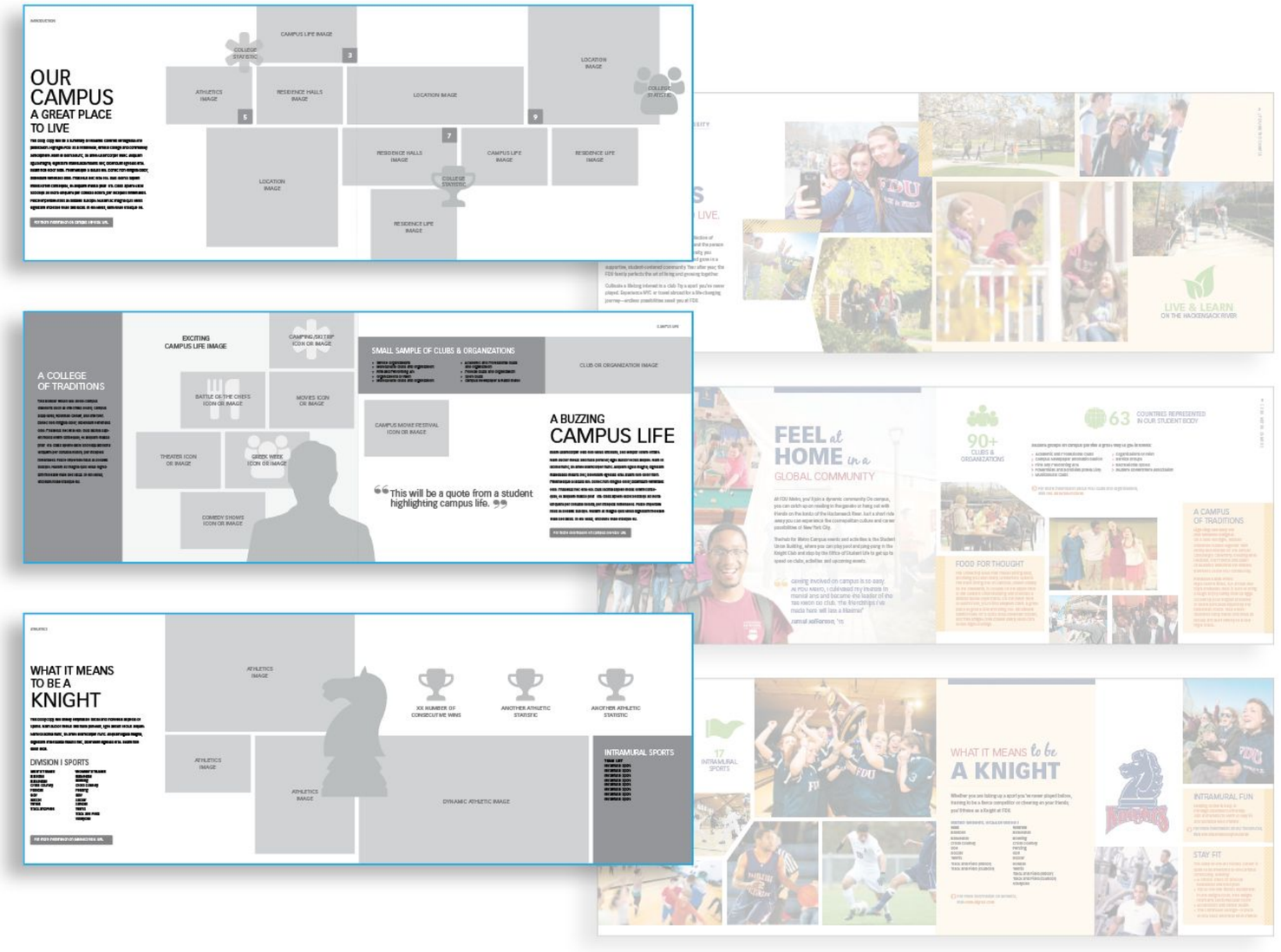
Highlight
differentiators

Memorable,
succinct messaging

Engaging
visual elements

Clear
“call to action”

DEFINITION: MAPPING THE CONTENT



PLAN FIRST.
DESIGN SECOND.

- Plan for the crucial components
- Determine amount of emphasis on specific content types
- Position basic graphic elements and photo assets

SPARK451

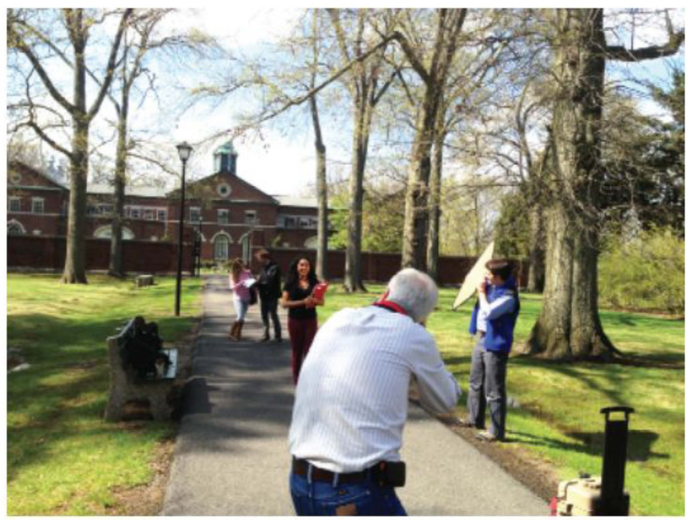
DESIGN: TELLING YOUR STORY

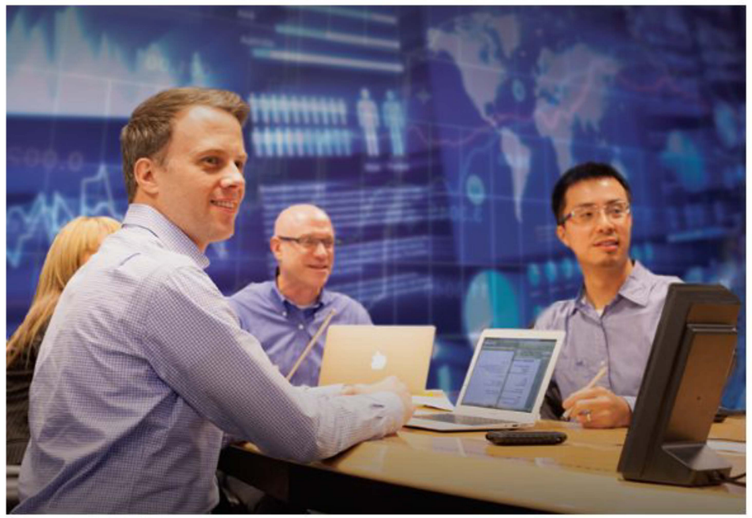
EFFECTIVE COMMUNICATIONS ARE:

- Authentic in Voice
- Accurate and Informative
- Clear and Convincing
- Inspiring and Informative

DESIGN: VISUAL NARRATIVE

PHOTO SHOOT COORDINATION, ART DIRECTION, POST-PROCESS

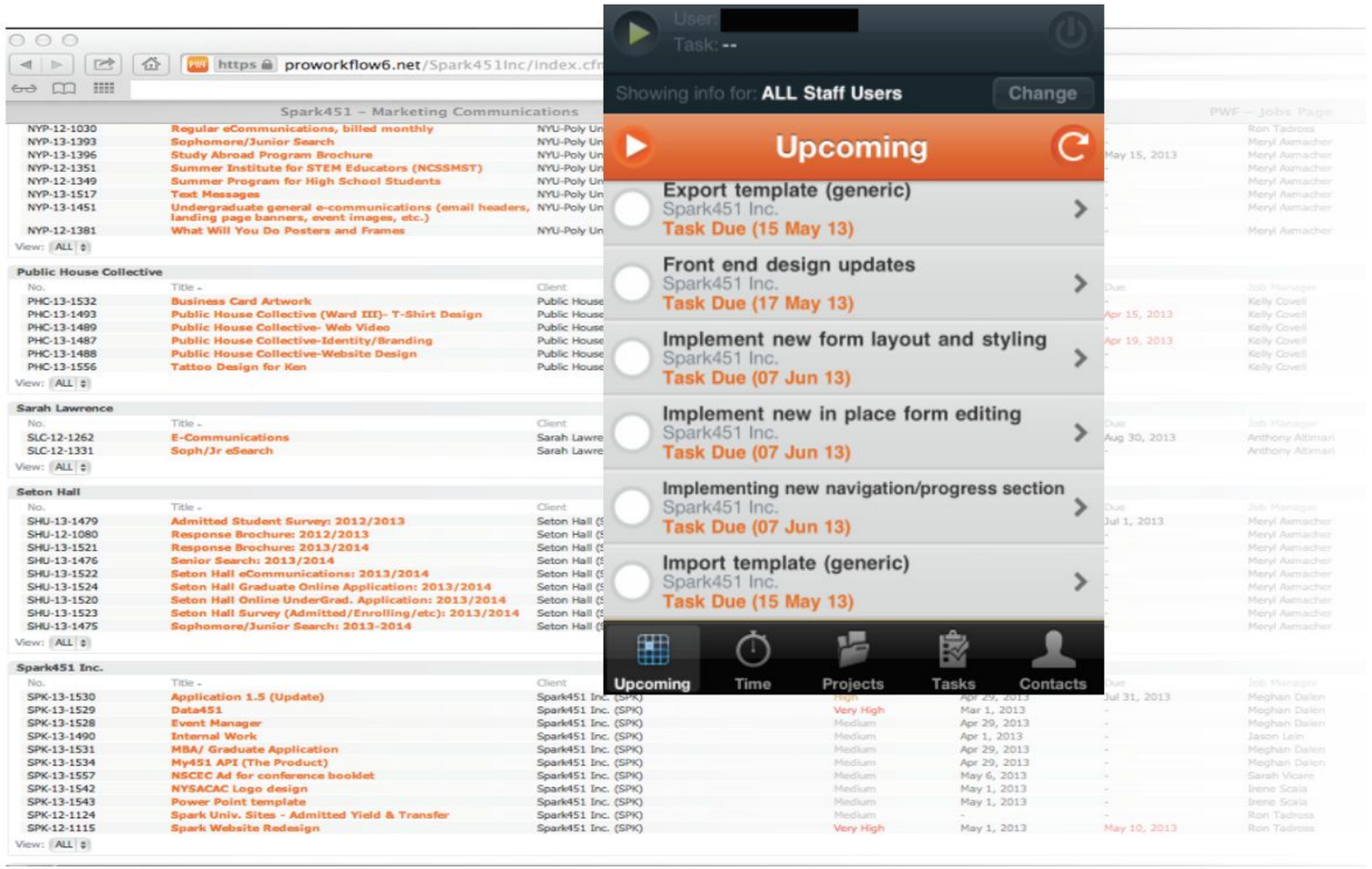




DEVELOPMENT: PRODUCTION

PUTTING THE COMMUNICATIONS PLAN INTO ACTION

DEVELOPMENT: PRODUCTION



PROWORKFLOW:
CLIENT/PROJECT/TASK MANAGEMENT

- Web-based, integrated platform ensures a consistent, trackable process
- Allows client access
- Task assignments correlate with the production schedule
- Goal dates ensure milestones are met
- Timed email alerts for deadline reminders
- Convenient smartphone app
- Time-tracker for accurate project estimation

SPARK451®

CREATIVE SAMPLES

SPARK451

AWARD-WINNING WORK THAT GETS RESULTS

Seamlessly coordinated creative support of George Mason University's brand communications is an essential component of Spark451's proposal. This includes the development of written content, designed assets, and optimized production of both digital and printed materials.

The Spark451 team brings to George Mason University a wealth of experience in communication design and leverages best practices of interactive/ digital platforms, as well as print production. Working seamlessly across mediums, we ensure a cohesive message and brand identity in every touch point. Combining this expertise with our knowledge of graduate, adult, and undergraduate recruitment, we're able to ensure timely delivery of relevant collateral for George Mason University.

We understand the need to support the nurturing flow at every level of the funnel and across multiple constituencies. Furthermore, by centralizing these efforts, George Mason University enjoys a definitive cohesion across platforms.

SPARK451®

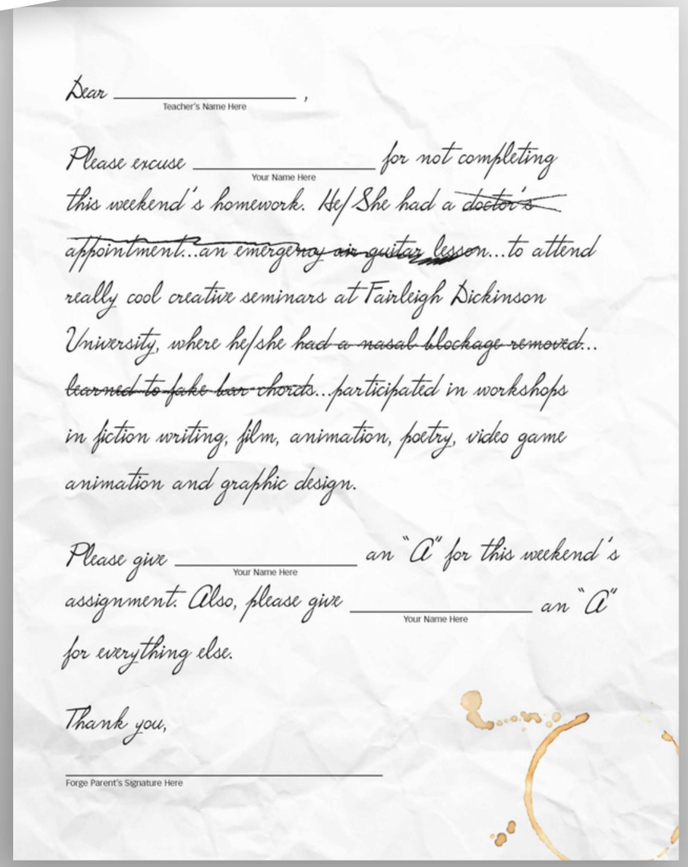
NATIONAL ACADEMY MUSEUM & SCHOOL
ART COURSES AND PROGRAMS
FALL
QUARTER 1: MONDAY, SEPTEMBER 14–SATURDAY, NOVEMBER 7
QUARTER 2: MONDAY, NOVEMBER 9–SATURDAY, JANUARY 23
PROFESSIONAL PRACTICE
ART HISTORY

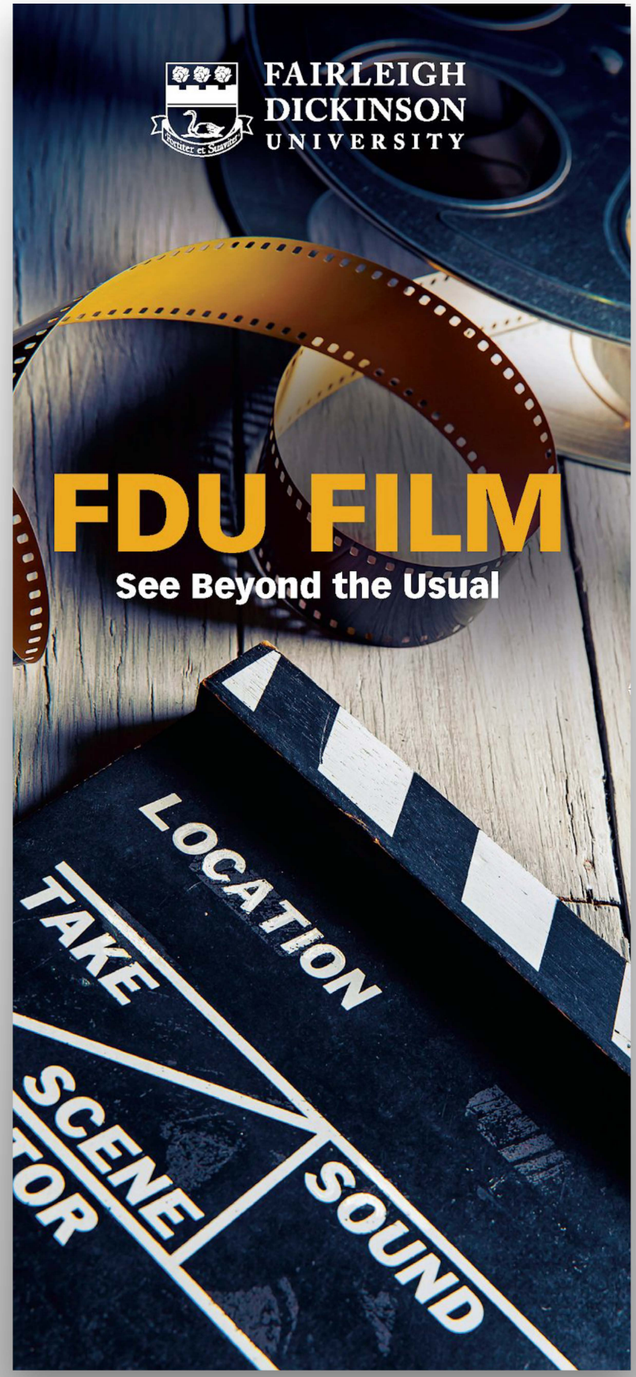
SPARK451

FAIRLEIGH DICKINSON UNIVERSITY
FAIRLEIGH DICKINSON UNIVERSITY SCHOOL OF THE ARTS
ANIMATION
Master of Arts · Master of Fine Arts
FAIRLEIGH DICKINSON UNIVERSITY SCHOOL OF THE ARTS
FILMMAKING
MASTER OF FINE ARTS
Meet the Growing Demand for Skilled Animators
Earn an MA or MFA in animation at Fairleigh Dickinson University, home of the top animation program in New Jersey.
Update your information below to receive your guide to earning a master's in animation from FDU.
First name*
Last name*
Email Address*
Start term*
Program of Interest*
SUBMIT
stry-Relevant Master's Degrees in Animation
ACCELERATE YOUR FILMMAKING CAREER
Earn an MFA in film at Fairleigh Dickinson University. Spend more time making films and less time on campus.
MFA in Film
Master the art of filmmaking and find your voice with FDU's Master of Fine Arts (MFA).Featuring an unconventional mix of online courses and short-term, in-person workshops led by film industry veterans, this 60-credit, low-residency program can be completed from virtually anywhere. You will learn to produce an original story or adapt an existing work for film, develop and write a professional screenplay, prepare a film for production, and gain a deep understanding of film history as well as contemporary film and production practices. Throughout the program, you will work closely with seasoned professional filmmakers and emerge prepared to excel in this highly competitive field.
Choose one of the following tracks:

SPARK451®

FAIRLEIGH DICKINSON UNIVERSITY
TAKE THE STAGE AT FDU
SCHEDULE YOUR THEATER AUDITION AND INTERVIEW TODAY!
REGISTER ONLIINE AT FDU.EDU/AUDITION
FAIRLEIGH DICKINSON UNIVERSITY
REGISTER TODAY
FDU.EDU/AUDITION
Advanced registration required
Questions? 973.443.8900 · audition@fdu.edu


Dear _____ ,
Teacher's Name Here
Please excuse _____ for not completing
Your Name Here
this weekend's homework. He/She had a doctor's appointment...an emergency air guitar lesson...to attend really cool creative seminars at Fairleigh Dickinson University, where he/she had a nasal blockage removed... learned to fake bar chords...participated in workshops in fiction writing, film, animation, poetry, video game animation and graphic design.
Please give _____ an "A" for this weekend's
Your Name Here
assignment. Also, please give _____ an "A"
Your Name Here
for everything else.
Thank you,
_____
Forge Parent's Signature Here


FAIRLEIGH DICKINSON UNIVERSITY
FDU FILM
See Beyond the Usual
LOCATION
TAKE
SCENE
SOUND

UNLOCK SPECIAL CONTENT
1 Download Blippar app
Visit the App Store on your device.
2 Scan the NYU Tandon logo
Click around the interactive map to learn more information about places on campus!
Tip: After scanning, remove tips from camera view.
3 Scan the graphic on the bottom
Get a quick glimpse of what it's like to be a student at NYU Tandon.
NYU
TANDON SCHOOL OF ENGINEERING

St. Mary's
WE'RE KIND OF A BIG DEAL
ΦBK

YOU BELONG AT AN HONORS COLLEGE
Look at you—still in high school and already thinking of ways to advance science, change policy, or create your own business empire. You'll fit right in here.
St. Mary's College of Maryland is one of only two public honors colleges in the country. That means we provide a rich academic experience that will challenge, enlighten, and prepare you to thrive in a world not yet imagined. (You know, when people may have jobs like robot trainer or drone traffic controller). Join our diverse community of passionate thinkers and doers and prepare to make a big impact.
THE WORLD IS UNEXPECTED. WITH ST. MARY'S COLLEGE, YOU'LL BE READY FOR ANYTHING.
Log in to receive your personalized guide to see how you are honors material!
Ranked #5
Recognized as a COLLEGE OF DISTINCTION
55
Ranked #6
ΦBK

CHALLENGE YOUR MIND
MAJORS
MINORS
CROSS-DISCIPLINARY
PRE-PROFESSIONAL
75
10:1
POPULAR STUDY ABROAD DESTINATIONS
89%
PREPARE FOR YOUR FUTURE
90%
BIG-NAME PLACES WHERE OUR STUDENTS HAVE INTERNED AND JOB SHADOWED
Allstate
Merrill Lynch
NATIONAL GEOGRAPHIC
CNN
Smithsonian Institution
YAHOO!
FDA
GET ACTIVE!
ATHLETIC TEAMS
Women's Sports
Men's Sports
SELECT CLUBS
Welcome HOME
75%
86%
MAKE A SMART INVESTMENT

NYU CONNECT
A STUDENT SUCCESS PLATFORM

97%
Career Placement after Graduation
Top 2
5
Graduate Schools
Best Universities in the World Today

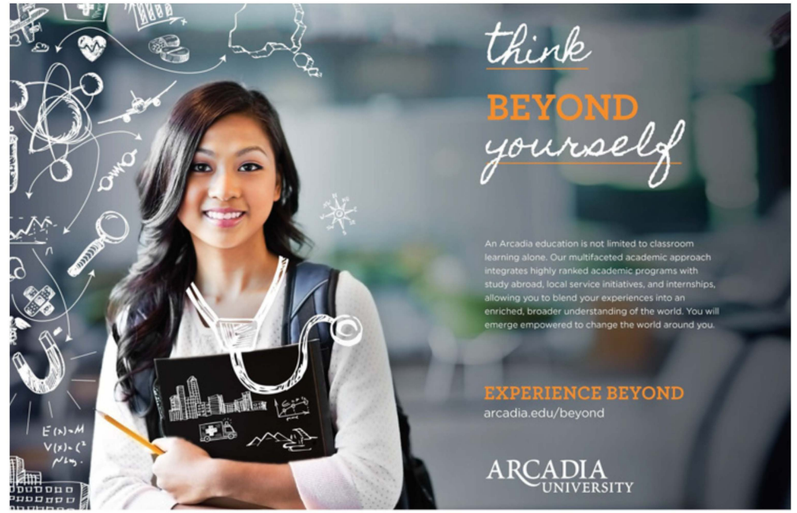
ELECTRICAL AND COMPUTER ENGINEERING
MASTER'S & DOCTORAL PROGRAMS

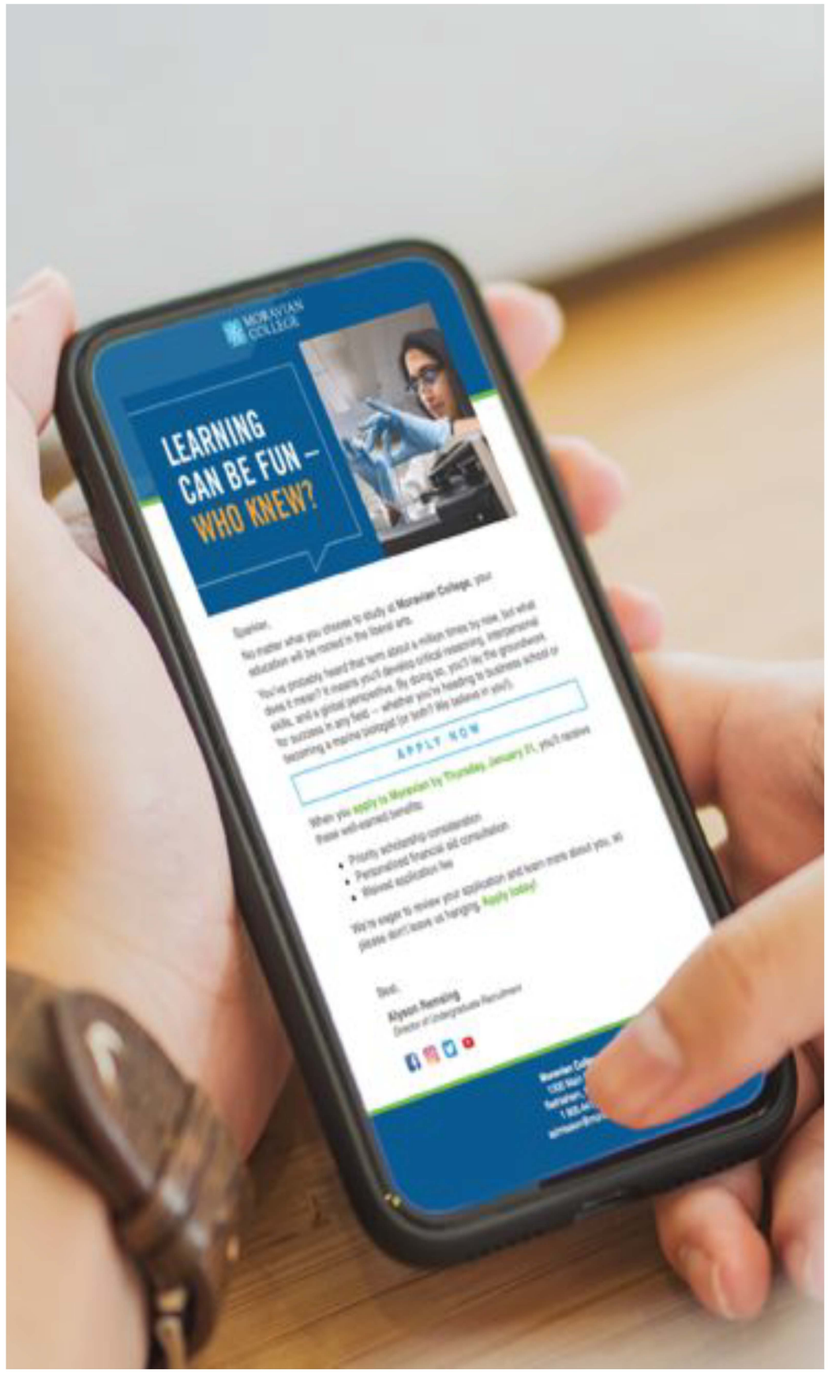
TAKE A CLOSER LOOK AT
YOUR NEW REALITY
WITH NYU TANDON
NYU
TANDON SCHOOL OF ENGINEERING

TAKE A CLOSER LOOK AT
YOUR NEW REALITY
WITH NYU TANDON
NYU
TANDON SCHOOL OF ENGINEERING

explore borders
BEYOND
An Arcadia education is not limited to classroom learning alone. Our multifaceted academic approach integrates highly ranked academic programs with study abroad, local service initiatives, and internships, allowing you to blend your experiences into an enriched, broader understanding of the world. You will emerge empowered to change the world around you.
EXPERIENCE BEYOND
arcadia.edu/beyond
ARCADIA UNIVERSITY

preparing the classroom
BEYOND
An Arcadia education is not limited to classroom learning alone. Our multifaceted academic approach integrates highly ranked academic programs with study abroad, local service initiatives, and internships, allowing you to blend your experiences into an enriched, broader understanding of the world. You will emerge
EXPERIENCE BEYOND
arcadia.edu/beyond
ARCADIA UNIVERSITY


think BEYOND yourself
An Arcadia education is not limited to classroom learning alone. Our multifaceted academic approach integrates highly ranked academic programs with study abroad, local service initiatives, and internships, allowing you to blend your experiences into an enriched, broader understanding of the world. You will emerge empowered to change the world around you.
EXPERIENCE BEYOND
arcadia.edu/beyond
ARCADIA UNIVERSITY


MORAVIAN COLLEGE
LEARNING CAN BE FUN – WHO KNEW?
APPLY NOW

MORAVIAN COLLEGE
YOUR COLLEGE SEARCH STARTS HERE
NOW WHAT?
WHAT'S MY IDEAL COLLEGE TOWN?
WHAT TECHNOLOGY IS AVAILABLE FOR ME?
IS COLLEGE AFFORDABLE?
WILL I BE ABLE TO LAND A JOB?

REFERENCES

DON'T JUST TAKE OUR WORD FOR IT

WHAT OUR PARTNERS ARE SAYING

Spark451 provides strategic higher education solutions that are driven by creativity, technology, and data, and deliver results.

Kathleen Davis, *Vice President of Enrollment Management* SAINT LOUIS UNIVERSITY

Spark451 was instrumental in launching our MBA Deferred Enrollment Program. Their outstanding creative and strategy teams merged seamlessly with our internal teams and we couldn't be happier with the partnership.

Catherine Calamé, *Director of Marketing* COLUMBIA BUSINESS SCHOOL

Spark451 is proficient in custom campaign optimization because they take advantage of the education and training Google provides. By working with Spark451, you can be assured that as a Google Partner, they will follow campaign-built best practices. Plus, as a valued partner, Spark451 gets access to new tools sooner than non-partnered agencies.

James Rich, *Agency Development Manager,* GOOGLE

I have worked with a number of firms throughout my career. Our work with Spark451 is a true partnership. I value their creativity, hard work, and commitment to achieving measurable results, which have been more than with any other firm.

Bryan Gross, *VP of Enrollment Management and Marketing,* WESTERN NEW ENGLAND UNIVERSITY

THEY'LL BE HAPPY TO TELL YOU THEMSELVES

Bryan Gross
Vice President of Enrollment
Management and Marketing
Western New England University
413.782.1562
bryan.gross@wne.edu

Our long-standing partnership with Western New England University began as an undergraduate brand study and development of recruitment publications and expanded to include student search, brand development for the School of Law, Centennial Identity and creative retainer partnership, and most recently an alumni magazine redesign approaching it's fourth issue.

Karissa Peckham
Associate Vice President
for Enrollment Management
Central Connecticut State University
860-832-0030
kpeckham@ccsu.edu

Spark451 has worked closely with Karissa over several years at multiple institutions. Throughout that time, we have conducted a comprehensive overhaul of the entire library of recruitment publications, as well as years of multichannel student search. Most recently, we helped Karissa develop a brand guide for Central Connecticut State University by working collaboratively with the marketing team, and we continue to deliver successful work on a number of creative fronts.

Victoria Kindon
Vice President for Strategic
Operations & CIO
Longwood University
kindonv@longwood.edu

Entering its second year, the creative partnership with Longwood University began with an extensive review of the University's recently completed independent market research. During the course of our partnership, we launched a successful brand awareness campaign supported by creative projects across various media channels, including an ice-rink takeover, mall advertising, TSA buckets, and ConnectedTV videos, the most recent of which—a video celebrating 2020 grads—outperformed most common industry benchmarks.

PRICING

AN INVESTMENT THAT PAYS OFF

VALUE IN EFFICIENCY

Hourly Rate: $180

Review of existing research and content Comprehensive Analysis

Creative Concept Exploration

Content planning, development, editing, proofreading

Design, image selection, creation of custom graphics

Optimization for production for various mediums

Packaging deliverables for deployment

—

Prior to beginning a project, an estimate will be provided to account for deadlines and scope of deliverables.

SAMPLE CREATIVE CREDITS

For partner schools that require greater flexibility to manage a variety of ongoing projects, we have devised a metric for creative service called “credits.” The amount of credits per project differs based on the size and complexity of each component. As projects are agreed upon and completed, we will deduct credits from George Mason University’s annual allotment.

Sample Project Types	Project Components	Creative Credits
General Print Collateral	Brochure	7 (per page)
	Poster	7 (per side)
	Banners / Pennant	7
	Travel Pull-up	10
	Newsletter	7 (per page)
Email Template	Standard	8
	Complex	12
Landing Page	Writing, design, building	15
Advertisement*	Traditional	7
	Digital Media	5
Presentations	Template (Up to 19 Pages)	30
Video	Filming	9 (per day)
	Editing & Motion Graphics	6 (per day)

*Pricing includes creative development only. Spark451 will provide project specific proposals for full-service media campaign management upon request.”

WORKING WITH SPARK451®

It is our pleasure to submit this proposal. Spark451 has unmatched experience in the field of marketing, communications and recruitment for higher education and we are eager to exceed the expectations of George Mason University.

Our firm recognizes the need to be competitive in our market and we make every effort to price this project in that manner. Should you have any questions regarding this proposal, we have included a listing of our Senior Management/

Pete Colbert
Senior Business Development Strategist
pcolbert@spark451.com

Irene Scala
Executive Creative Director
iscala@spark451.com

Steve Kerge
Principal, Business Development
skerge@spark451.com

Ron Tadross
Chief Financial Officer
rtadross@spark451.com

If selected, Spark451 is prepared to begin immediately and meet all timeline requirements.

PROCEDURAL INFORMATION

JUST A FEW FORMALITIES

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: Spark451, Inc.

DBA:

Address: 4211 Monarch Way - Suite 124
Norfolk, VA 23508

FEI/FIN No.

Fax No. 516.442.4647

Email: connect@spark451.com

Date: 12/08/2020

By: _____
Signature

Name: Pete Colbert

Title: Senior Business Development Strategist

Telephone No. 516.442-4650

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

SWaM Certification Number: 722862

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: Spark451, Inc.

Preparer Name: Pete Colbert **Date:** 12/08/2020

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: 722862 Certification Date: 11/26/2019

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: _____

RFP# GMU-1692-21 Creative & Marketing Services
Payment Options Preference

Spark451 would prefer “Option 3: Net30 Payment Terms” as stated within section XV this RFP.

THANK YOU

SPARK451®

865 Merrick Avenue, Suite 451 · Westbury, NY 11590 · 516.442.4650 · pcolbert@spark451.com · spark451.com