

# LET'S START Something



**REQUEST FOR PROPOSALS GMU-1692-21**  
**Creative & Marketing Services**

**sunshine  
& bourbon**

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"We are an innovative and inclusive academic community committed to creating a more just, free, and prosperous world."

This is a powerful mission, and never have these sentiments been so relevant - and so needed - as they are today, in 2020. These are incredibly challenging times. Yet these times also allow us to see the true power of the human spirit. And clearly understand how important our universities are to shaping our future domestically and internationally. George Mason University has a crucial role to play in inspiring and shaping the workforce, entrepreneurs, inventors, researchers, academics, and leaders of tomorrow. We'd like to help you get there.

George Mason University's leadership in research and academics is undisputed and inspiring. We want to help you communicate your commitment to innovation, not just in Northern Virginia, but beyond. We want to share how GMU produces more graduates in computing than any other institution in the state, that your tech-based R&D portfolio has grown considerably, and that you're working closely with many partners in the private and public sectors to advance inclusive economic development in the region. Through your marketing, creative and design, George Mason University has the power to captivate the imagination, touch the soul and ultimately drive the conversation.

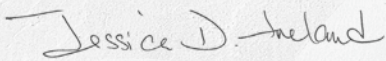
In collaboration with our clients, this is what we do. Our team at Sunshine & Bourbon has decades of experience in strategic consulting, marketing, and communications. We understand people - their motivational behaviors, their consumption and purchasing patterns, and how to build awareness, reach and demand for our clients who span from the East Coast to across the country.

Integral to our approach is our inherent curiosity and creativity – a penchant for discovering new and compelling ways to share our clients' brands and discover how to most effectively connect with your target audiences. And in this day and age, those communications run the gamut from video and digital to more traditional platforms such as print and broadcast.

We would love to help you discover the essential elements that create your university's most compelling brand voice. Specifically, we are submitting our proposal for the following services:

- A. Creative design
- C. Copywriting, Proofreading, and Copyediting
- D. Videography and Motion Graphics / Animation
- E. Graphic design for the College of Visual & Performing Arts (CVPA)

Thank you so much for this opportunity.



-Jessica Ireland, Co-Founder

Sunshine & Bourbon  
PO Box 4503  
Virginia Beach, VA 23451  
[hello@sunshineandbourbon.com](mailto:hello@sunshineandbourbon.com)

**1. Procedural information: a. Return signed cover page and all addenda, if any, signed and completed as required. b. Return Attachment A - Small Business Subcontracting Plan. c. State your payment preference in your proposal response. (See section XV.)**

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These documents and information are included in this proposal.

Our payment preference is listed under Details of Budgeting section.



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](mailto:erauch@gmu.edu)

**SECONDARY PROCUREMENT OFFICER:** James F. Russell, Director, [jrussell@gmu.edu](mailto: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: The Creative Skirts, LLC

Date: 12/08/2020

DBA: Sunshine & Bourbon

Address: PO Box 4503

By:   
Signature

Virginia Beach, VA 23451

FEI/FIN No. 85-0967240

Name: Jessica Ireland

Fax No. n/a

Title: Co-Founder

Email: hello@sunshineandbourbon.com

Telephone No. 757-204-5904

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

SWaM Certification Number: 815330

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](http://www.SBSD.virginia.gov) (Customer Service).

**Offeror Name:** The Creative Skirts, LLC d/b/a Sunshine & Bourbon

**Preparer Name:** Jessica Ireland **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: 815330 Certification Date: 12/08/2020

**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: \_\_\_\_\_

2.

# QUALIFICATIONS & EXPERIENCE

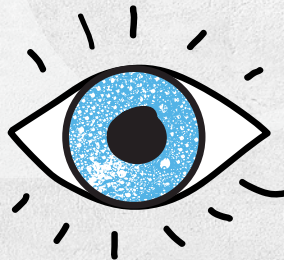


EDOM AND  
ARNING

*2. Qualifications and Experience: Describe your experience, qualifications and success in providing the services described in the Statement of Needs to include the following: a. Describe your experience in providing similar services described in the Statement of Needs. b. Names, qualifications and experience of personnel to be assigned to work with Mason. c. Resumes of personnel working with Mason.*

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**We'd like to take this moment to introduce ourselves. We are a collection of individuals who wholeheartedly believe in your success. And we strongly believe that George Mason's unique culture of innovation, commitment to diversity and entrepreneurship deserve the recognition it receives nationally and internationally. **We want to be your partners** who deliver the strongest and most effective branding and marketing campaigns.**



# diving a bit deeper into the agency.

**Women and minority-owned.** Creatively led. At Sunshine & Bourbon, we believe in the power of small business to bring about the most epic, awe-inspiring ideas. Innovative ideas that drive conversation.

**Our purpose:** Engage diverse perspectives to create a significant impact for communities of all kinds.

We strive to leave our mark on this planet. One remarkable idea can do just that. Brands forever changed, built, made indelible, impervious and by default, made timeless - all with one well-crafted idea. The sort of idea that shakes the world. These are the ideas which help to inform our approach to business.

What is the agency's strength, you may ask ... We lead with creative. Always. Every time. It is our soul. We believe the insights born from data and strategy result in creative that differentiates. And that is the critical element to solving our clients' business challenges.

Finally, Sunshine & Bourbon exists to fill lives with positive experiences, inspire optimism, and connect people. Never has that been so critical as it is today, when we need each other like never before.

While our legal address is listed below, the majority of our team members work remotely in Virginia Beach and along the East Coast.

The Creative Skirts, LLC d/b/a Sunshine & Bourbon  
PO Box 4503  
Virginia Beach, VA 23451

We are SWAM certified.



## experience across sectors.

Sunshine & Bourbon's team members are carefully recruited to ensure they have a deep understanding of marketing campaigns across a diverse set of sectors. Their backgrounds are exciting and diverse because they have been there too - at research firms, media outlets, large-scale brands and other strategic agencies. They understand the pressures, the challenges and the excitement of seeing marketing campaigns create measurable impact on awareness, reputation management, recruitment and revenue generation.

We've helped corporations, governments, nonprofits and lifestyle-related brands execute award-winning (and business-building) success. The agency works with clients in Virginia and around the country.

In our team's current and past experiences, we have been fortunate to work with Virginia-based clients such as the Virginia Tourism Corporation; Virginia Department of Conservation & Recreation; Prosper Insurance, the Chesapeake Bay Foundation; Optima Health; the Virginia Beach CVB; The Washington Redskins Beach Blitz; Mosquito Joe; the Virginia Beach Convention Center; Swimways; Montgomery County Regional Tourism Office; the Neptune Festival; Norfolk Airport Authority; the Virginia Beach Rescue Squad; Operation Smile; and Massimo Zanetti Beverage USA, among others.

As an agency, we develop powerful brands and leverage them through compelling creative, public relations, digital design, social media and advertising.



## what we know.

At Sunshine & Bourbon, we believe in these truths, which we feel lead to success for our clients:

**To solve a business challenge you must understand it.** We truly listen to our clients and learn from them to create a true partnership.

**Collaboration leads to success.** We engage both clients and stakeholders in every step, knowing they are the true brand advocates and their perspectives are invaluable.

**Differentiation is critical.** Our clients' campaigns break through the industry clutter - the "sea of sameness" - to exceed their business objectives.

**Results must be measurable.** A campaign is only a success when the KPIs and goals are met and exceeded. We are our client's trusted confidantes, and we take that responsibility very seriously.

**Strategy is the foundation of all we do.** We deliver informed campaigns because we deep dive into the neuroscience of data to know exactly what drives conversion.



## meet **your team.**

We'd like you to meet the other team members who would be working on your behalf. Please keep in mind, our creative, media, digital, content, and PR teams are not generalists. They intimately know this space and have deep relationships with the vendors, media and influencers. They leverage those relationships for our client partners - to make their dollars work harder, smarter and more efficiently. We strongly believe our clients' marketing budgets are too valuable and their goals too great, for any other approach.

Our team members are available to our clients when they need them, especially given our clients span from the East to West Coasts. Your account would be led by Nilesh Patel, our Client Services Director and Jessica Ireland, Co-Founder.

Jessica Ireland previously worked at *The Augusta Chronicle* as a reporter, then Fleishman-Hillard in the St. Louis headquarters as well as the Washington, D.C. office where her clients included ESPN, the Charles Schwab Foundation, UPS, and SBC Communications (now owned by AT&T). She also was the PR Director for the global nonprofit Operation Smile, the Marketing Director for the Virginia Beach Parks & Recreation, and the PR Director for the Virginia Beach CVB.

Nilesh Patel previously worked with Issues & Answers, a highly-regarded research firm, as well as BCF advertising and Visit Orlando.

## they're **frighteningly creative.**

While we always enjoy working with compelling people, our real motivation lies in this fact: interesting people have interesting ideas. We gravitate toward industry professionals who challenge the status quo, constantly push boundaries and who quite frankly, frighten us, inspire and motivate us to do things greater than our clients or contemporaries might imagine.

We have included bios of all of our team members below, including our Creative team. We're fortunate to employ a team with amazingly diverse skill sets and expertise, arriving here from agencies such as BBDO, Martin Agency, Fleishman-Hillard, J. Walter Thompson, Donor, Ketchum, and Omnicom. They stay on top of their craft, consistently seeking certifications from Google, Facebook, International Advertising Bureau, and more. Together with our clients, they've won too many awards to count.

Sunshine & Bourbon executes almost entirely with our in-house teams. However, we will create strategic partnerships when necessary. For example, we may freelance production teams during large-scale photo and video shoots. We also work with trusted digital development partners when building complex sites.

# sunshine hour

## **jessica ireland** co-founder

With over 20 years of experience in the marketing and communications field, Jessica's knowledge of non-profit/cause related, travel/tourism, and consumer client insights to the forefront. She has been fortunate enough to work with clients, such as: UPS, ESPN, Comcast, SBC Communications, Steve Case Foundation, Operation Smile, and Charles Schwab Foundation. Jessica cut her teeth as a reporter in Georgia before immersing herself in the marketing and advertising world. Jessica has since held positions as Director of PR for BCF, Director of PR for Virginia B Beach Convention & Visitors Bureau, Director of Parks & Recreation, Director of PR & Media Strategy for Operation Smile, along with experience working with Fleishman-Hillard in the corporate and financial communications practice, as well as the social marketing group. Jessica brings a well-rounded, unique experience based in data-driven integrated marketing strategies.



# sunshine hour

## nilesh patel

client services director

Growing up in a motel property owned by his parents, Nilesh doesn't just provide clients with over 7 years of travel and tourism industry experience. His keen insight into the industry helps Nilesh better understand where clients are coming from and the importance of tourism for local businesses. Throughout his career, Nilesh has had the opportunity to work with many brands such as: Abel Reels, Orlando CVB, The Cavalier Hotel, Virginia Beach CVB, OrangeTheory Fitness, Checkered Flag Auto Group, Volvo Penta, and Visit SLO CAL (San Luis Obispo County, CA).

Nilesh began his career supplying competitive market data, custom research and web analytics that guided the direction of marketing materials and press releases for Orlando CVB. With this knowledge, he was able to take on a role at Issues & Answers Network, a marketing research agency, where he designed studies for travel organizations targeting new secondary markets. This combination of experience, plus his ability to see the industry through his clients' eyes, has helped Nilesh become an account director, providing ways to zero in on travel trends and offer valuable insight to marketers.



# sunshine hourhoun

## keith ireland

creative lead

Keith has over 25 years of agency experience with extensive travel/tourism, consumer packaged goods, non-profit/cause related, and entertainment marketing knowledge. He has worked with numerous brands including: Virginia Tourism Corporation, Discovery Channel, Operation Smile, Orangetheory Fitness, Piggly Wiggly, Chock Full O'Nuts, Virginia Beach CVB, and British Virgin Islands Tourist Board.

Throughout his career he's covered a lot of ground serving as Creative Director, Art Director, Copywriter, Film Editor, Photo Retoucher, Package Designer, and Illustrator, plus just about everything in-between. The work he's created in those roles has gained recognition in multiple awards shows including: Print Design Annual, Communication Arts, Graphis, Summit Awards, ADDYs, HSMAI Adrian Awards, Telly Awards, and Communicator Awards.

Over the course of his career, Keith has had the opportunity to showcase his amazing ability to bring to life, in the most powerful and colorful way, the brand essence of every product, destination, and experience he has represented - putting innovative, business changing creativity first in order to solve client partners' challenges.



# sunshine hourhoun

## jimmy reeves

senior art director

Jimmy has over 15 years experience working as an Art Director, Designer And Music Producer. He spent 10 years in NYC freelancing for large and small agencies like Deutsch, McCann Erickson, Draft-FCB, Wieden + Kennedy, Iris, Indelible, and Modco Creative. As a Designer and Art Director, his work has been recognized and published by Print Magazine, Communication Arts, and American Corporate Identity. He has helped build brands for clients like Amazon, Brooklyn Public Library, New York Surf Film Festival, Primary, Evil Teen Records, and the award-winning documentary film Dare Not Walk Alone.

As a Composer And Music Producer, Jimmy has collaborated with major brands like Coca-Cola, Volkswagen, Jack Daniels, Acura, Harley Davidson and Adidas. His work has been featured in numerous national and regional TV campaigns and received mention in Adweek. The foundation for this pursuit has come from a lifetime of playing in bands, with his most recent work Sunndrug being released by Chicago-based label, Mind Over Matter records.

Jimmy is driven by a desire to make meaningful and beautiful work. His creative pursuits have been defined by a love for music and smart, beautiful design. He brings a broad range of creative perspective and an optimistic curiosity to every new project.



# sunshine hour hon

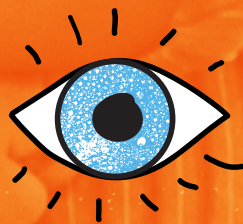
## aj rickett

videographer / motion designer

AJ Rickett is a Producer, Director, and Editor. He has a career spanning multiple levels of the film industry starting as an editing intern for CW to becoming a contract post-producer and documentarian for companies like VIACOM and the Travel Channel. He has also contracted with the Department of Defense as an onsite Video Producer.

Throughout his career, he endeavors to acquire balance every aspect of his filmmaking abilities. Learning the process from Post-production to Conception, AJ learned that to be a great storyteller, you have to master how to put all the pieces together. He likens Editors to the head chef in the kitchen. Anyone can have all the ingredients in the world (footage, CG assets), but they're worthless unless you have someone to cook (edit) them. Editing is easily the hardest part of the process, and requires a great deal of devotion, not just discipline.

AJ has travelled the world largely due in part to his vast array of filmmaking skills, which has led to his now central focus on Motion Design. He believes Motion Design is what elevates a video, that it gives a clear understanding and personality to the overall product. With Motion Design, the limitations are only set by your imagination.

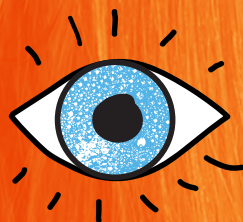


# sunshine hourhon

**eden papineau**

digital art director

Eden got her BFA in Communication Arts at Virginia Commonwealth University and went on to Miami Ad School where she studied advertising and art direction. She has worked at several advertising agencies including Ayni Brigade in New York, and has experience with major brands like Nike, Dior, and Pepsi. Eden is also an officer in the United States Coast Guard Reserves and is skilled at UX & UI design, motion graphics, and the entire Adobe Creative Suite.



# sunshine hour

## **harrison Keeler**

art director

Creativity, curiosity, and problem solving are what drive Harrison. As an art director, he thrives on using his diverse skillset to explore creative avenues in search of the perfect idea and has done so on a variety of brands including: Subway, Make-A-Wish, Timberland PRO, Cedar Sinai, Tinder, sweetFrog, and Whole Foods.

From the early days of designing his own campaign posters for class office to conceiving and creating content for major brands, he has always strived to generate work that's unique, interesting, and above all engaging. After graduating from the Fine Arts program at Hampden-Sydney College, Harrison went on to study creative technology at the prestigious VCU Brandcenter and ultimately transitioned into art direction. In recent years, he's had the opportunity to work at multiple ad agencies both locally and nationally like Wongdoody LA and the Martin Agency. For Harrison, driving a message home is paramount, but getting there is half the fun.



# sunshine hour hon

## jared myers

**director of public relations and senior copywriter**

With more than 15 years of experience in integrated marketing communications, Jared has developed and executed strategic communications programs for consumer and lifestyle brands such as Kellogg Company, Just for Men Hair Color, Domino's Pizza, and Best Buy's Geek Squad, to name a few. Additionally, he has abundant experience with travel/tourism, having served the Virginia Beach Convention & Visitors Bureau, Amelia Island Tourism, Visit Cumberland Valley, Visit Montgomery County, and others.

Jared's areas of expertise are creative writing and message development, strategic public relations planning, media relations, influencer relationship management and issues/crisis communications. He holds a bachelor's degree in creative writing, as well as a master's degree in professional writing. He has won numerous industry and agency awards for creativity and client service, including Ketchum's Global Catalyst Award for the firm's brand marketing practice. In addition to his agency experience, Jared also has held positions within the United States Government, the automotive industry and higher education.



# sunshine hour hon

## ali webb client services

Ali began her marketing and advertising career as an executive assistant at Bates Advertising in London UK. While there, she quickly made the transition into account services. A love of the industry and a passion to travel and explore different cultures has led Ali to continue working in a variety of account service roles in the UK, Australia, Canada, and now the USA.

With over 20 years of international experience in brand management, cross platform campaigns, and client and account services, Ali has managed projects through all phases - conceptual, scheduling, approvals, production, and completion - where she has excelled at meeting deadlines, following quality control processes, and adhering to budget parameters. Ali's clients include Visit Billings (Montana), Haagen-Dazs Ice Cream Europe, Canon Worldwide, MedicAlert, and Toro Equipment, as well as a multitude of other industries such as government, retail, B2B, and non-profit.

### STARBUCKS

Ali's outstanding interpersonal skills and passion for building solid client relationships make her a delight to work with. Ali provides a holistic approach to ensure all projects are delivered on time, within budget, and with a personal touch. She truly is the cherry on top!



# sunshine hour hon

## **lisa la** senior media manager

Lisa brings over 10 years of strategic planning experience. She has built brand and performance campaigns for brands such as Wells Fargo, Toyota Parts & Service, Nissan, AIDS Healthcare Foundation, Los Angeles World Airports, and County of Los Angeles Public Health.

Lisa specializes in developing integrated, cross-platform executions, and has partnered with The Ellen Show, The Today Show, Oprah Winfrey Network, Wall Street Journal, Univision, and Scholastics on content partnerships to bring an element of authenticity to her campaigns. She has a 360° approach to media, and works to find the right mix of platforms to meet specific campaign goals. She has activated campaigns across traditional broadcast, OTT, digital, print, out-of-home, and experiential platforms.

Lisa's experience spans across the auto, finance, health, and government categories. She has held positions with OMD, Zimmerman, and Fraser Communications.



# sunshine bourbon

## **michele berkhimer**

co-founder

With over 13 years of agency experience with a focus on Operations, Production and Project Management, Michele has had the privilege of working on projects for clients in industries such as: Travel/Tourism, Hospitality, Entertainment, Attractions and Corporate Insurance.

Michele started her journey in the advertising industry in 2007 with a role she quickly evolved to cover a wide range of responsibilities. She manages the implementation of agency guidelines and strategies, working with the other discipline leads to ensure everything runs smoothly. With a keen attention to detail and excellent organization, Michele enjoys balancing the day-to-day project oversight by collaborating with our creative, account service and finance teams to maintain budgets, negotiate vendor contracts and ensure we deliver exceptional work for our clients. Michele's eyes are typically the first on a finished project, a moment that even after years in the industry, makes her the most proud of the incredibly talented individuals at Sunshine & Bourbon.



3.

# SPECIFIC PLAN

(Methodology)



**3. Specific Plan (Methodology): Explain your specific plans for providing the proposed services outlined in the Statement of Needs including: a. Your approach to providing the services described herein. b. What, when and how services will be performed.**

## first and foremost - **stewards of your brand.**

Our team at Sunshine & Bourbon creates and leverages emotionally-connective, engaging and informed marketing materials, campaigns and brands. This is because, what we know for certain is that even the most beautiful piece of creative cannot hold a candle to an inspired, insight-based idea which captures the attention of your audience. As an agency, we develop powerful brands, leverage them through visually-compelling creative and graphic design, copywriting, digital design as well as film and videography. These efforts are managed through in-house creative, film and photography capabilities.

Our very foundation is based on data, analytics and strategy. It allows us to holistically understand and forecast trends within the industries we work, as well as geographically and demographically understand our target audiences. Ultimately, we overlay the marketing campaigns to ensure we are meeting and exceeding the KPIs outlined for our clients, so they in turn see a strong return for their marketing dollars.

## at your **service.**

As touched on above, our approach to client services starts with communication. With our clients, our colleagues and coworkers, anything done well starts with an intention and plan for quality communication. This cannot be overstated. Within the agency, our various teams are in constant dialogue, exchanging ideas in service of delivering the highest quality creative work for GMU.

Our team is located a short 3-hour drive from the GMU campus, so you can count on our Client Services team being on site as frequently as needed, continually working together - sharing plans, research, ideas and results. We plan to become integrated with your business and your bottom line, to serve as an extension of your team and to collaborate at every step along the way.

Generally, bi-weekly status meetings between the Client Services team and our clients have proven to be key in maintaining clear communication and ensuring maximum budget efficiency. During Sunshine & Bourbon's new client onboarding process, which we discuss in more detail in the coming section, we will work with you to understand your preferred communication methods.

We tailor our work and process to adapt to your team's style so that, over time, our meetings establish a united front, a true exchange of business-building ideas where creative synergy becomes second nature.

**Consistency + Frequency = Optimal Productivity.**

## welcome aboard.

You'll note, in several areas of this proposal, collaboration is at the heart of all we do. Were we fortunate enough to begin working with GMU, our new client onboarding process would commence immediately.

Our onboarding process begins with immersion in all things essential about GMU. We want to know the brand and brand position as intimately as you do. We plan to learn the nuances of your university, your vision and your message, solidly, so that we can get it right and on time, every time.

First and foremost, we collaborate with our clients and listen to their leadership teams so we understand their challenges and the goals they have set for themselves. The agency's objective is to help them meet those goals and go beyond their expectations. To this aim, we'll begin working with you to develop an appropriate list of GMU stakeholders who reflect the many interests and opinions you serve. We'll then work methodically to meet with those individuals to better understand their marketing needs, perspectives, and their definition of success. All of this is in search of a rich understanding of the challenges and opportunities GMU uniquely faces.



# now that **we've gotten close.**

We'll schedule a new client kick-off within the days immediately following its conclusion. In rapid succession, the following steps would be deployed:

## **1. New Client Kick-Off Meeting**

Scheduled immediately following the immersion phase, it establishes an understanding of existing goals, objectives and challenges. We formally introduce your new team.

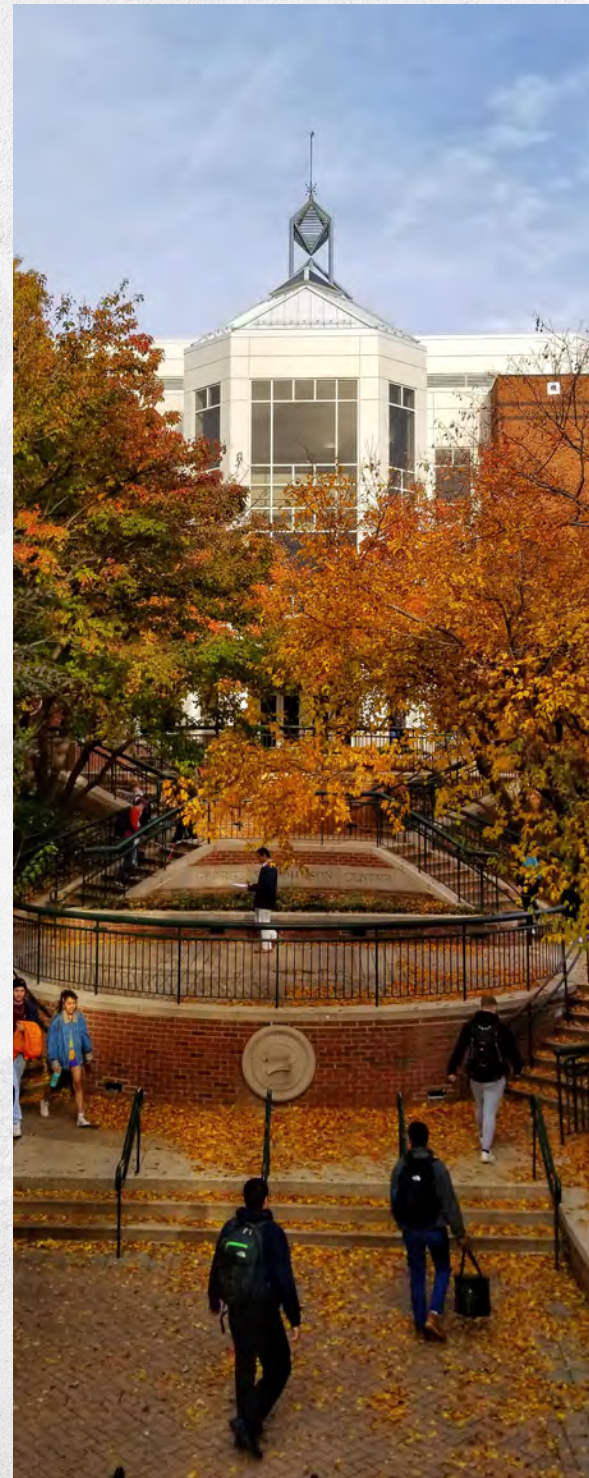
## **2. Statement of Work**

Drafted in establishment of what needs to be accomplished and when. This will serve as a written aggregation of the defined goals, objectives, budgets and timelines discussed above. It also will establish a schedule of meetings, how our teams will communicate, and how they'll exchange assets and assignments. In this phase, you'll review the Statement of Work, share feedback and approve prior to proceeding.

## **3. Creative Brief**

Drafted as a singular document which reflects all of the previous phases and information gathered to date, this will communicate to the Creative and Production Teams, in detail, what we are looking to accomplish on your behalf and impart the information they'll need to execute. In this phase, as in the others, you'll review the Creative Brief, share feedback and approve prior to proceeding.

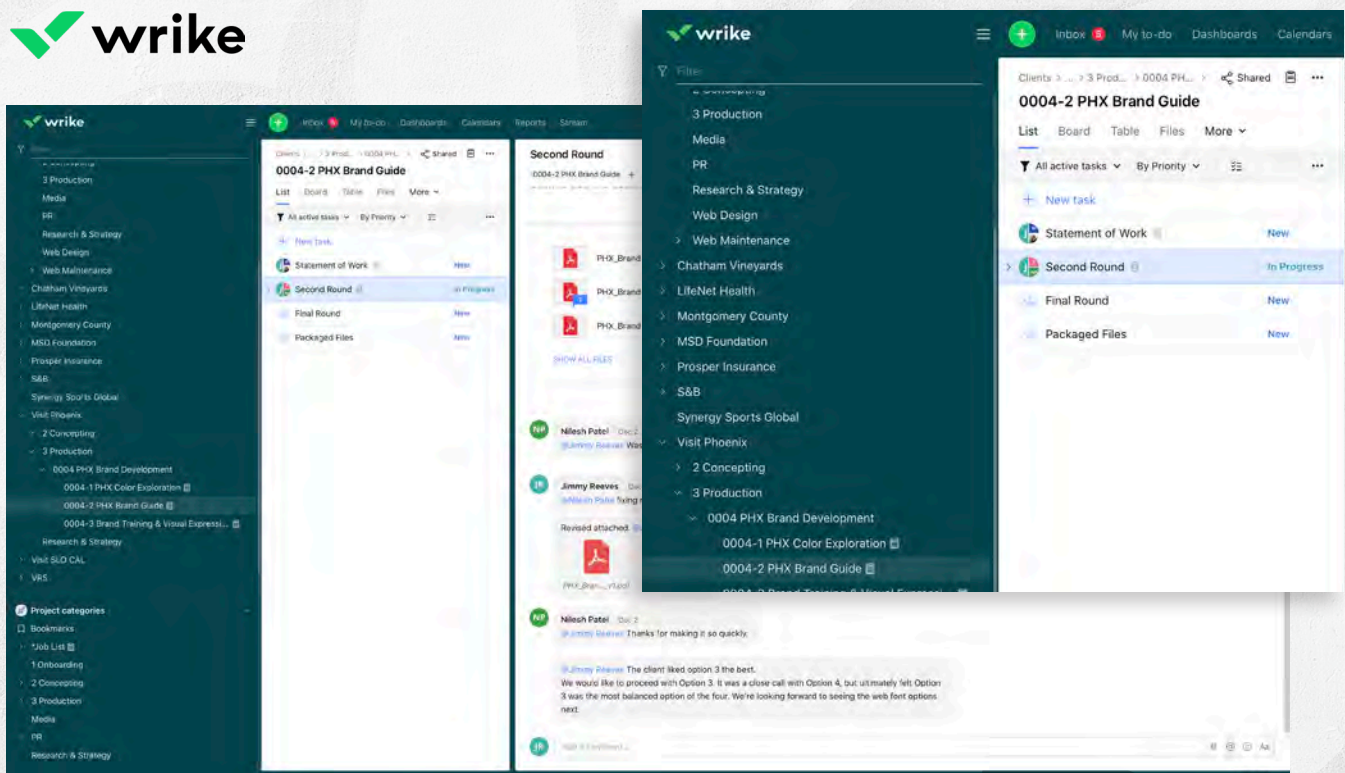
Once the above phases have each been executed, the work moves into production. Our producers then create estimates and schedules to produce the approved creative and/or projects. These estimates and schedules are then shared with you, our client, for formal approval. Once approved, the production, public relations and project management wheels are set in motion.



# (project) management / production at its finest.

Our Project Management and Production team serves to keep the proverbial trains moving in and out of the station on time. They work in tandem with the Creative, Public Relations, Digital, Client Services and Media teams - as well as our clients - to traffic projects, ensuring the most qualified personnel are assigned to execute each endeavor and that we're consistently meeting or beating deadlines. In short, they exist, wholly, to ensure we deliver on our promises to clients.

Through our internal project management software, Wrike, we're able to effectively monitor, in real time, projects moving through the agency and quickly identify any internal issues with timelines or deliverables - before they become client issues.



Part of what separates our agency from others is our attention to the craft. Our team of Producers/Project Managers have a wealth of experience from broadcast production to digital including website design. Adaptable and solution-oriented, our team's expertise spans from the traditional to the not-at-all-traditional aspects of project management and production - from sourcing and customization to event planning and management. There's quite literally nothing we can't make happen, no idea too big or detail too small.

## creative deployment.

To be successful with GMU's creative campaigns, the brand ideas must be expressed using the most targeted strategies and tactics possible. The advertising and marketing campaigns, print publications, social media ideas and digital messaging must convey the brand idea, engage your target audience and drive conversion.

Data, analytics and strategy are at the core of our success. Decisions without data are just gut decisions – and while we believe in instincts, decisions based on them must be informed. We use data and strategy in every single phase of a marketing campaign – from planning to execution and then evolution.

Data leads us to understand what is the right message on the right platform at the right time that will most effectively reach the right target audience – ultimately leading to purchase/action.

We work with our clients to create measurable objectives and key performance indicators. This takes the guesswork out of performance. And it alerts us immediately when campaign directions need to shift, evolve or completely change.

## creative at our core.

We know we've mentioned it before, but it is worth mentioning again: at our very core is creative. It is what we think about, what we dream about, what we long to be continually improving upon. Ultimately, we believe in creative that differentiates the brand. More than that, it has to connect with the audience on an emotional level. This is our sweet spot, so to speak. We strive to inspire the audience to laugh or cry - to remember a long-ago moment they wish to recreate. Or to envision an experience they long for ... crave ... can't live without.

It's so critically important because campaign creative is the thing with which people interact. It is the personification of GMU's brand. It is the item most memorable, or not. The thing most impactful, or not. It is the tool that, when deployed, will drive behavior ... or not. This is our secret: creative designed to stir the soul, to win hearts and to capture minds.



4.

# CREATIVE SAMPLES



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

---

We'd love for you to take a look at some of our team's work in the following service areas:

- A. Creative design
- C. Copywriting, Proofreading, and Copyediting
- D. Videography and Motion Graphics / Animation
- E. Graphic design for the College of Visual & Performing Arts (CVPA)

The following link provides samples of our work in video / film:

<https://vimeopro.com/sunshineandbourbon/work-samples>



And here is a sample of our **marketing, creative and branding work across all mediums:**



VIRGINIA MUSEUM OF CONTEMPORARY ART

## CREATIVE COMMUNICATION CHALLENGE

Help the Contemporary Art Center of Virginia grow into its role as a now-accredited museum and vibrant part of the cultural arts in Virginia Beach.

## INSIGHT

Consumers are intimidated by “contemporary art,” and not sure what a “center” really provides. Competitive analysis and market research suggest there’s a need to involve consumers to get them past this barrier.

## SOLUTION

A new name - Virginia Museum of Contemporary Art (MOCA) - brings the organization to national status alongside other art museums throughout the country. Reframing contemporary art as “The Art of Now” with an emphasis on conversation involves visitors and makes content more accessible.

We developed a comprehensive brand identity that is multi-dimensional and self-sustaining to help the organization deploy within a limited marketing budget, and a marketing plan focused on increasing community awareness and donor recognition. We worked closely with museum staff to create a redesigned website and framework for the museum’s ongoing content efforts.





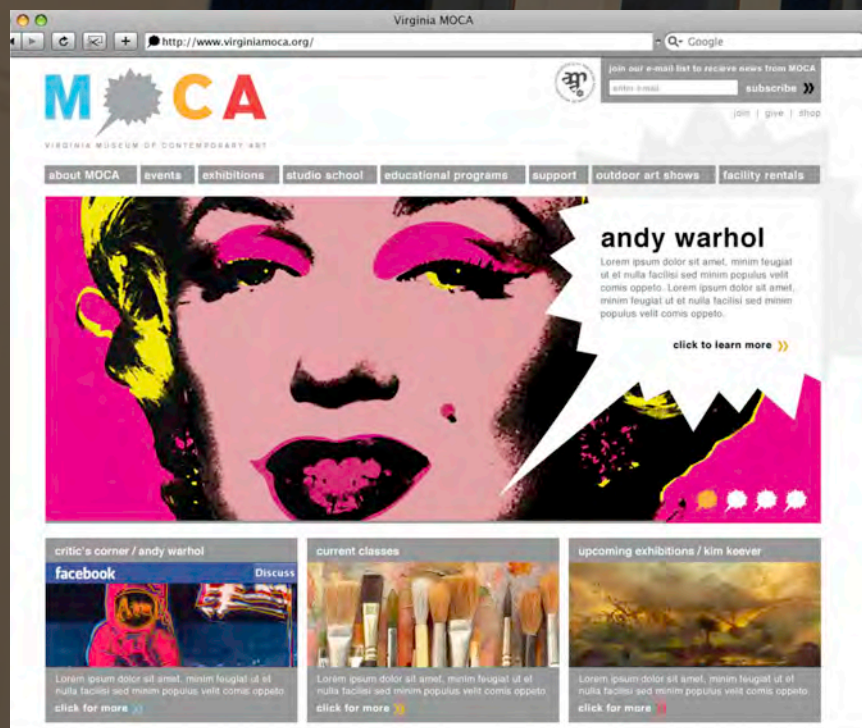
kim  
keever

jp  
roy



PLEASE DO NOT  
CLIMB ON THE  
SCULPTURE

M O C A



andy warhol

Lorem ipsum dolor sit amet, minim feugiat ut et nulla facilisi sed minim populus velit comis oppeto. Lorem ipsum dolor sit amet, minim feugiat ut et nulla facilisi sed minim populus velit comis oppeto.

click to learn more >>

critic's corner / andy warhol

facebook

current classes

upcoming exhibitions / kim keever

click for more >>

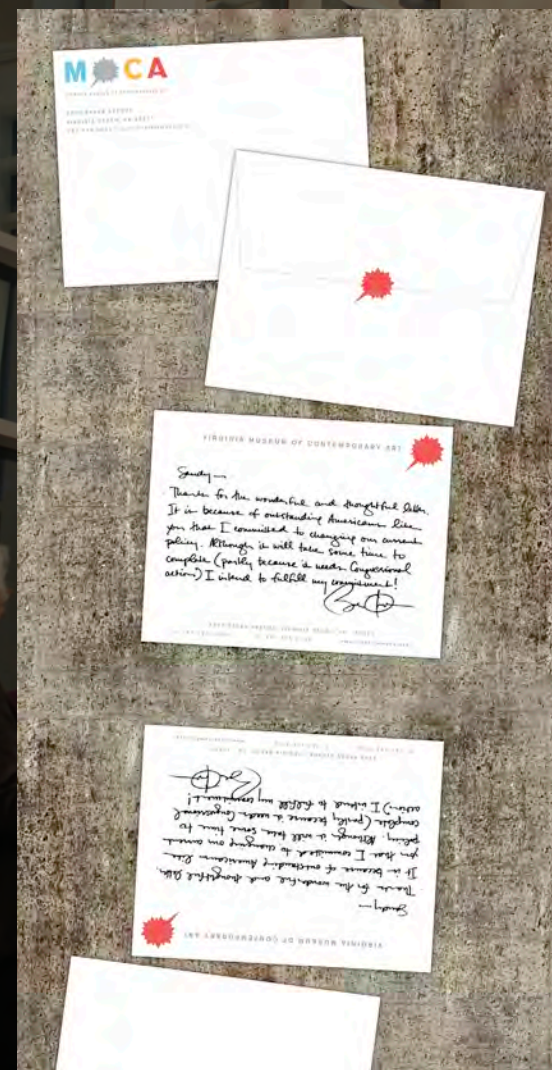
click for more >>

click for more >>



M O C A

july 21 >> kim keever & jean-pierre roy



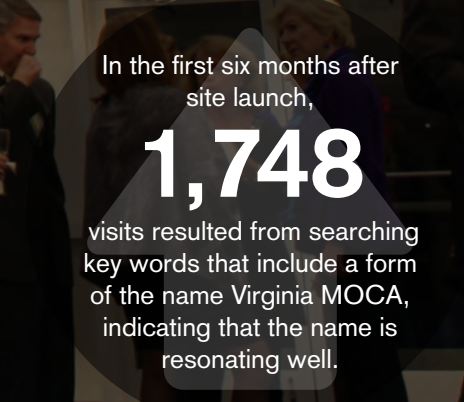
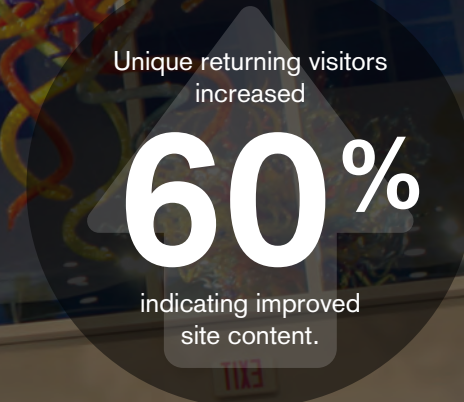
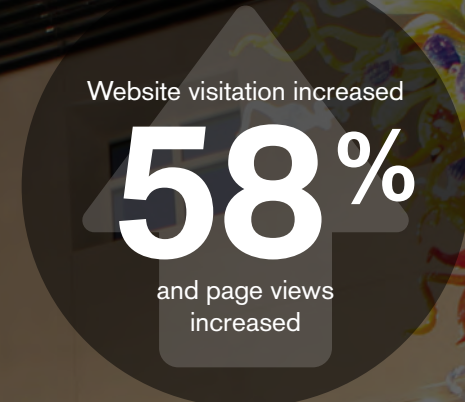
M O C A

virginia museum of contemporary art

1000 Bank Street  
Arlington, VA 22204  
703.261.1000

Thank you for the wonderful and thoughtful gift. It is because of outstanding Americans like you that I committed to changing our current policy. Although it will take some time to complete (partly because it takes Congressional action) I intend to fulfill my commitment!

Thank you for the wonderful and thoughtful gift. It is because of outstanding Americans like you that I committed to changing our current policy. Although it will take some time to complete (partly because it takes Congressional action) I intend to fulfill my commitment!





Free Your Wild Side  
Brand Development

# CREATIVE COMMUNICATION CHALLENGE

Many local community residents are aware of the Virginia Aquarium’s existence (it’s been in Virginia Beach for 25 years), but they need a reminder and a new reason to visit or return. Many feel that once they visit and pay admission, they do not have enough reason to return regularly. Due to the transient military population, friends and family influence is especially strong in the Hampton Roads community and many newer residents may not be aware of the attraction. Virginia Aquarium needs to be recognized as the community’s aquarium.

# INSIGHT

When your main attractions are unpredictable (wild animals), no two visits to the Virginia Aquarium are ever the same. That unpredictability and excitement of being close to a wild animal inspires curiosity and a sense of connection to our environment, and resonates with consumers in ways that even the most vivid television programming cannot. In short, you’ve gotta see this.

# SOLUTION

Free Your Wild Side. This integrated campaign, launched through TV, web-films, print, digital banners, outdoor, ambient and radio, portrayed visitors letting their wild sides out after a visit to the Virginia Aquarium. The campaign transformed a day at the Aquarium into a Life Experience you won’t soon forget.





EXTRAORDINARY

Alexandria

Extraordinary  
Alexandria  
Brand Development

## CREATIVE COMMUNICATION CHALLENGE

Lying just across the Potomac River from Washington D.C., Alexandria, Virginia long positioned itself as the historical bedrock of Northern Virginia. The only problem was that selling history alone wasn't enough to compete and stand out in the D.C. and Northern Virginia tourism markets. Alexandria needed a campaign that stayed true to its historic past, but also captured its authentic culture and made it relevant to today's traveler.

## INSIGHT

Not only does Alexandria have amazing history that dates all the way back to George Washington, but it's authentic. We know, we know — every destination says they're authentic. But Alexandria literally walks that walk. Nearly 80% of the restaurants and shops on the famed King Street are locally owned, not chains. That unique culture and desire to be authentic is extraordinary in this day and age.

## SOLUTION

Through digital banners, print and web films, we shared Extraordinary Alexandria with the world. By focusing on the originality and trendy culture of the historic city, we used Alexandria's history as the foundation for modern storytelling.

### Alexandria :15 Web Films:

<https://vimeo.com/98169260>  
<https://vimeo.com/98169259>  
<https://vimeo.com/98169256>  
<https://vimeo.com/98169255>



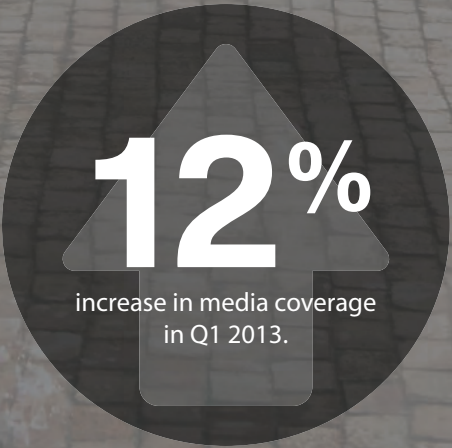
Print Ads



“ THE ENTIRE PROCESS WAS  
GAME CHANGING. ”

“ We developed a new brand for Alexandria that was enthusiastically embraced by the city and our industry partners. The entire process was game changing. By engaging stakeholders from the beginning and utilizing solid market research, we built community buy-in and established a strong and authentic footing for the new brand.”

– **Patricia Washington**  
President & CEO,  
Alexandria CVA



## CREATIVE COMMUNICATION CHALLENGE

Persuading homeowners to participate in yet another “cause-related” campaign was a tough task facing the Department of Conservation and Recreation of Virginia (DCR) and its partner, the Chesapeake Bay Program (CBP). Prior campaigns to reduce runoff from homeowners lawns and driveways had inconclusive results, and the total marketing budget was limited.

## INSIGHT

- Homeowners' primary driver when caring for their lawn is to have a beautiful yard, not to protect the environment.
- Homeowners have a poor understanding of the environmental impact of lawncare practices on local waterways and the Chesapeake Bay.
- Homeowners lacked understanding of what actions or behaviors were expected from the previous campaign.

## OBJECTIVES

- Ignite a Quality of Life Movement that encourages homeowners to beautify their yards, while also contributing to the health of the Chesapeake Bay.
- Foster optimal awareness, understanding and adoption of desired behaviors by encouraging active engagement with the campaign in a simple, low-cost way.
- Provide a means in which to measure the awareness and adoption of behaviors.

Wage War  
on Runoff Video:  
<https://vimeo.com/242085348>



## TACTICS

- Develop creative designed to drive traffic to PlantMorePlants.com.
- Increase exposure in target markets with targeted media buys within the Hampton Roads, Richmond, DC and Baltimore markets, including :30 TV, Cinemedia, geo-targeted online banner ads and paid search.
- Use traditional media relations combined with social media channels (Influential Bloggers, Facebook, Twitter) to generate low-cost unearned media while fully engaging the homeowner in a dialogue.

## RESULTS

- Post campaign research showed that ***the campaign generated significant awareness within the target audience – 21% awareness within a three-month span*** compared to only 8% generated awareness in the previous DCR/CBP campaign.
- ***A total reported media value of nearly \$200,000 was achieved in unearned media.***
- Throughout the campaign, impressions, clicks, click-through rates, posts and related metrics were measured, with findings indicating the ***placements resulted in a reach and frequency that exceeded the campaign's limited budget parameters.***
- Results of social media efforts indicated that post frequency, tone and response to users – drew significant user engagement. Specifically noteworthy ***was the increase in post feedback data on Facebook throughout the four-month span; this data set was consistently up from 50-103%***, indicating that the content posted resonated with users.

## KEY TAKE-AWAYS FROM THE POST-CAMPAIGN PRIMARY RESEARCH WHICH WERE PARTICULARLY COMPELLING INCLUDED:

- The level of awareness generated was consistent across all target markets.
- The respondents in the sample set were able to correlate their awareness of the campaign with the goals set at the onset of the campaign, meaning the key messages were clearly conveyed to – and resonated with – the audience.
- The research also indicated that, even after a short timeframe, the campaign is already generating behavioral change.

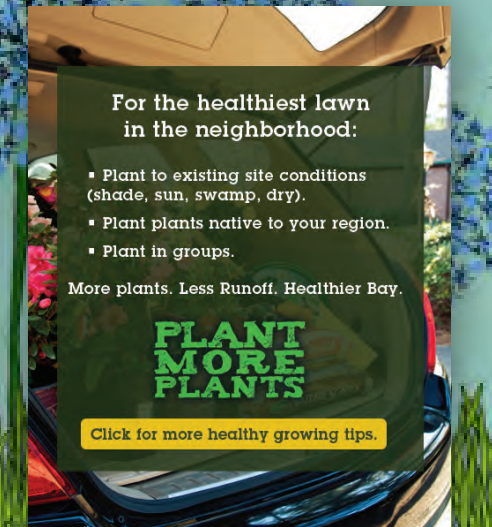
**21%**  
awareness  
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A total reported  
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out the four-month span;  
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tently up from 50% to

**103%**





## CREATIVE COMMUNICATION CHALLENGE

Created in 1969, Virginia is for Lovers is one of the most recognized tourism brands in the United States. That also means that people haven't known exactly what a Lover is for about 48 years now. Well, as it relates to tourism at least.

That was our challenge. How do we take a legacy brand that people know, but don't really know, and make it relevant today and for years to come?

## INSIGHT

So Virginia is for Lovers of what exactly? Virginia is well known for delivering a wide variety of travel products and experiences, but in order to connect with their visitors and give deeper meaning to their brand promise, the appeal must transcend product alone. The experience must be made personal for the visitor and connect with them on an emotional level.

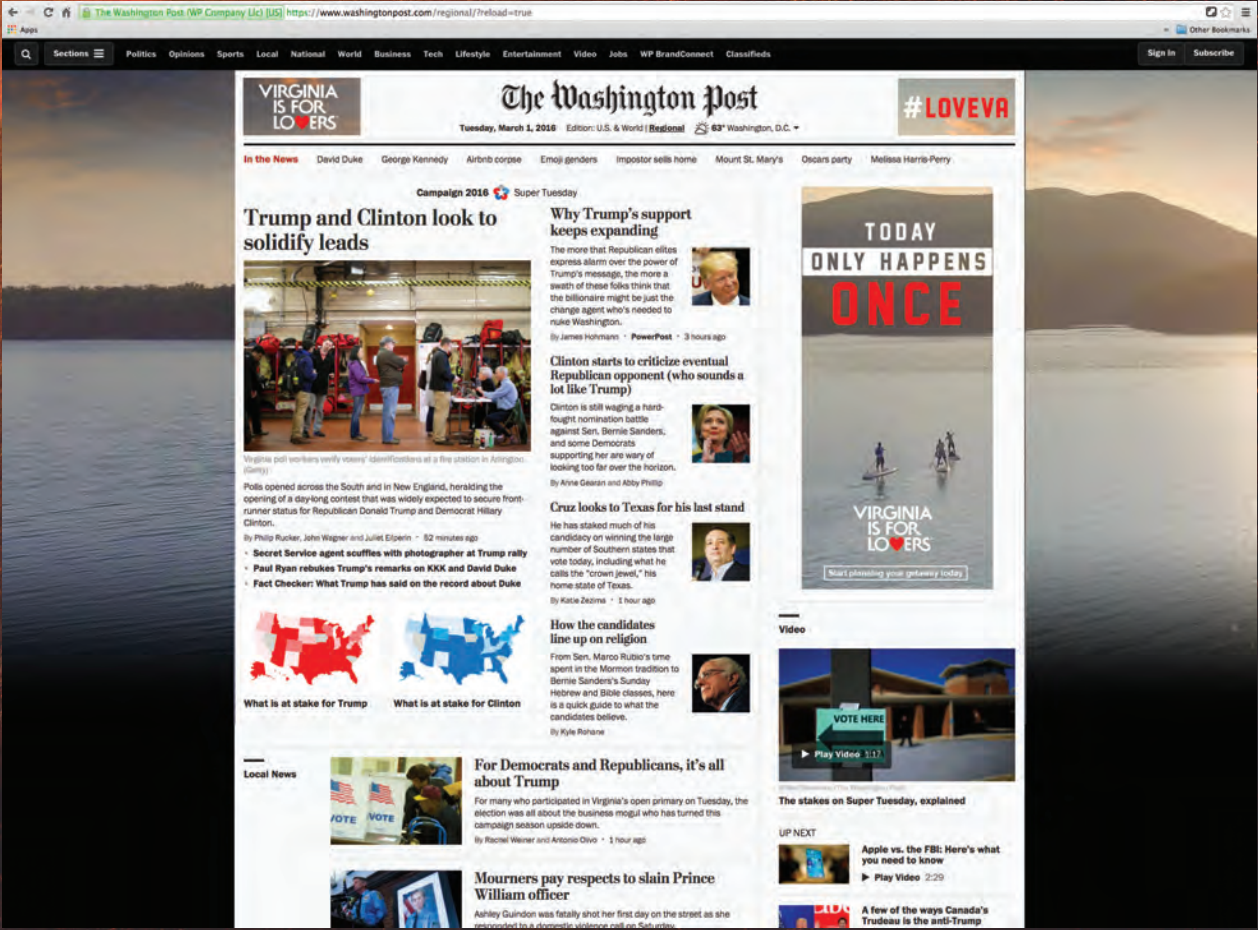
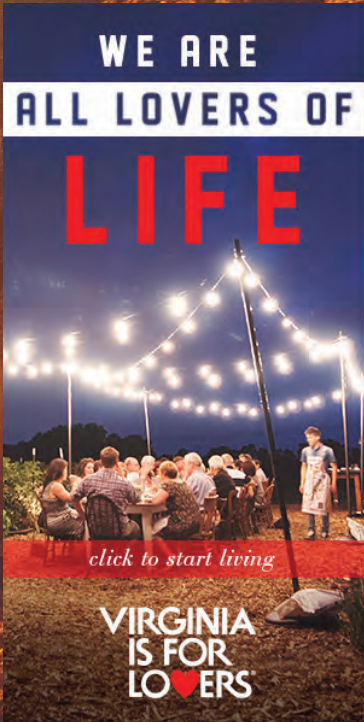
## SOLUTION

So we started with a simple question:  
*What does Virginia stand for?*

The resounding answer was history. Well, that doesn't really help much in making a legacy brand more modern and relevant today. In fact, isn't history a product? Yes, but as we dug deeper we began to see a pattern emerging. Virginia is, and has always been, its own contemporary. I mean, it's the Birthplace of America! How cool is that? But throughout its history, Virginia has long set the stage for people to make their own personal history. From Presidents all the way down to a vacationer seeing the ocean for the first time, those historic life experiences are Virginia's promise to travelers and creates the foundation for the Virginia is for Lovers brand.



<https://vimeo.com/178247808>





## CREATIVE COMMUNICATION CHALLENGE

Turn a chance conversation with a member of the NFL's Washington Redskins organization into a high-profile win for our Virginia Beach client's newly-opened Virginia Beach Convention Center.

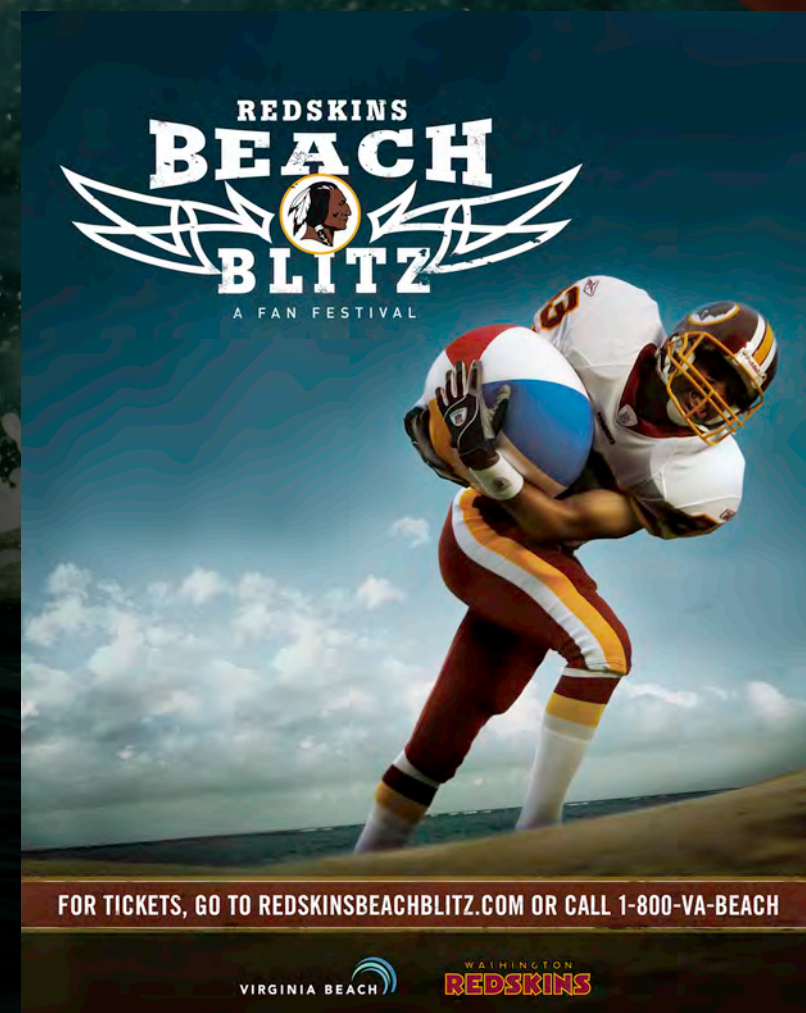
## INSIGHT

An outlying post in the Redskins Nation, Virginia Beach offers the perfect atmosphere for players and fans to share some off-season fun, with true beach vacation appeal and a brand new venue ready for the game.

## SOLUTION

In addition to helping plan the logistics, we branded the festival and created a dedicated web sitelet to boost ticket sales. Through aggressive marketing at FedEx Field during home games, maximizing Redskins and Virginia Beach communication channels, and securing local and regional media coverage and partnerships, we created a fully integrated campaign on a low budget. PR efforts included persistent media relations, grassroots marketing, interaction with fan chat rooms, e-mail marketing, securing free radio promotions and leveraged advertising.





More than  
**40 players  
and 7 coaches**  
signed up to greet their  
fans at the festival,  
far exceeding expectations.

Website received  
**206,872**  
visits.

Charity golf tournament  
**sold out almost  
immediately.**

Media promotions  
garnered Virginia Beach  
**over \$1 million**  
in free, regional media  
exposure.

Regional media coverage  
prior to and during the event  
included *The Virginian-Pilot*,  
*Daily Press*, *Washington Post*,  
*Washington Times*,  
*Richmond Times-Dispatch*,  
*WAVY*, *WTKR* and *WVEC*.

Out-of-market media that  
visited Virginia Beach to  
cover the event included

**ESPN Radio**  
and  
**Comcast  
SportsNet  
Mid-Atlantic.**

PR efforts netted more than  
50 articles in newspapers,  
magazines, websites and  
broadcast news programs,  
**with a media value  
of over \$170,000 and  
reached 7 million in  
circulation.**



## COMMUNICATION CHALLENGE

After many years of not being an option for Virginia state employees, Optima Health was once again chosen to be a provider. During open enrollment, state employees could now select a new plan offering high-quality, comprehensive benefits at an affordable price. However, awareness of the product offerings along with the brand was a challenge. We worked closely with the Optima Health team to create a campaign and messaging that drove that interest with a entirely new audience - and to do it fast. We only had four weeks to concept, plan, produce and launch. Let's get to work.

## INSIGHT

We launched a deep dive into the triggers and motivating factors behind the purchase of medical insurance policies. Is it always about value vs. coverage? What target audiences are most likely to seek insurance coverage with a more robust product offering? Through a combination of qualitative and quantitative studies, a direction emerged.

## SOLUTION

We constructed fresh, new creative and a strategic media plan aimed at state employees ranging in ages 18-65, with the primary target between the ages of 25-49. The resulting media plan utilized Broadcast Television, Cable, Radio, Out of Home, Over-the-Top Video, Digital Video, Digital and Mobile Banners, and Search Engine Marketing.



## APPROACH

As the target audience was not a standard demo group, our media plan contained two distinct components. The first, was a more generalized message which served to promote the specific product line, while simultaneously encouraging brand recognition among a broader audience base for future campaigns. The second, was hyper-targeted messaging using digital display and SEM (Search Engine Marketing). Display banners were served using laser-targeted mobile location data which clearly identified state employees based on their workplace locations. These same banners also were served to an audience who searched for keywords relevant to the campaign.

## RESULTS

In a very tight window, we planned, produced and delivered 12 million impressions to a unique audience who couldn't be identified and targeted by any one media tactic. As a result, Optima Health signed up over 1,600 new clients.

The deployed digital ads exceeded the industry's CTR benchmark by

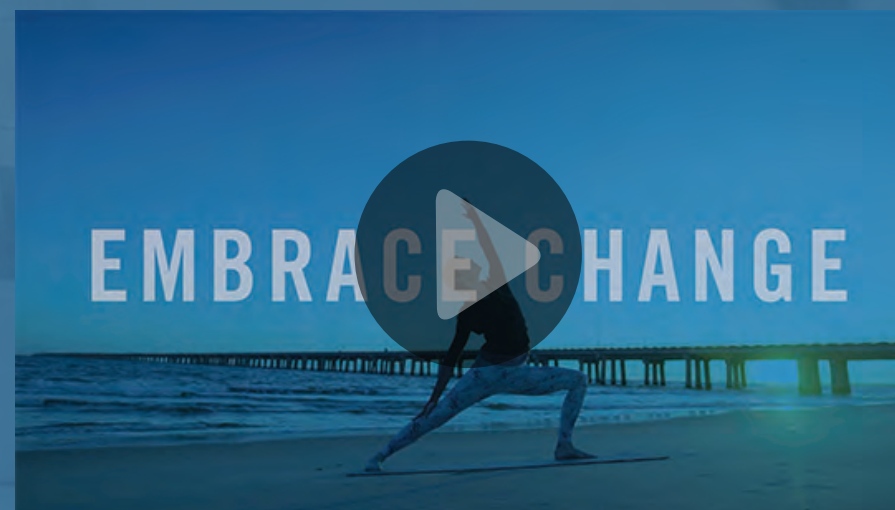
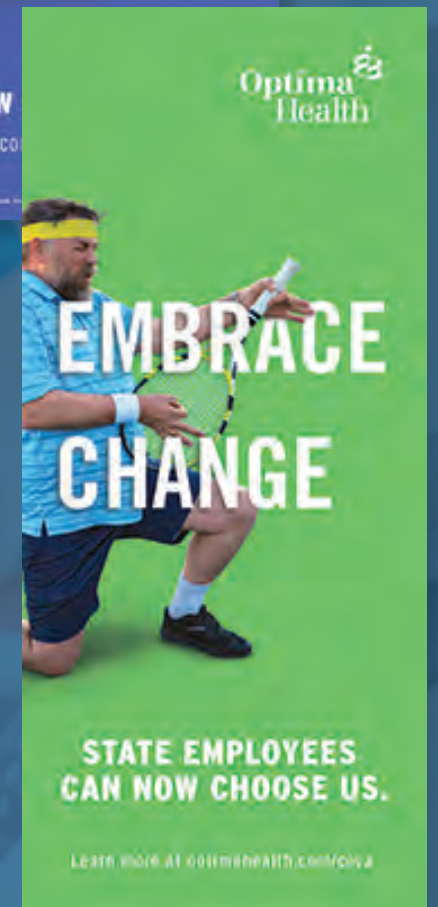
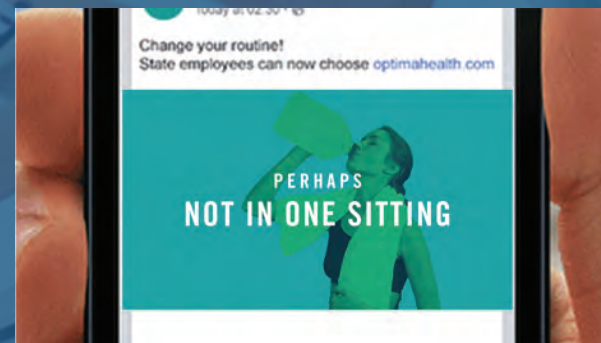
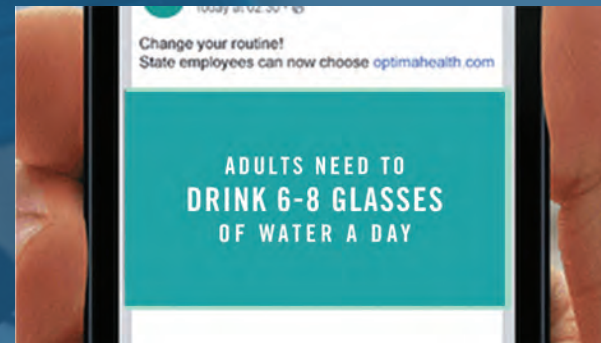
# 41.9%

resulting in over 12,000 website visits.

BCF served over


# 12 million

impressions during the 4-week campaign, which represented a 3.7 weekly frequency.



<https://vimeo.com/345087884/f5fbbbb970>



A background image showing EMTs in white uniforms at night. One EMT in the foreground is focused on a patient, while another is visible in the background. The scene is illuminated by the warm, orange glow of emergency lights.

## VOLUNTEER RESCUE SQUADS OF VIRGINIA BEACH

### CREATIVE COMMUNICATION CHALLENGE

The Volunteer Rescue Squads of Virginia Beach is an entirely volunteer based organization that responds to all emergency situations in Virginia Beach. Active volunteer numbers had been falling rapidly and unless the trend was reversed, the organization stood to suffer from a serious shortage of volunteer EMTs and paramedics – vital to keeping ambulances manned 24/7.

### INSIGHT

Qualitative research interviews revealed that volunteers are motivated not only by the potential of making a difference in the lives of others, but by the sense of purpose they feel about themselves.

### SOLUTION

Lives need saving. Start with yours. The platform for a new recruitment campaign was designed to increase the pool of active volunteers, raise community awareness of the organization and build morale among the existing squads and volunteers.

A multi-layered media plan targeted both young adults just entering the workforce and older Baby Boomers. In order to reach such broad demographics, the media plan included web, television, radio, print and outdoor.



Following the campaign,  
EMT class enrollment was  
**up by 50%** over the previous year.

During the campaign period, the designated website  
[www.livesneedsaving.com](http://www.livesneedsaving.com) garnered a total of

**4,878 web hits,** resulting in  
**547**  
interested  
contacts.

After the campaign was complete,

**140** new members

have been entered into the system YTD. This includes graduates of  
EMT classes, special operation members and new members who  
were already qualified as EMTs.

All print, outdoor, television and website creative featured  
**Virginia Beach Rescue Squad volunteers,**  
creating excitement and pride within the organization and giving  
voice to the campaign's core promise: volunteers are everyday  
citizens whose lives are made richer through their service.





NORFOLK  
INTERNATIONAL  
AIRPORT

It's a Great Day to Fly  
Brand Development

## CREATIVE COMMUNICATION CHALLENGE

Over the past decade, the airline industry has continued to face considerable changes. Airlines routinely eliminate unprofitable routes, reduce flights in order to increase load factors and profitability, and in many cases, terminate service to airports that lack sufficient demand. Facing the challenging business environment, Norfolk International Airport made the long-term commitment to invest in infrastructure to improve the customer experience, and support its carriers. With significant airport improvements underway, Norfolk International Airport saw an opportunity to step forward as a strong community partner with a new, sophisticated brand.

## INSIGHT

Research indicated that regional awareness of Norfolk International Airport was high and that passengers had an appreciation for the general size and convenience; yet felt the airport was dated and airlift was limited. The Airport needed to communicate facility improvements underway and help dispel local misperception that it was not doing enough to serve the business traveler's needs, about 50% of traffic.

Norfolk International Airport wanted to educate the regional business community on its role in facilitating growth of transportation services, and establish itself as a community collaborator. To maintain carrier relationships, and flights, the Norfolk Airport Authority had a desire to evolve its brand creative to establish the level of respect deserved within the region's business community.

## SOLUTION

It's a Great Day to Fly focused on the joys of airline travel. How Norfolk Airport connects you to amazing vacation destinations, to the people you love and safely brings you home from a long business trip away. Launched through TV, radio, digital banner ads, print ads, OOH and sponsorships, the campaign brought the joy of traveling with Norfolk International Airport to the local community. It's a Great Day to Fly indeed.



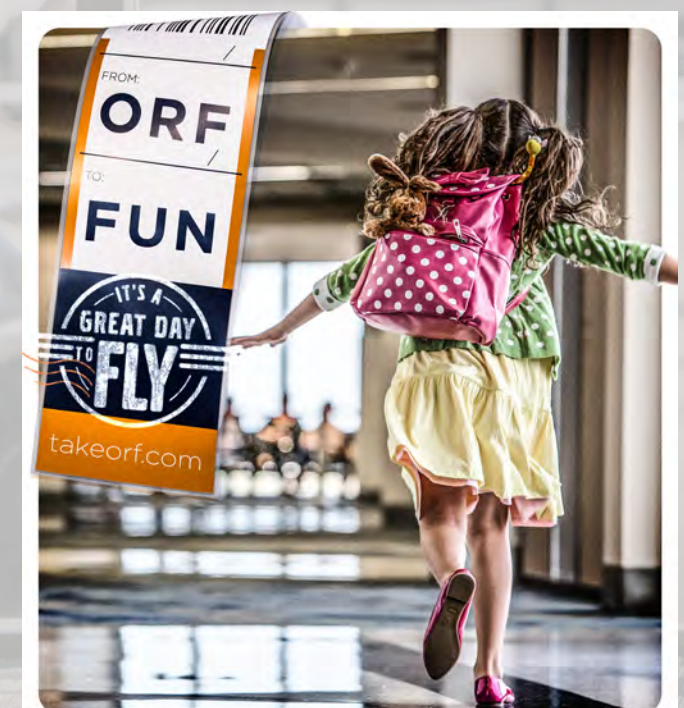
## Billboards



## Website



## Print Ads



December 2016  
marked the

**19<sup>th</sup>**

consecutive month of  
year-over-year passenger  
activity growth.

year-to-date traffic up

**5.76%**

from 2015

Increased social  
engagement metrics  
include a fresh collection of  
glowing airport testimonials  
reflecting positive  
community perceptions.

NORFOLK INTERNATIONAL AIRPORT

It's a great day to fly. Start your journey at takeorf.com

NORFOLK INTERNATIONAL AIRPORT

It's a great day to fly. Start your journey at takeorf.com

**creative** for the  
discovery channel.



5.

# REFERENCES



**5. References: No fewer than three (3) that demonstrates the Offeror's qualifications, preferably from other comparable higher education institutions your company is/has provided services with and that are similar in size and scope to that which has been described herein. Include a contact name, contact title, phone number, and email for each reference and indicate the length of service.**

## don't take **our word for it.**

**We're only as good as our results.** Sometimes the best voice for the agency comes from the clients with whom we've partnered. We encourage your team to give a few of them a ring. Ask their opinions on our work and, most importantly, our results.

### Virginia Beach Rescue Squad Foundation

**Gina M. Benefiel**  
Executive Director  
740 Virginia Beach Blvd.  
Virginia Beach, VA 23451  
757.437.0968  
gbenefiel@vbrescuefoundation.org

Length of Service: The team has been working with the foundation for 15 years across 2 agencies

Strategy, Branding, Creative, Media, Interactive

### Montgomery County VA Regional Tourism Office

**Lisa Bleakley, CHIA, TMP**  
Executive Director  
755 Roanoke Street  
Christiansburg, VA 24073  
540.200.9242  
lisa@gotomontva.com

Length of Service: 4 Years

Strategy, Branding, Creative, Media, Interactive

### Synergy Sports

**Jason Boudrie**  
Founder & CEO  
704.607.6183  
jason@synergysportscenter.com

Length of Service: 8 Months

Branding

### Prosper Insurance

**Rohan Shetty**  
President  
2929 Sabre St, Ste 200  
Virginia Beach, VA 23452  
757.248.5973  
rshetty@prosper.insurance

Length of Service: 1.5 Years

Branding, Creative, Interactive

### Visit Billings

**Alex Tyson, IOM**  
Executive Director  
815 South 27th Street  
Billings, MT 59107  
406.869.3726  
alex@visitbillings.com

Length of Service: 3 Years

Strategy, Branding, Creative, Media, Interactive

6.

# PROPOSED PRICING



## 6. Proposed Pricing

**XI. COST OF SERVICES:** Provide hourly rates for any services proposed. Rates shall include all overhead costs.

# details of budgeting.

In developing budgets for our clients, we first discuss the client's priorities with them. From there, we develop a Scope of Work document that clearly outlines each phase of a project, the timeline for that project and the costs associated with that phase - all based within the client's budgets and prioritized deliverables. In each phase, we make a determination on hours needed for creative, production, social media, web development or maintenance as well as account time.

From there, the Client Services Director creates a budget that is updated monthly. Typically, this document is created in Google Sheets so that it can be tracked by the agency and the Client in real time.

Prior to beginning a project, Sunshine & Bourbon always provides an initial estimate (which includes any out-of-pockets costs when applicable) and applicable taxes, subject to a 10% variance. That estimate is based on the agency's rate sheet below. The project never begins until there is a signed confirmation of the estimate ensuring the agency and the client agree on the scope of the project. If any changes arise with an approved layout or project which may result in fee changes, the client and agency first discuss and then the client receives a revised estimate.



**XV. PAYMENT TERMS / METHOD OF PAYMENT:**

## agency compensation

Sunshine & Bourbon prefers this method of payment:

Option#3- Net 30 Payment Terms. Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account. For additional information or to sign up for electronic payments, go to <http://www.paymode.com/gmu>. There is no charge to the vendor for enrolling in this service.

### Hourly Rates

#### Creative

Creative Lead	\$200
Senior Art Director	\$150
Art Director	\$100
Copywriter	\$150
UX Designer	\$125
Senior Web Developer	\$150
Junior Web Developer	\$100

#### Client Partners

Client Services Director	\$175
Client Services Supervisor	\$150
Client Services Executive	\$125
PR Director	\$150
Analyst	\$150

#### Brand Strategy/Planning

Senior Strategist	\$175
Content Strategist	\$100
Media Strategist	\$150

#### Production/Project Management

Senior Project Manager	\$125
Digital Project Manager	\$125
Senior Producer	\$125
Producer	\$100

## in conclusion.

We appreciate the opportunity to have shared Sunshine & Bourbon's passion for marketing with you, and we've enjoyed the process of reflecting on how our capabilities could help GMU create greater awareness and conversion with its target audience. Creating those connections between individuals and organizations is why we exist. While part of Sunshine & Bourbon's purpose is to expand our skill sets to bring in more diverse perspectives, our reverence for strong, differentiating creative remains the same. We tend to dream more than we sleep. We transform insights into big ideas. Those ideas coming to life as film, experience, product, and yes, even marketing and ads. Truly with any touch point possible, we just want people to feel, laugh, share, engage, lean back, lean in, question... so long as they feel something.

Sunshine & Bourbon may be thought of as a "creative" agency. But the truth is, the real hallmark of both Sunshine & Bourbon is progressiveness. Innovative thinking. It's what keeps us excited. Keeps us fresh. And hopefully makes us exciting and fun to work with.

We look forward to applying our craft and culture to your business opportunity. Thank you again for giving us the opportunity to do so.

