

**Proposal from
Catalyst Advertising, LLC**

>>event marketing

catalyst
ADVERTISING



S.C. Commission On Women



Thank you for giving Catalyst Advertising, LLC the opportunity to bid on the South Carolina Commission On Women event planned for this upcoming April.

We believe you will find our depth of event experience will be significant and help your organization exceed its goals. The following proposal will outline marketing strategies, budget plans and our experience.

We're excited about working with you and we're ready to get started. Please let me know if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Keely Saye".

Keely Saye
Principal/Business Development Director
Catalyst Advertising, LLC

keely@think-catalyst.com
803.233.4826

1.0 Project Overview

It's our understanding that the following criteria will be required of the agency to act on with a high level of knowledge, experience and execution:

- Developing and managing a marketing plan
- Creating advertising and placing media throughout South Carolina
- Designing the look of the conference materials
- Managing press relations the day of the event

Catalyst will provide a general outline of ideas that will serve as the basis for this proposal. We understand that upon rewarding the contract that we may need to adjust components of this proposal. Catalyst is capable and welcomes an ongoing collaboration to meet the overall goals of the event.

>>Developing And Managing A Marketing Plan

Catalyst will develop a marketing plan for the event considering the event objectives and audience(s). Both a mass media strategy along with effective grass-roots ideas will drive attendance, media interest and community awareness.

We understand that you will be building strategic partnerships throughout the community. Many of these relationships will likely become an integral part of your event marketing. Catalyst will work with you and these partners to ensure they value their exposure with the event.

>>Creating Advertising And Placing Media

Catalyst will develop media strategies considering not only geographic areas but also your target audience(s). We will also negotiate on your behalf for the best rates and placement.

Timing is critical with your media placement. We understand that running media to promote an event has to be choreographed to effectively utilize your investment. Each form of advertising has to be in harmony with the overall campaign. We'll effectively stretch your media dollars and focus on consistency of the message.

>>Designing The Look Of The Conference Materials

Catalyst has an award-winning creative team that has been recognized for more than 300 awards in the past decade. We'll create a unique branding message and look that will boldly represent your event.

>>Managing Press Relations The Day Of The Event

Catalyst will coordinate your media relations the day of the event with the professionalism reporters will expect. We understand that careful pre-event planning and coordination is critical for the various statewide media outlets. The dissemination of information and contacts will be imperative to receiving the best media coverage.

2.0 Developing And Managing A Marketing Plan

Branding (Visuals):

A visual identity system will be created to ensure consistency across every form of visual communications. The elements of this system will include a logo, color selection and typography. Templates will also be designed to maintain a visual “look” for the event. Any photography needs will also be evaluated and secured in an effort to create a visual library for marketing materials.

Branding (Theme):

Based on the objectives of the event we’ll develop a theme, which will provide an inspirational message for the event utilized throughout the marketing materials. A tagline will be crafted that communicates a memorable phrase that will sum up the event and the goals of the organization.

Event Awareness (Promotion):

To market this event we would recommend utilizing both **mass media** and **grass-roots** efforts to help achieve the goals of the event. Both cash buys and public relations efforts will be an effective way to utilize the various media companies throughout South Carolina.

Press kits should be e-mailed to print and broadcast media throughout South Carolina. The kit would contain a fact sheet about the event, contact information for the event and a section that outlines the purpose of the event (cause). Follow-up calls should be placed to key media outlets in an effort to solicit a story opportunity targeting readers/viewers. This pre-event publicity will effectively build awareness and help drive ticket sales. This is also an opportunity to drive media to the event. (Strategies for cash media buys will be outlined in the next section.)

Catalyst would recommend creating **sponsorship packages** for large media groups. This should be media category exclusive to ensure value to the sponsor. This is an effective way to stretch your marketing budget and build long-term partnerships.

Newspaper:	The State (Statewide Distribution)
Broadcast (radio):	ClearChannel (Columbia MSA/Charleston MSA)
Broadcast (TV):	Time Warner (Columbia MSA/Charleston MSA/Orangeburg/Sumter/Florence)

We can assist in developing the sponsorship packages (value/expectations) along with presentation materials for your team to use in soliciting the partnerships.

We believe that a **grass-roots** strategy will be critical to the success of your mission. Target groups that will likely be passionate about your cause. Explore churches, non-profits, organizations and legislative groups to name a few. Many of these groups will have a range of contacts from members to donors and more. Many may join your cause and offer to reach their contacts and share information about your event. Some may also serve as ticket outlets and be targets for group tickets.

Volunteers are another critical focus to drive awareness for the event. You may consider a speakers bureau to target select large groups. Volunteers may also help in contacting the key people on your target lists. This is where viral marketing will help spread the word about the event. Catalyst can assist in developing e-mail templates or develop a video (TV sponsor donation) to help communicate event messages to friends, co-workers, family members and neighbors. The pass-along impact could be significant.

Another important volunteer group is the formation of a **“street team.”** This group, typically college students, will canvas the streets with flyers and posters throughout high traffic areas. Wearing T-shirts with the event logo and Web site they will handle several key grass-roots tasks like handing out flyers to targeted locations.

Web/Interactive:

A **Web** strategy is critical to any event as a tool to create awareness of your mission, sell tickets, provide information about the event and engage your visitors with surveys, polls or other types of information. A posting area would invite others to share their stories or comments. This can be a powerful resource for media, sponsors, attendees and those interested in learning more about your cause.

Managing The Marketing:

A **milestone timeline** will be co-developed between Catalyst and the SC Commission On Women. This will help us chart our course and highlight marketing goals leading up to the conclusion of the event. This will help track deadlines and communicate the stages of the marketing plan.

Upon the award of the project the Catalyst team will focus on developing the marketing plan. The creative team will also begin development of the brand visuals and themes for the event. We realize the clock is ticking and we'll react quickly to get the ball rolling.

3.0 Creating Advertising And Placing Media Throughout South Carolina

The award-winning Catalyst team will roll up their sleeves and begin developing advertising to drive towards the goal of the event – awareness and attendance. We'll examine the various forms of mass media (newspaper, radio, TV, outdoor), niche publications (magazines), Web ads and tools to support our grass-roots efforts (posters/flyers).

If you obtain any corporate/business sponsors it would be worth exploring any **bill insert** opportunities. You will also want to negotiate the printing (donation) for these opportunities.

The Catalyst team is experienced in placing media throughout South Carolina. Based on media sponsorships and cash allocations we'll develop a media placement strategy. We also understand the concept of building awareness. It will be critical to drive your media promotion in stages and at different levels as we approach the day of the event.

4.0 Designing The Look Of The Conference Materials

As we mentioned before creative is one of our strengths. The Catalyst creative team will help develop a range of materials for the event. You will likely want an event program, T-shirts for volunteers, signage at the event and ID tags for the committee.

You will also want to create a booth space to promote your organization. We can tie the theme and branding efforts into a streamlined look for this space.

5.0 Managing Press Relations The Day Of The Event

Catalyst will organize a team of Public Relation students to assist in the media extravaganza. The team will be coached on event information and facts about your cause. We'll also create procedures and contacts for interviews.

Your media sponsors will expect special access to speakers and organizational members. We'll help you manage those expectations and coordinate any "special" needs at the event.

6.0 Catalyst's Event Experience

Catalyst's Marketing Director, Steve Burlison, has co-developed and marketed some of the largest events in the Columbia area. The largest – **The State's Women's Expo**, which had a five year run starting in 2001 – was his crowning achievement. Steve's involvement with the event included many of the key aspects to its success. As part of the event's planning and development committee he was exposed to every facet of a large scale event. His main areas of responsibility included the event's marketing throughout South Carolina and selling media/corporate sponsorship, which raised more than \$150,000 in revenue. Attendance averages were more than 6,500 for the one day event.

Steve also was instrumental in the marketing of The State's **Careerbuilder job fairs** driving more than 4,000 job seekers to the event.

Keely Saye, Business Development Director, has also developed a range of event experience participating in projects for **InnoVista** clients and Columbia's young professional organization — **COR**.

7.0 Event Budget

Catalyst would recommend a marketing budget of \$15,000 for this event based on attendance goals and to drive awareness of the organization. Media sponsorships (trade) would be in addition to this figure. Our recommended breakdown of the budget is as follows:

Event landing page (Web) Basic Landing page that includes event information	\$1,500
Flyers (printing) letter size/4-color/1-side/Quantity: 5,000	\$1,000
Newspaper Ads (cash)* The State (Columbia) • Greenville News • Charleston Post & Courier	\$5,500
Radio Spots (cash)* ClearChannel network: Columbia, Charleston	\$3,500
Catalyst Fees** Newspaper Ad Design, Radio Spot (30 second), Flyer Design, Simple Event Landing Page (Web), Manage Marketing Related Volunteers, Logo Design, Event Theme/Tagline, ePressKit, Media Plan, Event Signage Design, Event ID Tags Design, Volunteer T-Shirt Design, Marketing Plan, Manage Media At Event	\$3,500

* Cash buys will help with negotiating for sponsorship ads either equal to or more than the cash amount.

** Catalyst will donate an additional 40 hours for sponsorship consideration. This is valued at \$5,000.

8.0 Catalyst Advertising, LLC

Ownership: Rob Barge, Principal/Creative Director
Steve Burlison, Principal/Marketing Director
Keely Saye, Principal/Business Development Director

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Catalyst Advertising, LLC has mastered the art of communication through innovation, strategy and superior creative. Our intuitive marketing process and multi-dimensional thinking drives a return on our client's investment. We build powerful brands and relationships.

>>Marketing That Moves You BrandReaction™

Catalyst is a creative and strategic agency focused on innovative brand-building. We believe effective marketing creates an emotional connection with consumers. Our formulas integrate the human element as we develop memorable campaigns in our labs.

>>The Business Challenge BrandFusion™

Before our creative team starts, we grab our clipboards and analyze your business category. We immerse ourselves in research, your business goals and trends. We help define those key elements that differentiate you from the competition and will connect with consumers.

>>A Creative Force That Can Be Explosive BrandFormation™

There's a lot of energy in our labs as we synthesize ideas. We have some of the best creative minds in the advertising industry, winning more than 200 awards in the past decade. If you approach them in the lab they'll be quick to tell you it's not just about the awards. Their drive for great solutions is based on having a positive impact on our client's business.

Our team looks at both the science and art of great creative. They clearly understand marketing and apply its principles to every step of the creative process.

8.1 Catalyst Advertising, LLC Ownership

>>Rob Barge, Principal/Creative Director

When Rob was in the first grade, his teacher lined all the student's desks up in front of a wide picture window, gave each kid a huge sheet of paper, a big red pencil and told them to draw what they saw in the schoolyard outside. Rob drew Popeye. Since that auspicious beginning, Rob has pursued a 25-year career as a designer, illustrator, art director and creative director. Rob's work has been recognized by numerous state, regional, national and international design and press organizations.

Rob is a 1986 graduate of Auburn University whose travels have taken him through the hallowed halls of advertising, marketing, magazine illustration and major metropolitan newsrooms. He has applied his craft to jobs for such high profile clients as The Atlanta Committee for the Olympic Games, Delta Airlines and the U.S. Department of Agriculture.

When asked for the secret to his success, Rob says, "I'm strong to the finish, cause I eats me spinach." Rob lives in West Columbia with his wife Trisha and his son Spencer.

>>Steve Burlison, Principal/Marketing Director

Steve began to develop his creativity at a young age when his work was showcased on the door of the family refrigerator. Now you can see his fusion of ideas on billboards, newspapers, television and the Internet.

Steve is a graduate of Southern Illinois University at Carbondale where he received a degree in visual communications. "It was a unique experience to walk the same hallways as world renown alumni Primo Angeli and Buckminster Fuller," says Burlison.

The positive reaction to his work has resulted from the development of the right formulas for buzz-worthy marketing strategies and innovative design. In 2004, Steve was awarded more first place international newspaper marketing awards than any other U.S. newspaper and finished second in the World. He has won more than 70 advertising and marketing awards in the past decade. Steve was also nominated for the Knight Ridder "Marketer of the Year".

Steve's experience is not only with graphic design but also event planning, media strategy and placement, marketing strategy and developing innovative solutions.

Steve resides in Northeast Columbia with his wife Tracy.

>>Keely Saye, Principal/Business Development Director

As a graduate of the Darla Moore School of Business at the University of South Carolina, Keely Saye began her career as a Financial Advisor at Morgan Stanley at the age of 22. During her four years in financial management, Keely became very involved in the community developing a mentoring program through Women in Philanthropy, starting a networking organization for women in business, and serving on various boards and committees. She was named one of the "20 Under 40" rising business leaders in The State newspaper in 2004 and now serves Chair of the board of directors of Columbia Opportunity Resource (COR). She also serves on the board of the Greater Columbia Chamber of Commerce, Columbia City Ballet, Midlands Education and Business Alliance (MEBA), and the McKissick Museum Advisory Council.

Keely was the Marketing Coordinator for Innovista, the University of South Carolina's research campus development, until recently joining Catalyst Advertising as the Director of Business Development. During her time at Innovista, Keely worked directly with the Future Fuels™ research initiative and was integral in attracting the 2009 National Hydrogen Association annual conference to Columbia. As Keely returns to the private sector in the marketing and advertising industry, she continues to be heavily involved in community activism and leadership.