

PROPOSAL FOR SERVICES

NOVEMBER 27, 2018

Marketing & Advertising

Ulster County
Economic Development
Alliance

TO:

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The following includes recommended agency offerings from Luminary Media.

We have based our pricing and services on a 12-month engagement
starting January 1, 2019-December 31, 2019

**We look forward to your feedback, and are thrilled
by the opportunity to partner with you!**

Campaign Purpose

In 2017 and 2018, Luminary Media worked with the Ulster County Office of Economic Development to create a consistent and compelling brand presence, produce marketing collateral, and build a multimedia lead-generation platform for business attraction. These activities were integrated with media buys—digital, print, and radio campaigns; in-person marketing activations—Grand Central Tech, Woodstock Film Festival, Tech-Up for Women, and more; and follow-up and survey work to analyze and pivot on strategy as needed.

For 2019, Luminary Media proposes a multi-pronged campaign that works together to obtain and nurture business attraction leads using the data and understanding we've collected over the past two years to further refine and focus our activities. Although tasks in this proposal are broken out individually, they will work together to achieve a larger goal: qualify leads for the Office of Economic Development and business relocation to the area.

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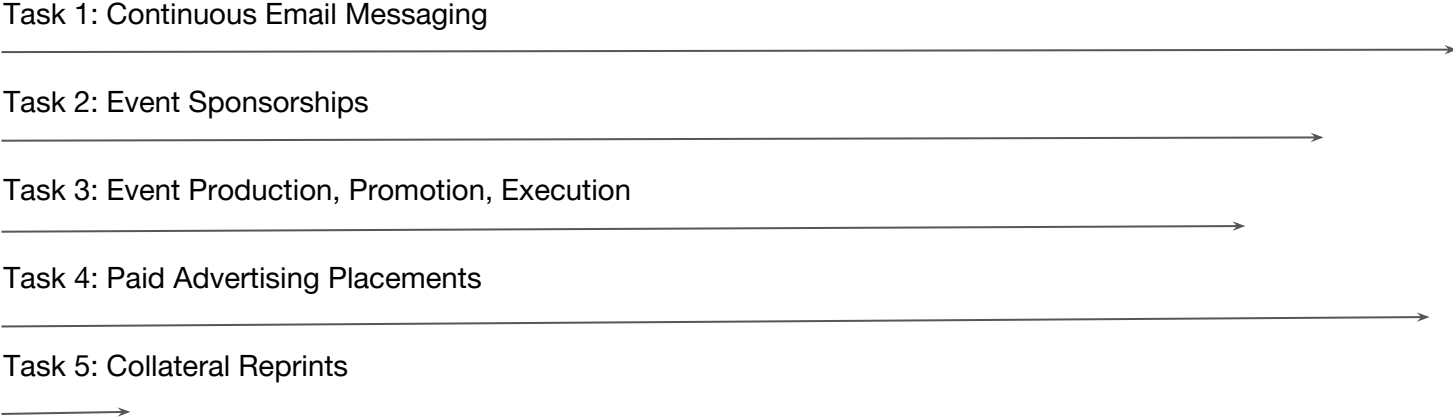
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Timeline

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC



1. Continuous Email Messaging - Monthly, Throughout the Year

Luminary recommends a strategic messaging plan that will keep contacts engaged and informed about Ulster County year-round. Through this engagement, prospects will have Ulster County top of mind, which will facilitate seamless contact to UCEDA when they are ready to learn more about relocating their business.

Luminary will:

- Create an annual messaging plan and list of topics for a monthly newsletter for current and future email list subscribers
- Coordinate with the UCEDA content creator for message creation
- Source and/or create imagery to accompany email campaigns
- Build the email campaign in the UCEDA mailchimp account
- Send the email blast on a consistent date (TBD) each month
- Monitor email response statistics and provide reporting and analysis
- Update the email database with new contacts sourced from subsequent tasks

1. Continuous Email Messaging

Deliverables:

- Email marketing campaign schedule and list of topics
- Regular reporting detailing campaign performance and database growth

Annual Budget Allocation: \$6,540

- Creative direction, planning and production: \$4,200 (28 hours)
- Graphic design: \$2,340 (18 hours)

2. Event Sponsorships - Throughout the Year

Luminary will coordinate UCEDA participation in several sponsored events in 2019 to spread awareness of Ulster County as a business relocation and film production option and generate leads and contacts for UCEDA to further qualify and nurture through Task 1-ongoing email marketing campaign. Possible event sponsorship options include:

- Woodstock Film Festival
- Tech Up for Women, Grand Central Tech, or similar event
- Event TBD

Luminary will work with events on behalf of UCEDA to ensure sponsorship includes some or all of the following benefits:

- Staff member participation in networking events to make connections
- UCEDA guides are distributed to event attendees
- UCEDA has brand awareness or targeted promotional messaging to event attendees through ongoing email communications
- UCEDA receives event attendee contact information

2. Event Sponsorships

Deliverables:

- Coordination of UCEDA event sponsorships
 - Research of other events for possible sponsorship
 - Attendance at event sponsorships
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Annual Budget Allocation: \$20,400

- Event Sponsorship Spend: \$15,000
- Creative direction, research, planning, and production: \$5,400 (36 hours)

3. Event Production, Promotion, And Execution - Throughout the Year

Luminary proposes a multi-pronged approach to event production to ensure event attendance goals are achieved. First, Luminary will research, coordinate sponsorship for, and attend three NYC Tech Meet-Ups to make connections, and obtain contact information for future lead nurturing / event marketing.

Luminary will:

- Research and reach out to NYC Tech Meet-Up to determine which three events will best achieve our goals
- Negotiate event sponsorships that includes obtaining attendee contact information for brand awareness and future marketing and lead nurturing
- Coordinate, track, and report on all sponsorship benefits on behalf of UCEDA
- Attend NYC Tech Meet-Ups with UCEDA team members and Ulster County brand ambassadors

3. Event Production, Promotion, And Execution - Throughout the Year

Second, Luminary will organize 2 happy hour events at venues in NYC with significant ties to Ulster County. These smaller networking events will give UCEDA the opportunity to network with high-level NYC business leads in an intimate setting. Hosting these events in NYC makes it easier for prospects to attend.

Luminary will:

- Coordinate all event logistics (venue, food, beverage, administrative requirements)
- Create partnerships with NYC-based organizations for co-promotion of events
- Utilize contacts made at NYC Tech Meet-Ups for promotion and increased event attendance
- Create and execute an individualized marketing plan aimed at promoting the events and obtaining participants
- Create all graphic design and other marketing materials
- Coordinate with UCEDA content creator for copy as needed
- Create a survey for post-event follow up with all participants
- Create a post-event report

3. Event Production, Promotion, And Execution - Throughout the Year

Lastly, Luminary will organize 1 bus tour from NYC to Ulster County. The bus tour will be marketed to those who attended our NYC happy hour events as well as the larger UCEDA mailing list for participation. The bus tour will give highly qualified leads the opportunity to explore Ulster County.

Luminary will:

- Coordinate all event logistics (transportation, food, beverage, event itinerary)
- Create partnerships with NYC based organizations for co-promotion of events
- Utilize contacts made at NYC Tech Meet-Ups for promotion and increased event attendance
- Create and execute a individualized marketing plan aimed at promoting the event and obtaining participants
- Create all graphic design and other marketing materials
- Coordinate with UCEDA content creator for copy as needed
- Create a survey for post-event follow up with all participants
- Create a post-event report

3. Event Production, Promotion, And Execution

Deliverables:

- Weekly progress updates
- Day of event management (5 days)
- Increased email mailing list
- Increased requests for information, individualized Ulster County visits, etc.
- Post-event reporting

Annual Budget Allocation: \$33,300

- NYC Tech Meet-Up Sponsorship Spend: \$7,500
- Event Production Costs: \$9,900
- Event planning, execution, promotion, debriefing: \$15,900 (106 hours)

4. Paid Advertising Placements

Luminary will research, strategize, and create a paid advertising plan that includes print and digital placements to promote the advantages of doing business in Ulster County in targeted media outlets. Luminary recommends digital advertising across social media platforms as well as native content placements in niche publications that specifically target outlets whose core demographic matches UCEDA's target industries and business executive persona. Luminary will:

- Conduct research to determine the best outlets for paid advertising
- Negotiate pricing and advertising package benefits on behalf of UCEDA. All print packages will include a digital component. All content created will be shared from UCEDA branded platforms (Facebook, Instagram, email marketing) for maximum reach
- Create digital brand awareness campaigns through the Facebook advertising platform. These campaigns will inform prospective leads and drive traffic to Ulsterforbusiness.com
- Coordinate with the UCEDA content creator on all advertising placements
- Optimize digital campaigns on a weekly basis
- Create a report detailing advertising placements and reach

4. Paid Advertising Placements

Deliverables:

- Paid advertising placements in targeted media outlets. Based on initial research, we expect to be placing 4 ads in NYC Metro publications like *Brownstoner*, at approximately \$2,500 each
 - Detailed proof of placement reports of all Native and Direct Digital spend
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Annual Budget Allocation: \$35,560

- Paid advertising spend: \$20,000 (\$10,000 Native / \$10,000 Direct Digital)
- Creative direction, planning and production: \$11,400 (76 hours)
- Graphic design: \$4,160 (32 hours)

5. Collateral Reprints

Luminary will facilitate the reprinting, shipping, delivery, and storage of three UCEDA marketing pieces:

- 5,000 UCEDA Rackcards

5. Collateral Reprints

Deliverables:

- Reprints of UCEDA marketing materials

Annual Budget Allocation: \$700

- Printing, shipping, delivery, storage: \$400
- Production, pre-press, and delivery coordination: \$300 (2 hours)

Proposal Pricing

Task	Hard Costs	Production & Execution Hours	Total
1) Continuous Email Messaging	-	46 hours	\$6,540
2) Event Sponsorships	\$15,000	36 hours	\$20,400
3) Event Production, Promotion, Execution	\$17,400	106 hours	\$33,300
4) Paid Advertising Placements	\$20,000	108 hours	\$35,560
5) Collateral Reprints	\$400	2 hours	\$700
TOTAL	\$52,800	298 hours	\$96,500