



PROPOSAL for CONCORA, Connecticut Choral Artists

Purpose: Design marketing collateral for CONCORA's 2016-2017 concert season.

1. RESEARCH

1. ZR will review previous seasons' collateral, including:
 - a. Flyers & mailers
 - b. Fundraising pieces
 - c. Direct mail pieces
 - d. Online media
 - e. Online/social media presence
2. ZR & CONCORA will schedule online (Skype) conversations with Marketing Committee, Artistic Director, and/or other stakeholders as agreed upon.
3. Review of research by Communications & Social Media associates prior to submission.

2. DELIVERABLES

Design Comprehensives. ZR will provide branded designs for each concert (up to 5 total) in .psd, .jpg, and .pdf form. Designs will be royalty-free and scalable. (Maximum 3 revisions.)

Marketing Materials. ZR will deliver electronic- and print-ready materials to be determined in consultation with the leadership team. These may include:

- Season brochure;
- Individual concert pieces;
- Graphics for social media & e-marketing use;
- E-blast template.

Website. ZR will provide a fully-functioning website to CONCORA to interface with existing ticket/e-marketing platforms. CONCORA will provide all content. Website interface will be easily updated by layperson. (Maximum 5 revisions.)



Marketing Plan. ZR will create a custom CONCORA handbook with dates for deploying marketing collateral, tips & tricks for active social media & print media engagement, and resources for following up with and retaining patrons.

Sample breakdown of roles & responsibilities:

ZR Provides:	CONCORA Deploys:
Designs for print materials	... text content for all materials
Designs for e-media	... orders for print materials
Marketing timeline	...graphics to social media sites
	... e-blasts
	... social media posts, photo & video uploads, etc.
	... Facebook events
	...mailing lists and bulk or 1 st class mailing of season brochure
Scalable website	...blog posts, updated concert information, any textual changes as needed

3. PRICING

- Design Comprehensives for 5-concert season
- 1 Multi-page season brochure
- 5 individual concert pieces (postcards, bookmarks, etc.,)
- Marketing handbook with specific timeline of action items with instructions for implementation.

Please note the following:

- All design files provided by ZR will be print-ready & royalty free;
- All printing & shipping fees will be paid by CONCORA;
- All web & brochure content will be provided, complete, in 1 document, by CONCORA.

TOTAL package fee:* **\$5,500**

This price is based on purchase of the entire package; individual a la carte items may be more if purchased separately. However, we want to work within YOUR budget so please let us know how we can help you!

*A 10% deposit (\$550) is due upon receipt of signed contract.



ADDITIONAL OPPORTUNITIES

ZR LLC offers leadership coaching, guided strategic planning services, as well as governance review and board development.

ZR can also provide guidance on infrastructure development, specifically in the following areas:

- Staffing & HR
- Marketing & branding
- IT Services, databases, Customer Management
- Ticketing & Donor Management

PROFILE

ZR Arts Services exists to make arts organizations better. Better at attracting audiences, better at producing art, and better at raising and managing hard-won dollars.

Based in Cincinnati, Ohio, ZR Arts Services has grown as a part of a thriving arts scene that has transformed a city into one of the most vibrant communities in the country. With corporations like Procter & Gamble, Kroger, and the branding firm 84.51° at the heart of the city's economy, innovation and entrepreneurial spirit are core values that have propelled Cincinnati's arts organizations headlong into the twenty-first century. ZR will work with you to take your arts organization – or idea – to the next level of success, from any starting point. Whether you are an established non-profit looking to navigate a major transition or discover your twenty-first century vision, or a startup looking for the resources to launch effectively, we can work with your scale and your budget.

Chris Eanes and his team bring an entrepreneurial spirit and innovative skillset to the field of arts leadership. While Chris' strength lies in understanding the current 'zeitgeist' of the arts world and applying it to real-world situations, he also brings years of experience founding and running both traditional and non-traditional non-profits.

Team members at ZR are all full-time on the ground leaders of thriving non- and for-profit companies in Cincinnati and around the country. When we need someone with a specific skillset, we know where to find them!

www.ZRArtsServices.com

