

SCOPE OF SERVICES - Deliverable items/Performance requirements:

Please complete a detailed proposal including a budget that encompasses the following tasks:

- Brand and message development. In this task, the selected firm will create the messaging, brand expression, and visual elements representing the brand (including logo design and taglines) that will effectively communicate the Town of Palm Beach Marina's identity to potential customers and broader community audience.

Specific deliverables: brand mark, tagline, and key messages. Style guidelines including use examples of the brand, brand voice, and any sub-brands that may be indicated.

Appropriate brand colors should be identified. The Town's unique history and historical elements should be considered in the artistic creation of these deliverables.

- Templates to be used for common needs such as signage, brochures, web page layout, presentation, and report covers.
- Collateral pieces that can be distributed at various events and mailed to potential customers.
- Identification of key advertising partners and types of advertising that should be utilized to reach the target audience. For example: print ads (identifying publications in which to advertise), web ads, email campaigns, social media campaigns, boat show booths—international and domestic, other yachting advertising opportunities including yacht brokers.

The firm should conduct necessary market research to ensure marketing spend commensurate with the appropriate audience.

- Boat show booth design using brand marks and style guide colors. Size and elements will be based on which shows are identified in the marketing plan as 'must participate' events.
- Concept development of grand opening event and associated marketing related to grand opening of marina.
- Development of a five-year marketing budget. Identify how much money the Town should allocate each year (for five years) to advertise the marina. Breakdown the spend by advertising area (print, social media, web, boat shows, etc.)

Proposing firm should also specify any marketing ideas or concepts (with an associated budget) that they believe the Town should consider. A timeline should also be presented for the development and delivery of content/materials, etc.