



JACOBBER CREATIVE

Palm Beach Marina Marketing Budget



Palm Beach Marina Launch Budget FY 2020/21

TASK 1	Brand & Message Development	14,000 / Hours: 93	TASK 4	Marketing Plan which includes the identification of key advertising partners and types of advertising that should be utilized.	\$15,000 / Hours: 100
	<ul style="list-style-type: none">▶ Market Research▶ Stakeholder Interviews▶ Online Surveys▶ Competitive Analysis▶ Brand Positioning▶ SWOT Analysis▶ Brand Narrative + Key Messaging points▶ Tagline▶ Visual Brand Identity	<ul style="list-style-type: none">▶ Advertising and Media Plan▶ Campaign Creative Direction - Concepts, Storyboards, and Preproduction▶ Advertising Creative for print and digital			
TASK 2	Branded design templates to be used for common needs	8,500 / Hours: 57	TASK 5	Boat Show & Booth Design and construction (need all components created in order to prepare for boat show participation in the future)	\$16,500
	<ul style="list-style-type: none">▶ Brand Guidelines▶ Marketing Templates:<ul style="list-style-type: none">- Email Templates- Presentation Templates- Uniform/Apparel applications▶ Website Designs	<ul style="list-style-type: none">▶ Design and production of all trade show booth materials - tables, backdrop, collateral			
TASK 3	Collateral Pieces to distribute at Boat Shows, mail and other requests	5,500 / Hours: 37	TASK 6	Concept Development of Grand Opening event and associated marketing related to grand opening of marina.	\$17,000 / Hours: 113
	<ul style="list-style-type: none">▶ Design of specific marketing collateral piecesDigital and Traditional	<ul style="list-style-type: none">▶ Event Concepts: Food and Beverage, Entertainment, Décor▶ Assistance vetting and selection of Event Producer▶ Promotion of the Grand Opening			
			TASK 7	Development of a 5-Year Marketing Budget	\$5,000 / Hours: 33

TOTAL: \$81,500



MARKETING BUDGET

Marketing and Design Retainer for years 2-5

**Design**

- ▶ Ongoing print and digital designs, as needed. Including but not limited to advertising creative, brochures, presentations, reports, marketing collateral, website designs, trade show materials.

Communications

- ▶ Leading communications strategy for a cohesive brand message and voice throughout.

Editorial

- ▶ Copywriting;
- ▶ Social and email content creation

Marketing

- ▶ Email Marketing;
- ▶ Media Strategy;
- ▶ Media Buying;
- ▶ Digital Advertising,
- ▶ Strategic partnerships and sponsorships

Client Services

- ▶ Dedicated Account Executive;
- ▶ Monthly Reports;
- ▶ Reporting and Analytics

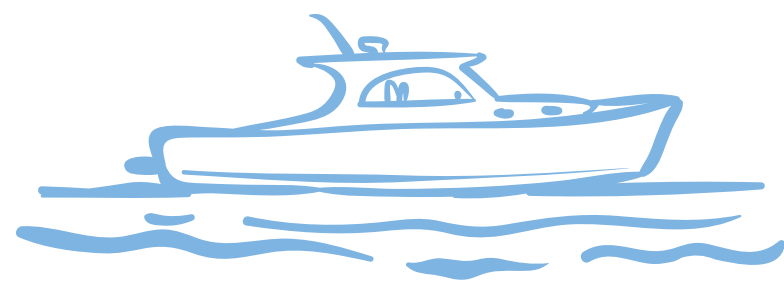
\$78,000 - 43 Hours/ Month



A LA CARTE SERVICES

Public Relations

Our goal for the Town of Palm Beach Marina is to leverage the strong brand identity to uniquely position the Marina to local, national and international media, while creating and presenting opportunities for partnerships and growth along the way.



- ▶ **Formulate** a target media list that will include print, online, broadcast and podcast contacts
- ▶ **Create** strategy for obtaining multimedia coverage through ongoing storytelling initiatives
- ▶ **Build** a comprehensive press kit (Fact Sheet, Tip Sheets, Infographics, Trend Forecasts, Op-Eds and Speaker Bios)
- ▶ **Proactively** produce timely pitches that tie into trending news angles and connect with local, regional, lifestyle, travel, business and national media regularly.
- ▶ **Secure** testimonials and endorsements from customers and supporters who can be included in marketing opportunities and media interviews
- ▶ **Follow-up** with interested press, coordination of interviews, journalist visits, exchange of information and images, etc.
- ▶ **Gather** editorial calendars and determine best fit for the Town of Palm Beach Marina
- ▶ **Secure** the Marina in key feature stories and roundup articles from a destination, trade, and lifestyle perspective
- ▶ **Extend** invitations to have top press experience the Marina for themselves
- ▶ **Monitor** conversations being held about the Marina to gauge sentiment around brand
- ▶ **Provide** ongoing strategic PR counsel
- ▶ **Arrange** and coordinate media interviews and help with preparations beforehand; develop a series of key messages for interviews
- ▶ **Track** relevant news coverage, clip retrieval and archive. Send press clippings to team in real-time with suggestions on how to leverage via social media

\$60,000 / 12 Months

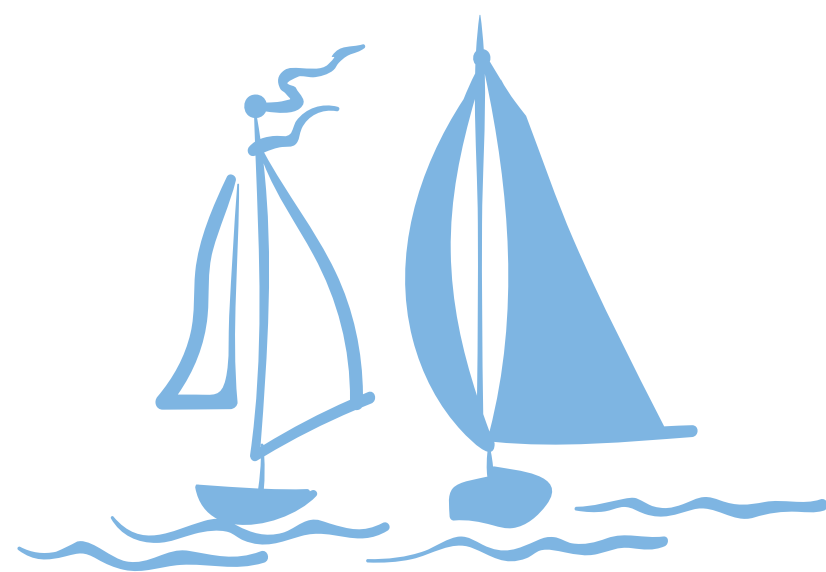


A LA CARTE SERVICES

Photography & Video Production

Jacober Creative will create a dynamic and upscale brand campaign for the Town of Palm Beach Marina that reflects the Marina's unique amenities, lifestyle, and target demographics. We'll also use our creative dexterity to simultaneously build an asset library for use and dissemination across multiple brand touchpoints.

Campaign shoot will take place over two days, one dedicated to photography, and one for video.

**Creative Direction (Included in launch scope of work)**

- ▶ Storyboarding
- ▶ Location Scouting

Production (each day)

- ▶ Director
- ▶ Photographer
- ▶ Assistant
- ▶ Hair and Makeup
- ▶ Stylist
- ▶ Camera Equipment
- ▶ Wardrobe + Props
- ▶ Catering
- ▶ Production Van

Models + Usage Fees

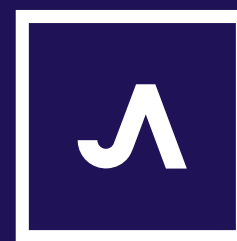
- ▶ Male Model
- ▶ Female Model

Post-Production

- ▶ Retouching
- ▶ Photo Editing

\$60,000

J A C O B E R C R E A T I V E



A F U L L S E R V I C E D E S I G N & M A R K E T I N G F I R M



G R A P H I C D E S I G N / B R A N D I N G I D E N T I T Y / W E B D E S I G N & D E V E L O P M E N T / P H O T O & V I D E O / C O N T E N T C R E A T I O N / S O C I A L M E D I A