

PROPOSAL TO PROVIDE CREATIVE SERVICES DOWNTOWN ROSEVILLE PARTNERSHIP 2023 ANNUAL REPORT

SCOPE OF WORK AND DELIVERABLES

Report Content

- Research and gather key news and business highlights, 2024 plans and other report content
- Copywriting, copy editing and proofreading content to include:
 - President's Message
 - Board biographies
 - Recap of 2023 District news and events
 - 2024 Look Ahead
 - New Business Highlights
- Proofread and validate financials
- Perform and validate financial calculations (percentages, ratios etc.) as required

Graphic Design

- Concept, design and layout of the 2023 Annual Report in print and digital formats
- Create graphs and charts of financials
- Prepare print-ready art files for the printer
- Prepare and upload digital report files to the Downtown Roseville Partnership website

Photography

- Professional photography and editing of new photographs to include:
 - Board of Directors group shot
 - New Downtown photos (6) to illustrate vibrant Downtown scene and sense of place – i.e., dining on outdoor patios, visitors viewing painted barriers and/or murals, individuals interacting with businesses/business owners etc.

Printing

- Review and circulate printer's proofs to DRP Executive Director and designated Board representatives for review and approval
- Make requested DRP edits as needed to final approval
- Prepare and deliver final print-ready art to print partner

Mailing Services

- process mailing list
- label postcards
- affix postage
- drop at post office

Project Management and Vendor Coordination

- Work with DRP Executive Director and Board Members and partners to obtain necessary background data and information needed to write and prepare report content
- Coordinate with printer and mailing house to deliver and validate graphic art and data files
- Review and provide final approval for printer proofs and mail samples

*Prepared by
Elevate Public Relations & Marketing
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PROJECT BUDGET

Agency Services

Content planning

Content Development - copywriting, editing and proofreading

Project Management and Vendor Coordination

Graphic design – design, layout of annual report including related charts, graphs, and imagery

\$2850.00

Professional Photography

Group photo of Board of Directors

Updated photos (6) – downtown business and surrounds

\$750.00

Printing, Posting and Mailing Services

Digital printing and VDP Addressing, Mailing Services and Postage

Printing

Quantity: 125

Ink: Digitally Printed on 2 sides

Bindery:

125 - fold

125 - tabbing double

125 - 80# text crease & bifold

75 - Affix Stamps

Postage

75, 1st Class, Full Rate postage

\$ 795

Total Cost:

\$ 4,395