

# Marketing Communications Proposal

Comprehensive Strategy  
& Implementation

October 2021

**HRC/MOA**

300 6th Street,  
Rapid City, SD 57701  
605.394.9300

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## Meet Your Team

Our professional team of experts is more than the titles they hold. They are the piece of the puzzle that makes your brand's story come to life through the messaging, the design, and the functionality of its mission. We are positive our team will be able to create a timeless message that will resonate with community members and visitors for years to come. Listed below are the selected members of our team that will be assigned to this project.

### Publisher



**RICK DENHERDER**

**Owner**

rick@egmrc.com  
605.343.7684 x203  
• Agreement Terms  
• Fees & Invoicing

### Content



**Ashley Johnson**

**Managing Director**

ashley@egmrc.com  
605.343.7684 x207  
• Marketing Strategy  
• Content & Collateral  
• PR / Social

### Photography



**Jesse Brown Nelson**

**Photographer**

### Design



**John Edwards**

**Creative Director**

john@egmrc.com

### Design



**Chris Valencia**

**Senior Designer**

# Scope of Work

## OVERVIEW

Evergreen Media's role is to help refine language, instruct on best practices, and produce materials on a project-by-project basis.

We will help refine the language – both written and visual – of HRC and MOA. This will provide a clear and consistent framework for communications as HRC and MOA continue to extend their reach within the community.

Focus areas will be telling the history of MOA, the story of the merger with HRC, and relaying key information on how community members can either have their complaint heard, learn how to donate to the cause, or get involved in the work directly.

## DELIVERABLES

The materials and projects listed below are based on initial meetings and conversations, to include photography, videography, TV and radio advertising, website development, brand/campaign awareness materials, and social media. They are a starting point based on our understanding of HRC and MOA's current needs.

## PAYMENT SCHEDULE

We recommend an “equal monthly payments” schedule so that you are aware and can budget expenses and payments on a planned basis.

# Photography

\$2,000

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## DELIVERABLE

Professionally planned, shot, and edited images that accurately represent the people of both the Native and non-Native Rapid City communities. Imagery will be used on digital platforms to create a cohesive and unified brand presence.

Focus on 12 key individuals representative of desired audience as determined by HRC/MOA.

## TIMELINE

4 to 6 weeks from receipt of contact info for persons to be included in photos

## REQUIREMENTS

- Strategy
- Copywriting

# Video – Impact Series

\$5,000

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## DELIVERABLE

Professionally planned, shot, and edited to accurately represent the people of both the Native and non-Native Rapid City communities. Videos will be used on digital platforms to create a cohesive and unified brand presence, as well as engagement on social media.

## TIMELINE

6 to 8 weeks from receipt of contact info for persons to be included in video

## REQUIREMENTS

- Strategy
- Copywriting
- Videography

## TV & Radio Media Consulting

TBD

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### DELIVERABLE

Create opportunities with local media outlets for HRC/MOA to increase engagement and brand awareness in the local community. Services include securing media appearances, crafting stories and messaging for interviews, and providing branded content such as photos or video clips.

Scheduling and coordination of personal schedules will be the responsibility of HRC/MOA or designated spokesperson.

### TIMELINE

4 to 6 weeks

### REQUIREMENTS

- Strategy
- Copywriting

## Brand/Campaign Awareness Materials

\$5,700

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### DELIVERABLE

Create a tri-fold brochure explaining the purpose of the HRC/MOA merger and role in the community.

Price is for design only; fulfillment of printing can be quoted upon request.

### TIMELINE

6 to 10 weeks

### REQUIREMENTS

- Design
- Strategy
- Copywriting

# Website

~~\$10,000~~ \$7,500

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## DELIVERABLE

New website on existing MOARapidCity.org domain that includes the work of both HRC and MOA, and explains the purpose and mission of both. Establish pathways within the site to help community members discover HRC and MOA's story for themselves.

The site's backend will consist of an array of content modules to be used on each page to allow easy client editing through the updated Content Management System. Training will be provided through zoom, in person, or video documentation.

## TIMELINE

6 to 10 weeks

## REQUIREMENTS

- Design
- Strategy
- Copywriting
- Web Development

# Social Platforms

\$2,500

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## DELIVERABLE

Establish a social media presence for HRC and MOA on two platforms (Facebook, Instagram, Twitter, etc.) of client's choice.

Includes initial coaching on messaging, post frequency, content, scheduling, and tutorial on using social platforms. Does not include ongoing management of platforms.

Management of social platforms can be added at the rate of \$700/month.

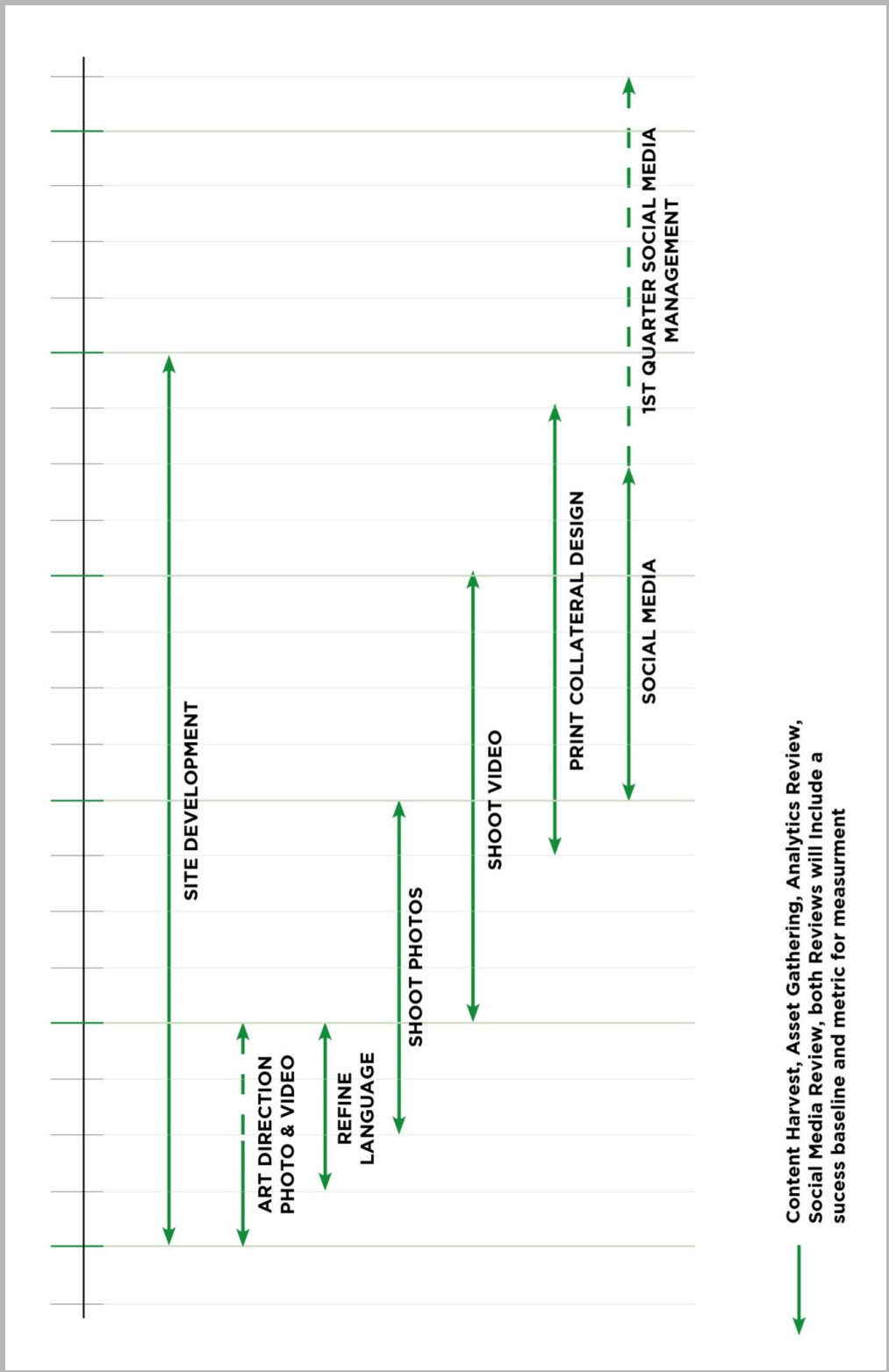
## TIMELINE

6 to 10 weeks

## REQUIREMENTS

- Strategy
- Social Media

# Proposed Timeline





# Projected Budget

## TOTAL INVESTMENT

Photography . . . . .	\$2,000
Video . . . . .	\$5,000
TV & Radio Media Consulting . . . . .	TBD
Website . . . . .	\$7,500
Brand/Campaign Awareness Materials . . . . .	\$5,700
Social Platforms . . . . .	\$2,500

**Total . . . . . \$22,700** *(not including external costs)*

Social Media Management (3 months at \$700 per month) . . . . . \$2,100

## SIGNATURES

HRC/MOA : \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Evergreen Media: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

*Commitment total to be billed in quarterly installments starting at time of agreement.  
Any changes must be made 30 days in advance.*