

MARKETING SERVICES FOR CROSSVILLE RECREATION FACILITY

E Allan Brandon is a full-service Public Affairs and Strategic Communications consulting firm with experience working for major public companies, trade and professional associations, small and medium sized businesses, educational institutions, non-profits, foreign governments, international leaders, and numerous political campaigns on the design and implementation of communication strategies and high stakes public affairs campaigns.

The team at E Allan Brandon know how to create branding, craft messaging, coordinate efforts, and lead a project to success.

E Allan Brandon has produced long-term strategic communications, print advertising, branding, packaging, and digital marketing for national brands in the following industries:

Automotive • Aviation • Boating • Concrete • Education • Golf • Flooring • Homebuilding • Ladder • Lodging • Material Handling • Mortgage Lending • Multi-Family Housing • Non-Profit Associations • Telecommunications • Trucking

It is imperative that the City of Crossville be transparent in all communications to its citizens on the path forward for a recreation facility. E Allan Brandon has decades of experience working with elected officials, civic organizations, business leaders, and the public to move projects to a successful result

E Allan Brandon will coordinate a community discussion for the city of Crossville. The plan to expand awareness includes:

1. Create printed material to explain the amenities and costs for the proposed Recreation Center.
2. Produce audio and video recordings explaining the amenities and costs to be distributed across the various communication channels.
3. Produce information for print, local radio, digital media, and social media distribution.
4. Create an online presence to provide transparency for residents.
5. Create a forum for public input.
 - QR code in mailers to send community members to a forum to state their questions and concerns.
 - Create a customized survey form to address specific information and provide real-time data
6. Engage with civic and religious organizations.

PROJECT QUOTE: \$26,000

Payment Terms: 1/3 up front, 1/3 March 1, 1/3 April 1