



**CITY OF MARCO ISLAND  
COMMUNITY PARKS FOUNDATION**

**Advertising & Marketing Proposal**

**July 21, 2021**

## **SITUATION ANALYSIS**

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The Community Parks Foundation is a Marco Island-based non-profit organization that is just getting off the ground. Their first big undertaking is fundraising and publicizing the Marco Island Community Veterans Park, which includes construction of a band shell.

The organization seeks the services of an advertising and marketing company to help them in their efforts to recruit volunteers as well as to raise funds and awareness.

## **WHY B-SQUARED**

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In making the decision to hire an advertising and marketing company, prospective clients are faced with the big question: why hire this company and not someone else?

B-Squared's approach to advertising and marketing for over two decades is based upon solid research, tracking and the results we've achieved in the past for our many clients. Following a clearly defined path -- created in tandem with your goals and budgets -- we create and execute advertising and marketing programs designed to create a buzz, invite inquiry and ultimately to brand your company, always keeping in mind your ROI.

The overt benefit to utilizing the talents and energies of B-Squared Advertising lies in our creative abilities rivaling large metropolitan advertising agencies with the account service to match, but does so with a pricing structure far below typical Madison Avenue firms.

And we back up those creative abilities with the fact that over 450 awards have been bestowed upon us for excellence in our field.

## **Non-Profit Experience**

- American Cancer Society (*Naples, FL*)
- American Heart Association (*Naples, FL*)
- Collier Building Industry Association (*Naples, FL*)
- David Lawrence Center (*Naples, FL*)
- Florida Home Builders Association (*Tallahassee, FL*)
- Florida Southwestern State College (*Fort Myers, FL*)
- Humane Society (*Naples, FL*)
- Make a Wish Foundation (*Naples, FL*)
- Moorings Park (*Naples, FL*)
- Moorings Park at Grey Oaks (*Naples, FL*)
- Moorings Park Grande Lake (*Naples, FL*)
- Naples Area Chamber of Commerce (*Naples, FL*)
- Naples Community Hospital (*Naples, FL*)
- Neighborhood Health Clinic (*Naples, FL*)
- Quest Educational Foundation (*Naples, FL*)

- Planned Parenthood of Southwest Florida (*Naples, FL*)
- Shelter for Abused Women (*Naples, FL*)
- Youth Haven (*Naples, FL*)

### **Current Client List**

- Ally Building Solutions (*Orlando, FL*)
- Arden (*Wellington, FL*)
- Benson Homes (*Fort Myers, FL*)
- Connor & Gaskins (*Naples, FL*)
- Divco Custom Homes (*Naples, FL*)
- Encore Garage (*Naples, FL*)
- Genova (*Estero, FL*)
- Imperial Homes (*Naples, FL*)
- Jinx McDonald Interior Design (*Naples, FL*)
- Kalea Bay (*Naples, FL*)
- Kerckhoff Stone (*Naples, FL*)
- Lake Weir Preserve (*Ocklawaha, FL*)
- Moorings Park (*Naples, FL*)
- Peninsula Treviso Bay (*Naples, FL*)
- Pneu-Dart (*Barbours, PA*)
- Ronto Development Group (*Naples, FL*)
  - *Altura, Tampa*
  - *Omega, Bonita Bay*
  - *Quattro, Downtown Naples*
- Sam Rodgers Homes (*Sarasota, FL*)
- Smith & DeShields (*Naples, FL*)
- Stock Development (*Naples, FL*)
- Varian Construction (*Naples, FL*)
- Wayne Company (*Naples, FL*)

**The following recommended items are based upon our recent conversation regarding your current advertising and marketing needs. Please feel free to look at this as a menu of services and pick those that you see fit to engage in.**

## **WEBSITE**

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A simple, yet informative website design built in a responsive nature is critical in today's digital world. The site, built on WordPress, would be responsive in nature, would include all page titles and metatags, as well as appropriate keywords.

### **Website Design**

Initial SEO: \$1,000

Art Direction (5-7 pages): \$1,500

Copywriting: \$1,500

Programming: \$1,500

Hosting: \$35 per mo. (12x): \$420

**TOTAL WEBSITE: \$5,920**

*Estimated time to complete: 6-8 weeks*

## **RACK BROCHURE**

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Rack brochures are an effective way to generate awareness and reach new customers. They can be utilized in a variety of ways whether it be mailing to interested or prospective donors or distributing it at city-wide functions.

Design: \$1,750

Printing: TBD

*Estimated time to complete: 4 weeks*

## **PUBLIC RELATIONS**

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A good public relations program, coupled with a strong social media program can cut your paid advertising needs by as much as 30-50%. Our veteran PR person has more than 30 years of experience in the local marketplace. Articles released via traditional media (newspapers, magazines, television) would include stories on the following:

- Park design
- Park milestones
- Upcoming events
- New hires
- Feature stories

**MONTHLY PR: \$1,000 (includes writing and distributing 2 press releases per month)**

(12x): \$12,000

*Estimated time to complete: Ongoing*

## **SEARCH ENGINE OPTIMIZATION (SEO)**

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We provide comprehensive SEO services to increase our clients' organic visibility for targeted keywords on leading search engines like Google, Yahoo! and Bing. Through on-site and off-site SEO activity, our team delivers positive, long-term keyword rankings, improves website visibility, drives more traffic to the targeted site and improves conversion rates through monthly blog writing.

SEO: \$750 per mo. (12x): \$6,600

*Estimated time to complete: Set-up: 1 week then ongoing*

## **SOCIAL MEDIA**

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A targeted Facebook Ad campaign coupled with a strong social media program is a must in today's digital world. In fact, not having a social media account and updating it regularly makes your brand and company obsolete. Additionally, having accounts like Facebook and Instagram increase your legitimacy. It also helps improve your online presence and SEO. We will post on your social media pages 3-5 times per week on:

- Foundation news
- Park updates
- Events
- About your team
- About the area

SOCIAL MEDIA: \$750 per mo. (12x) \$9,000

*Estimated time to complete: Set-up: 1 week then ongoing*

## **E-BLASTS**

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An e-marketing program to your internal prospect database will help strengthen our reach in a very cost-efficient manner. A minimum of at least one monthly blast is recommended.

Single-message E-blasts template design: \$1,250  
Additional E-blasts within template: \$350-500 each

*Estimated time to complete: Template: 2 weeks then 1 week thereafter*

## **COPYWRITING**

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Copywriting can be performed for a variety of services and are billed on an hourly basis of \$150 per hour for such items as: mission statements, vision statements, letters to donors, etc.

## **SERVICE FEES**

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For your convenience, we provide a number of compensation packages. Please choose the one that best fits your individual needs or ask us about a tailor-made program.

### **Basic Monthly Fee:**

Includes bi-weekly client/agency meetings, net billing on media (normally commissioned at 15%), as well as net billing on printing (also normally 15%). The Basic Monthly Fee also entitles clients to a 20% discount on production rates. Basic Monthly: \$500.

### **A La Carte Services:**

This method of compensation is commonly used for our clients for whom we provide services on an a la carte basis (no monthly fee). Our standard procedure is to estimate all jobs in advance with the client paying only for actual hours incurred.

### **Third Party Costs:**

Third-party contracts negotiated and managed by B-Squared Advertising (other than those covered under the monthly service fee) are subject to a 15% commission. Third party vendors include printers, photographers, broadcast production, fabricators, caterers, promotional items, etc.

Media is subject to a 15% agency commission for clients on an a la carte basis. For those clients who negotiate media directly, placement-only fees are 5%.

Billing: Monthly service fees are billed on the 15th of each month for the following month. Billing is generated on a weekly basis. It should be noted that all rates quoted in this proposal are based on service-fee rates. **Those clients who opt for a la carte services will incur a 20% increase in stated rates.**

## **AGENCY RATES**

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All services listed below are provided on an in-house basis. 2022 agency billing rates are as follows:

Description of Service	Service Fee	A la Carte
Art Direction	\$120 hr.	\$145 hr.
Account Management	\$100 hr.	\$120 hr.
Programming (IPRO)	\$125 hr.	\$150 hr.
Copywriting	\$150 hr.	\$180 hr.

## **PRICING MENU**

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Logo Evolution: \$1,750

Logo Designs: \$2,500-3,5000

Letterhead Package:  
(Letterhead, 2<sup>nd</sup> sheet, #10 envelope and business cards)  
Design: \$750

Website:  
Write, Design, & Program: \$3,500+

Social Media:  
Includes 3 posts per week on Facebook,  
Twitter & Instagram: \$750 per mo.

SEO (Blogging):  
Includes 2 blogs per month: \$750 per mo.

Pay Per Click:  
Google Adwords: \$500 - \$2,500 per mo.  
Set up: \$1,000

Facebook/Instagram  
Media Costs: \$500 - 2,500 per mo.  
Set up: \$500



**Print Ads:**

Initial Design:	\$2,5000
Subsequent ads in series:	\$1,500
Ad Revisions:	\$150-300 per ad

**Banner Ads:**

Design (up to 6 sizes):	\$1,500
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**Television Ads:**

Writing:	\$2,500
Production:	\$3,000-30,000

**Direct Mai:**

Design:	\$750+
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**Public Relations:**

\$500 - \$2,500 per mo.

**Sales Center**

Design:	\$5,000+
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**E-Blasts**

Template Design:	\$1,250
Revisions/New Message:	\$500 ea.

**E-Newsletter**

Template Design:	\$1,500
Copy Writing (4 stories):	\$1,500

**Brochure:**

(9x12 with 4-8 pages stitched in and pocket in back)	
Design:	\$4,500-6,000

**Rack Brochure:**

(4x9 tri-fold):	\$1,500
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**Flyers:**

\$750+

**Other Agency Fees:**

- Agency shall receive 10% on all media planning and placement.
- Agency shall receive a commission on all other third-party vendor invoices of 15%.
- Agency services not directly related to production (such as client/agency meetings, research, strategic planning, etc.) are billed on an hourly basis with rates ranging from \$100 an hour to \$150 an hour.
- Monthly service fees are available which gives the client the option of a flat monthly fee that includes all client agency meetings, all budgeting, planning and media placement, net billing on all media as well as printing, and a 20% discount off hourly rates. Monthly service fees average 10-12% of clients' overall advertising and marketing budget.

## **LIST OF SERVICES**

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B-Squared, as a full-service advertising agency, can provide your company with any or all of the following:

- Annual Reports
- Brochures
- CRM Programs
- Direct Mail
- Digital Ads
- E-Mail Blasts
- E-Newsletters
- Event and Party Planning
- Guerilla Marketing
- Lead Generation
- Letterhead Packages
- Newsletters
- Newspaper Inserts
- Packaging
- Pay per Click Advertising
- Print Advertising (newspaper and magazine)
- Promotions/Events
- Public Relations
- Radio Advertising
- Sales Center Designs
- SEO/SEM
- Signage (site signs, billboards, banners, monument/entry)
- Specialty Items
- Social Media
- Trade Show Displays
- TV Ads
- Video Production
- Web Design

## **REFERENCES**

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- Dick Corace – Developer/Moraya Bay and Kalea Bay 239-515-5050
- Inga Wilson – VP of Sales & Marketing/Moraya Bay and Kalea Bay 239-514-5050
- Kimberly Tremmel – Marketing Director/Moorings Park Communities 239-643-9111
- Kathy Miller – Director of Marketing/The Ronto Group 239-649-8435

## **RECENT AWARDS**

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### National Association of Home Builders:

- 2020 Nationals:
  - Best Print Ad/Silver Award – Kalea Bay
  - Best Print Campaign/Grand Award – Kalea Bay
- 2012 Nationals:
  - Best Brochure/Silver Award – Moraya Bay
  - Best Display of Community Branding/Silver Award – Moraya Bay
  - Best Color Advertisement/Silver Award – Moraya Bay

### Florida Home Builders Association:

- 2021 Aurora Awards:
  - Best Print Ad – Kalea Bay
  - Best Direct Mail – Omega
  - Best Digital Campaign – B-Squared
- 2020 Associate of the Year: Robyn Bonaquist
- 2020 Aurora Awards:
  - Best Print Ad – Kalea Bay
  - Best 30-60 Second Video – Kalea Bay
- 2019 Excel Awards:
  - Best Logo Design - Thomas Homes
  - Best Logo Design - Sand Dollar Awards
  - Best Direct Mail Piece - Bonness Inc.
  - Best Overall Campaign - Divco Custom Homes
- 2018 Excel Awards:
  - Best Magazine Ad – Kalea Bay
  - Best Television Spot – Kalea Bay
  - Best E-Marketing Program – B-Squared Advertising
  - Best Logo Design - Bonness
- 2017 Excel Awards:

- Best Magazine Ad – ONE
- Best E-Newsletter – ONE
- Best Corporate Video – Ave Maria
- Best Corporate E-Blast – B-Squared Advertising
- Best Promotion to the Real Estate Community – ONE
- 2016 Excel Awards:
  - Best Insert in a Publication – Moorings Park at Grey Oaks & Ave Maria
  - Best Newspaper Ad or Insert – B-Squared Advertising
  - Best Magazine Ad – Kalea Bay & BCB Homes
  - Best Newspaper Ad – Ave Maria
  - Best Direct Mail –Allure Cabinets & Showroom & BCB Homes
  - Best Newsletter – BCB Homes
  - Best Website – B-Squared Advertising
  - Best Logo Design – Allure Cabinets & Showroom & Acadian Builders
  - Best Online Marketing Campaign –B-Squared Advertising
  - Best Television Commercial – Vineyards
  - Best YouTube Video – Moorings Park
- 2015 Excel Awards:
  - Best Insert in a Publication - The Vineyards & Ave Maria
  - Best Newspaper Ad or Insert - Maple Ridge at Ave Maria
  - Best Magazine Ad - The Founders Club & Lake Weir Preserve
  - Best Direct Mail -Moorings Park at Grey Oaks
  - Best Newsletter - Moorings Park at Grey Oaks
  - Best Sales Office Information Center - Kalea Bay
  - Best e-Newsletter - Moorings Park at Grey Oaks
  - Best Online Marketing Campaign -Moorings Park at Grey Oaks
- 2014 Excel Awards:
  - Best Overall Campaign – Ave Maria and The Founders Club
  - Best Logo Design – KTS Group
  - Best Magazine Ad – Moorings Park at Grey Oaks
  - Best Direct Mail – CBIA
  - Best Corporate Video – The Founders Club
  - Best Publication – Naples Signature Collection
  - Best You Tube Video – The Founders Club
  - Best TV Spot – Vineyards and Ave Maria
  - Best Radio Spot – Vineyards
  - Best Website – Ave Maria
- 2011 Woman of Distinction – Robyn Bonaquist

Collier Building Industry Association:

- 2021 Sand Dollar Awards:
  - Best Magazine Ad – Quattro
  - Best Magazine Ad – Kalea Bay
  - Best E-Marketing – Quattro
  - Best Social Media – Quattro
  - Best TV Commercial – Omega
  - Best TV Commercial – Kalea Bay

- Best Direct Mail – Omega
  - Best Newspaper Ad – Kalea Bay
  - Best Logo Design – CBIA
  - Best E-Marketing – B-Squared
- 2020 Sand Dollar Awards:
    - Best Overall Campaign - Quattro at Naples Square
    - Best Overall Campaign – Omega at Bonita Bay
    - Best Newspaper Ad – Kalea Bay
    - Best Newspaper Ad – Omega at Bonita Bay
    - Best Magazine Ad - Quattro at Naples Square
    - Best Magazine Ad - Encore Garage of SWFL
    - Best Website – Quattro at Naples Square
    - Best Website – Encore Garage of SWFL
    - Best Logo – Smith & DeShields
    - Best E-Marketing - Quattro at Naples Square
    - Best E-Marketing - Omega at Bonita Bay
    - Best Brochure - Omega at Bonita Bay
    - Best TV Commercial – Kalea Bay
    - Best TV Commercial – Omega at Bonita Bay
    - Best Direct Mail – Bonness
- 2019 Sand Dollar Awards:
    - Best E-Marketing Campaign - Moorings Park Grande Lake
    - Best Website - Moorings Park
    - Best Website - Bonness
    - Best Website - Divco Custom Homes
    - Best Direct Mail - Bonness
    - Best Brochure - Vogue Interior Design
    - Best Brochure - Divco Custom Homes
- 2018 Sand Dollar Awards:
    - Best Logo – Bonness
    - Best Logo – Vynes at Moorings Park
    - Best Magazine Ad – B2
    - Best Magazine Ad – KTS
    - Best Magazine Ad – Kalea Bay
    - Best Insert – Moorings Park GL
    - Best Direct Mail – Moorings Park
    - Best E Marketing – B2
    - Best Website – Kalea Bay
    - Best Website – Naples Lumber
    - Best Rendering – Kalea Bay
    - Best TV Commercial – Kalea Bay
    - Best Overall Campaign – Kalea Bay
- 2017 Sand Dollar Awards:
    - Best Magazine Ad – BCB Homes
    - Best Overall Advertising – BCB Homes
    - Best Brochure – BCB Homes
    - Best Newspaper Insert – Ave Maria

- 2016 Sand Dollar Awards
  - Best Newspaper Ad - Moorings Park at Grey Oaks
  - Best Magazine Ad - BCB Homes
  - Best Website - B-Squared Advertising
  - Best Logo Design - Allure Cabinetry & Showroom
- 2016 Sand Dollar Awards
  - Best Newspaper Ad - Moorings Park at Grey Oaks
  - Best Magazine Ad -BCB Homes
  - Best Website - B-Squared Advertising
  - Best Logo Design - Allure Cabinetry & Showroom
- 2015 Sand Dollar Awards
  - Best Overall Campaign - Ave Maria
  - Best Sales Center – Kalea Bay
  - Best Website – Kalea Bay
  - Best Logo – Kalea Bay
  - Best Rendering – Kalea Bay
  - Best Website – Moorings Park
  - Best Magazine Ad – Moorings Park
  - Best Newspaper Ad – Moorings Park
  - Best e-Marketing Campaign – Moorings Park
  - Best Direct Mail – Moorings Park
  - Best Special Event/Promotion – Moorings Park
  - Best Special Event for Residents – Moorings Park
  - Best Rendering - Moorings Park at Grey Oaks
  - Best Newsletter – Moorings Park at Grey Oaks
- 2014 Sand Dollar Awards
  - Best Brochure – Grey Oaks Country Club
  - Best Direct Mail – Grey Oaks Country Club
  - Best Newsletter – Grey Oaks Country Club
  - Best Newspaper Ad – Moorings Park
- 2013 Associate of the Year Awards – Robyn Bonaquist
- 2013 Sand Dollar Awards:
  - Best Brochure - Moorings Park at Grey Oaks
  - Best CD/DVD Presentation - Moorings Park at Grey Oaks
  - Best Direct Mail - Ave Maria
  - Best E-Marketing Campaign – Moorings Park at Grey Oaks
  - Best Magazine Ad - Moorings Park at Grey Oaks
  - Best Newsletter - Moorings Park at Grey Oaks
  - Best Newspaper Ad - Moraya Bay
  - Best Overall Advertising and Marketing Campaign - Moraya Bay
  - Best Rendering - Moorings Park at Grey Oaks
  - Best Television Spot - Ave Maria
  - Best Website- Moorings Park at Grey Oaks
- 2012 President's Award – Robyn Bonaquist

- 2012 Sand Dollar Awards:
  - Best Overall Campaign – Vineyards
  - Best Magazine Ad - Moraya Bay
  - Best Newspaper Ad - Moraya Bay
  - Best Interactive CD/DVD Presentation – Moraya Bay
  - Best Direct Mail - Moraya Bay
  - Best Logo - Moraya Bay
  
- 2011 Sand Dollar Awards:
  - Best Special Event/Promotion – Vineyards
  - Best Magazine Ad – Vineyards
  - Best Interactive CD/DVD Presentation – Vineyards
  - Best Direct Mail – Vineyards
  - Best E-Marketing Campaign - Moraya Bay
  
- 2010 Sand Dollar Awards:
  - Best Logo for an Associate - Moraya Bay
  - Best Brochure - Moraya Bay
  - Best Magazine Ad - Moraya Bay
  - Best e-Marketing Campaign - Moraya Bay

## **TEAM MEMBERS**

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### **Robyn Bonaquist, President & CEO**

Robyn brings nearly 40 years of experience in advertising and marketing in the Southwest Florida marketplace. Responsible for overseeing the creative department, copywriting, developing marketing strategies, budgeting, media planning and placement, Robyn's years of experience in the advertising industry have helped to shape the success of many notable real estate developments throughout the state and beyond.

Prior to co-founding B-Squared Advertising, she held the position of Regional President for Creative Directors/Chavin Lambert, a \$30 million agency with offices in Coral Gables, Orlando and Naples, Florida, as well as New York City, NY.

From 1988 to 1999, she was a senior account executive with Weeks & Associates Advertising on Marco Island (formerly Weeks & Herr) where she provided such services as account liaison, media planning, production coordination, market strategy and overseeing the public relations department.

She is a graduate of the S.I. Newhouse School of Public Communications at Syracuse (NY) University.

### **Garrett Phillips, Senior Account Executive/Print Production**

A native of upstate, New York, Garrett moved to Naples in 1975. As a Senior Account Executive for B-Squared, her responsibilities are many and varied. They include agency/client liaison, budgeting, writing business proposals and presentations, planning promotional events, print production coordination and graphic arts. Garrett attended the Pratt Institute of Art in Brooklyn, NY and is a graduate of the Portfolio Center of Atlanta, GA. She has 25 years of industry experience including marketing manager for WCI Communities.

### **Marianne Simmons, Digital Art Director**

Marianne is a native of Canton, Ohio and moved to Florida in April 2015. She graduated from Ohio University in Athens in 2012 with a BS degree in Visual Communication. As Digital Art Director for B-Squared, Marianne's responsibilities include designing and programming all websites, e-mail marketing, and planning and implementing all digital advertising campaigns.

Prior to joining B-Squared Advertising 5 years ago, Marianne was employed for several years as a web designer for an IT company in Canton. While there she won two Addy Awards from the Canton Advertising Federation for her web design work.

### **Duane Sulk, Communications Director**



Duane has been in the public relations and advertising industry in Southwest Florida for more than 30 years with a focus on real estate-based clients and other associated businesses. Prior to his marketing career, Duane spent 11 years in the television news industry as a reporter, assignment editor, executive producer and news director.

Duane, a native of Peshtigo, Wisconsin, moved to Florida in 1986. He has a BA degree in Journalism from the University of Wisconsin – Eau Claire. In 2000, he was named the Professional of the Year by the Collier County chapter of the Florida Public Relations Association.

### **Kathy Taylor, Art Director**

This Connecticut native has more than 16 years' experience in the local marketplace and over 25 years in the industry in total. She comes to B-Squared Advertising as a graphic designer whose prior experience includes that of graphic designer for Weeks & Associates Advertising on Marco Island. Prior to her relocation to Southwest Florida in 1997, Kathy was a graphic artist with WW Two Design, Inc. in Fairfield, Connecticut.

### **Josh Lewis, Art Director**

Josh is a native of the Caribbean island of St. Thomas in the U.S. Virgin Islands and a graduate of the Miami International University of Art and Design. While still attending the university, Josh started his own company and used his creative graphic design and branding talents to increase the visibility and market share of a wide variety of businesses, corporations and cities. Among them, North Miami Beach, Capitol, Def Jam and Atlantic Records, Burger King, WaWa, the BET Awards Miami, and even his alma mater.

### **Jenny Parrish, Multi-Media Specialist**

Jenny joined B-Squared in 2019 after graduating from the Florida Gulf Coast University where she was a communications major. Her responsibilities with the firm include creating annual media budgets for our clients, negotiating with media reps, as well as placement and trafficking of all ads. Jenny also helps in account services providing customer and administrative support, while also performing public relations and social media efforts on behalf of B-Squared and its clients.

### **Dominick Trippie, Multi-Media Specialist**

Dominick is a native of Buffalo, NY but moved to Florida to finish his schooling at Florida Gulf Coast University. As a 2021 graduate, with a BS degree in Communication, Dominick brings his skills and expertise to B-Squared as a Multi-Media Specialist. His jobs include writing copy for websites, blogs, social media, brochures and other advertising materials. His experience as a bartender translate into creating engaging and real world content for all clients.

