

Fiesta La Ballona Marketing Services Proposal Review with Proposed Budgets

Company	Qualifications & Experience	Questions/ Responses to Scope of Services	Marketing Plan / Budget Proposal*	References & Insurance	Notes
Beyond Direct Marketing LLC (BDM)	Owner has been the Fiesta marketing contractor for the last 5 years. Re-branded Fiesta materials. Adept at design, print and electronic advertising, and publicity. Writes press releases, purchases press lists, interfaces with print and media outlets. Current graphic design for Fiesta is highly effective and has contributed to the increase in event attendance.	Company is currently based in Los Angeles but will be moving to Colorado. Owner has clients in Los Angeles and will be available for meetings and the event. Company would keep the same vendors for Fiesta; uses a professional service for the press list and to perform the publicity tasks.	\$18,625.00 Total (See attached proposed budget.) The budget plan is detailed and based on 2016 Fiesta costs.	Solheim Lutheran Home (Event promotion) Habitat for Humanity and other Non-Profit Clients Lake Avenue Community Foundation Able to provide Certificate of Insurance as required by the City.	Recommendation to renew contract with Beyond Direct Marketing LLC. BDM's materials have contributed to the success of Fiesta. BDM has provided graphic design samples for events. BDM has developed multiple materials for target attendees, sponsors or volunteers. BDM would retain all the LA area vendors which keeps continuity of service for City. BDM annually purchases a local press list from a professional service. BDM writes and sends press releases, and the owner personally contacts press outlets to pitch stories. BDM's expertise and experience would enable the City to expand its outreach for Fiesta during this Centennial year.
Fiat Luxx Productions	Owner regularly works with clients to provide graphic design, website design and development as well as marketing and branding. Has broadcast and video experience. California DMV is a client. Fiat Luxx does not have experience with the current Los Angeles press outlets.	Company is based in Sacramento. Owner is willing to come to Los Angeles for meetings and the event; Company would use current graphics and adjust as necessary; owner is willing to use current LA County area vendors; Company does not have specific press list or press contacts for LA area but is willing to research. Did not specifically answer about writing press release or how to pitch stories to media outlets.	\$14,200.00 base for scope listed in RFP + additional fees for changes and newly created work. (See attached budget.) No detailed budget breakdown for marketing costs.	Fulton County State Court, Georgia The Salvation Army Nature's Juice Able to provide Certificate of Insurance as required by the City.	Fiat Luxx is based in Sacramento and would have a learning curve to identify LA area vendors or press contacts. Fiat Luxx has varied experience; however, its current event experience is primarily with the California DMV. These events are not of the scale of Fiesta. Fiat Luxx did not submit any graphic design samples for events. Event promotion is different than business or service promotion since it includes a steady output of attention-grabbing information to draw attendees. Fiat Luxx does not have an LA press list or press contacts. Publicity is an important component of the Fiesta campaign especially during this Centennial year.

* The RFP stated that the Fiesta 2017 marketing budget for fees and services was \$16,500. The City staff works closely with the marketing contractor to develop the marketing plan and stay on the final budget.

Beyond Direct Marketing LLC

Attachment 3 - 2017 Fiesta La Ballona Marketing Budget

Category	Description	Cost	Notes
Design/Project Management	Update, redesign and refresh 2016 design; create any new design layouts/templates; manage all of production; meetings, email correspondence; etc.	\$ 1,950.00	\$65/Hour Rate @ 30 Hours
Printing	1,000 Sponsorship Postcards	\$ 200.00	
Printing	500 Multi-Purpose Postcards	\$ 200.00	
Printing	100 11x17 Posters	\$ 200.00	
Printing	10,000 5x7 General Event Postcards	\$ 750.00	
Online Ad	Culver City Chamber of Commerce (2 E-Blasts)	\$ 500.00	
Online Ad	Culver City Crossroads	\$ 250.00	
Online Ad	Culver City Online	\$ 175.00	
Newspaper and Online Ad	LA Weekly	\$ 1,000.00	
Newspaper Ad	Culver City News	\$ 550.00	
Newspaper Ad	Santa Monica Daily Press	\$ 575.00	
Newspaper Ad	Culver City Observer	\$ 500.00	
Newspaper Ad	Los Angeles Times Culture Monster (2 business card size ads)	\$ 700.00	
Printing	Bus Ads Space - 9 Kings, 8 Tails - Printing	\$ 1,075.00	
Advertising	Bus Ads Space - 8 Kings, 7 Tails - Ad Space	\$ 1,350.00	
Print	Print New Dates on 3 Over-the-Street Banners	\$ 500.00	
Install	Install 3 Over-the-Street Banners (Sepulveda, Washington, Overland)	\$ 900.00	
Print	Print New Dates on 25 Pole Banners	\$ 400.00	
Install	Installation of 25 Pole Banners (Downtown Culver City)	\$ 800.00	
Printing	7,500 Event Programs (11x17 format)	\$ 1,250.00	
Advertising	Metro Line Station or Rail Car Ads	\$ 1,750.00	
Promotion	Event Commemorative T-Shirts (qty 100)	\$ 1,200.00	
Promotion	Volunteer T-Shirts (qty 150)	\$ 1,500.00	
Public Relations	6 Press Releases (re-use and update content from previous year) + 1 media release	\$ 350.00	
TOTAL		\$ 18,625.00	

Fiat Luxx Productions

Cost for Specific Services	Unit	Estimated Total Cost
Graphic Design and Marketing/Advertisement Minimum of 3 business days' notice.	1	\$14,200.00
Graphic Design Minimum of 3 business days' notice.	Hour	\$50.00
Graphic Design Rush order	Hour	\$65.00
Photographer	Hour	\$50.00
Associated Services Markup as a percent of invoice amount	25%	