

Normandy Fountain Concert Series Proposal

Event Management // Marketing // Community Outreach

Prism Creative Group will help brand the Normandy Fountain into a commercial destination by transforming an underperforming intersection into a cultural hub for the community. Through programming, events, and an engaged digital presence, we will essentially help establish the neighborhood as a vibrant social and communal destination. Leveraging our community building expertise and North Beach's residents, we will target the local pulse interested in creative experiences and a deeper understanding of their city.

Event Management & Marketing Deliverables

Marketing & Storytelling.....\$4,000/month

- Spotighting Normandy Fountain as a historical and cultural destination in event marketing and editorial efforts
- Highlighting local businesses, public spaces, surrounding to increase residual value of the neighborhood for residents and visitors
- Fostering community partnerships that strengthens current partnerships, outreaches to possible future collaborative efforts, and targets creative influencers.
- Work alongside the City of Miami Beach team to drive month to month attendance by generating buzz, excitement, and strengthen the overall vitality of resident and visitors.

Establishing a Strategy and Content Curation

*Marketing efforts made by PCG are supplementary to the efforts to promote all events and content put forth by City of Miami Beach and its partners**

Work alongside the City of Miami Beach team marketing team to drive attendance by generating buzz, excitement, and strengthen the overall vitality of the arts community. The variety of storytelling pillars the series will spotlight will live on the Prism blog, and potential editorial inclusion on Miami.com, Time Out Miami, and The Freehand Miami blog. These series can eventually be expanded for larger coverage of the entire North Beach and its initiatives:

- Business Spotlights: In-depth guides and listicles accentuating all aspects of experiences, previews, overviews, and any necessary updates, teasers, or announcements
- Interviews: Potential conversations with retailers, artists, retailers, chefs, producers, musicians, etc.
- Culture Guide Spotlight: Featured on Miami.com, The Freehand blog, and blasted to our newsletter base of over 50,000 subscribers

Prism Creative Group Media Partners

- Miami.com, official online affiliate to The Miami Herald – 250k unique viewers/month
- Time Out – 100k unique viewers/month
- The Freehand Miami Blog – 20k unique viewers/month

Storytelling & Marketing Deliverables.....

- **Social Media Promotion:** Combined reach of 35,000 followers on Facebook, Instagram, Twitter over three platforms including Prism, Support Local FL, & Culture Crusaders—
(4) posts per month
 - **Facebook Advertising Boost: (1) boost for \$150-\$200 during entire campaign.**
Boost on PCG page to local and SFL target audience. **Cost for photo and video shoots are additional.*
 - **Create, Host & Maintain Facebook Event**
 - **“Upcoming Monthly Events” feature in Prism’s Instagram scroller**
- **Editorial/Blog:** (1) editorial content pieces per month to 15,000 unique impressions a month on the Prism Blog and editorial opportunities like our bi-monthly Culture Guide on Miami.com to over 250,000 impressions. Content includes programming highlights, performance videos, activations, etc.
- **Newsletter:** (2) blasts per month to 50,000 local subscribers including cultural enthusiasts, curious locals, etc. Promotional inclusion in (2x) blasts to include programming, performances, experiences, and relevant blog posts.
- **Culture Guide:** (1) during entire campaign. Inclusion in Prism’s bi-monthly cultural guide on Miami.com (250K views/month)
- **Monthly Marketing Reports:** Will send monthly reports including impressions, views, engagements across social media promotions, newsletters, and event marketing
- **Metrics of Success:**
 - Number of Event Attendee’s (our events on average see 600-1,000 ppl)
 - Number of Returning Attendee’s
 - Food & Beverage Sales
 - Approximated Pedestrian Traffic

Marketing Support:

*Marketing efforts made by PCG are supplementary to the efforts to promote all events and content put forth by City of Miami and its partners**

- Spearhead content, event, and design collateral including final program calendar and event flyer
- Work alongside the City of Miami Beach team to generate a distribution circuit for calendar as well as social media/newsletter releases

Community Outreach.....\$1,000.00

- Engage the Normandy businesses to evaluate local business participation in programming, pop-up opportunities, and assess key offerings for consumers
- Create a final report evaluating key learnings on business owner roadblocks, difficulties, and understand partnership to encourage them to be excited about Rue Vendome programming

Event Management

Event Production & Management.....\$4,000/month

- Curate and concept (1) turn-key crafted concert series with content provided by local entities, vendors, and collaborators
- Consult and coordinate experiential elements for yoga/wellness events, First Friday, and Farmer's Markets
- Book and coordinate all musical talent/acts
- Create the timeline, objectives, and logistics for each portion of the programming calendar
- Coordinate artisanal and culinary vendors for monthly programming

Prism Creative Group fees for City of Miami Beach will be \$25,000.00 per month for a period of (3) three months starting October-December. 50% deposit \$8,000.00 is due upon contract signing. Please note that this figure does not include event production budgets and venue costs*

This agreement may be cancelled by either party at any time by delivering thirty (30) days prior written notice to the either party.

Isabella Acker
Founder, Prism Creative Group

Signature: _____
Date: _____

Signature: _____
Date: _____