



River Travel Media

PO Box 1712

La Crosse, WI 54602

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Brent Hanifl - brent@rivertravel.org

(608) 461-2485

City of La Crosse Arts Board,

Thank you for the opportunity to submit a proposal to create the design elements required for the Arts Board brand development. River Travel Media offers full marketing services such as complete marketing campaigns and management of digital marketing, content creation, website creation, SEO and more. The team at River Travel Media consists of marketing professionals with a track record of successful regional marketing campaigns; and extensive experience in planning, promoting, implementing and managing marketing programming.

The enclosed proposal is for the creation of a branded logo, and a brand document consisting of the fonts, logo versions, colors and letterhead necessary for fresh branded cover of the Arts Board. We hope that within this proposal you will find a solution that best suits the needs of the City of La Crosse Arts Board.

Please visit our website, www.rivertravelmedia.com to learn more about our services. You might also find it useful to explore our other brands, www.rivertravelmagazine.com and www.lacrosselocal.com.

Sincerely,

Amy Gabay

Brent Hanifl



Creative Development of Brand

River Travel Media will develop a design concept for an Arts Board logo, maintaining the following restrictions:

- Omit a design that includes a bridge
- Stay clear from creating branding that represents Google or Downtown Main Street Inc. entities (i.e., gradient colors that consists of all spectrums of the color wheel)

The Arts Board will be given the opportunity to work through three revisions of the proposed logo design concept.

- River Travel Media will meet with the Arts Board as requested to discuss revisions. We are flexible in communicating via face to face, Zoom, or email.

The logo design concept will aid in the development of the branding colors and fonts.

- River Travel Media will create a Brand Document within which the uses of the logo and brand will be easily identified.
- All design collateral will be shared with the Arts Board in the form of .jpg, png, and .ai files.

Letterhead will be created as specified with the City of La Crosse Arts Board contact information and utilizing the new brand collateral.

- The Arts Board letterhead will be created in the form of an MS Doc file.

Add-On Services

If you choose to select River Travel Media as the marketing group to prepare the Arts Board brand development, we would offer the following services at no additional cost.

- Quarterly podcasts for one year on www.lacrosselocal.com, a regional arts and food podcast, to discuss projects the Arts Board is involved in within the La Crosse community.
- Digital banner ads on www.lacrosselocal.com that directs interested visitors to view the City's website page on the Arts Board or to an Arts Board project of your choosing.

Cost of Proposal

The entire cost of the logo design concept and brand materials is **\$4,000**.

Billing

River Travel Media bills via email. Net 30 days from invoice.





Client References

Wisconsin Great River Road

www.wigrr.com

Sherry Quamme - Wisconsin Mississippi Parkway Commission Chair

squamme@centurytel.net

Services: Full marketing campaign - "Welcome Back to Wisconsin's Great River Road". Design collateral, social media, content creation, digital advertising, sweepstakes, e-newsletters, email database development, video creation, PR, website updates, email database development.

Pearl Street Brewery

www.pearlstreetbrewery.com

Tami Plourde - Co-owner

tami@pearlstreetbrewery.com

Services: Day to day marketing program including, e-newsletters, social media promotion and advertising, website updates, event promotion and PR across multiple platforms and brands.

Driftless Wisconsin

www.driftlesswisconsin.com

Eric Frydenlund - Executive Director

epfrydenlund@gmail.com

Services: Website creation and management, digital advertising, video creation, photography, content creation, design collateral, sweepstakes, PR, email database development, and e-newsletters.

Trempealeau County

<https://co.trempealeau.wi.us/visitors>

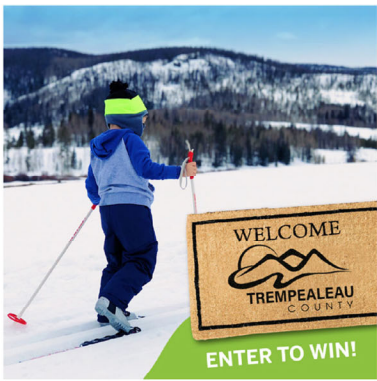
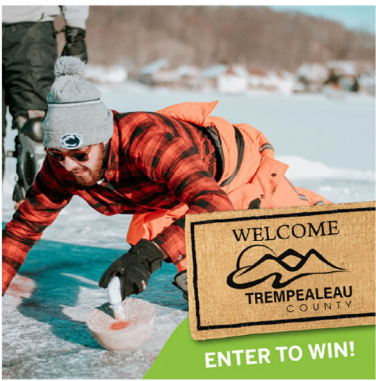
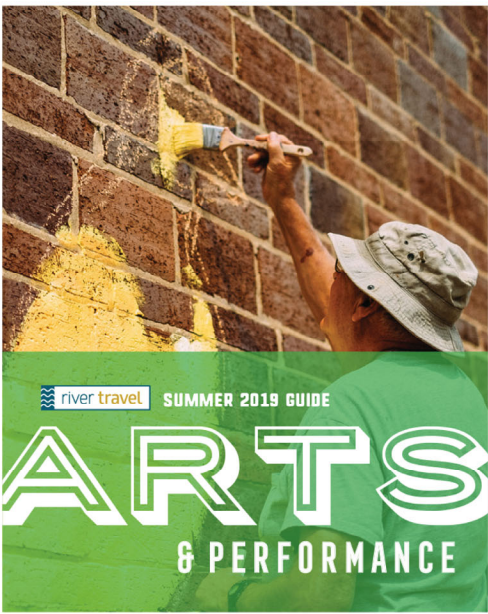
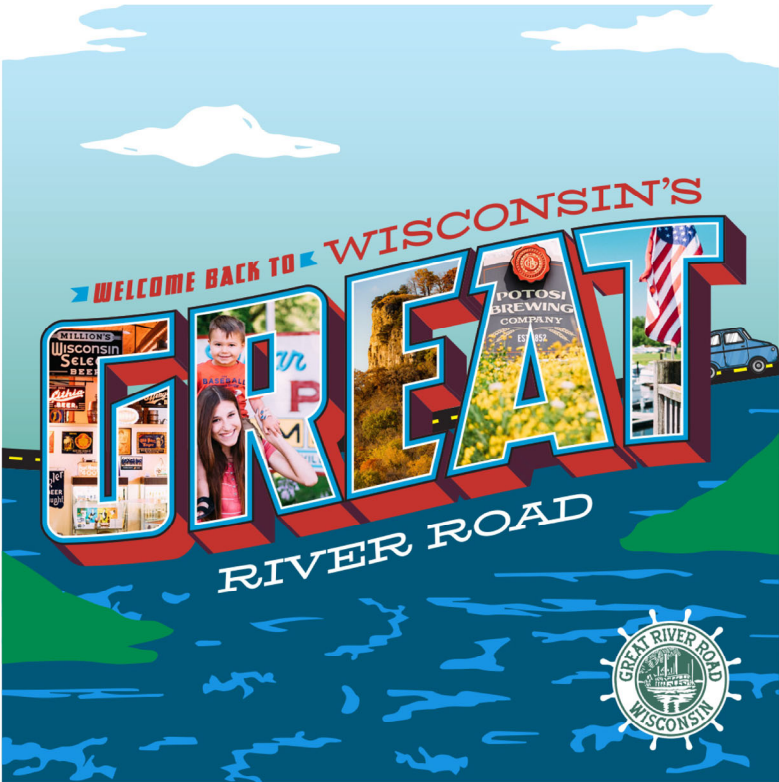
Rob Grover

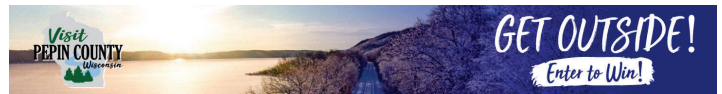
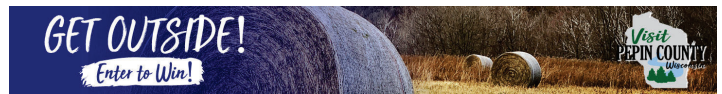
Economic Development & Tourism Coordinator

rob.grover@co.trempealeau.wi.us

Services: Design collateral, photography, digital advertising, sweepstakes, e-newsletters, and email database development.

Sample Design Collateral





LA CROSSE LOCAL

Arts & Food by river travel

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