

**Informal Bid #Ad Fall Sports 2024**

Stephen F. Austin State University is seeking informal bids for the proposal of creative, production and media services for the purpose of growing recognition of the SFA Athletics Department brand among fans, recruits, donors and media while promoting and growing attendance at fall sports events. The proposal includes recommended media and related media costs where indicated. Media costs are paid directly to the vendor by the client. Upon completion and delivery, all designs, marks, statements and related assets become the sole property of SFA Athletics.

Please provide pricing in the document below. Response requested by July 23, 2024 by Noon. Award expected no later than the morning of July 24, 2024.

**PROPOSED SCOPE OF WORK**

**Date of Award to August 15**

Develop brand marks, mantra, pillars, positioning, tone and messaging strategy	\$ _____
Review on-campus sign and messaging opportunities	\$ _____
Negotiate advertising package with VisitNacogdoches	\$ _____

**August 15 – October 15, 2024 (Fall Sports)**

<b>Digital</b>	Provide graphics & messaging for fall sports to SFA inhouse team	\$ _____
<b>Email</b>	One time/week featuring soccer/volleyball/football home games	\$ _____
<b>Collateral</b>	Develop and produce “Axe” card for in-game distribution	\$ _____

**Total of Proposed Services** \$ \_\_\_\_\_