

INFORMAL SOLICITATION:SFA Athletic Advertising Fall Sports

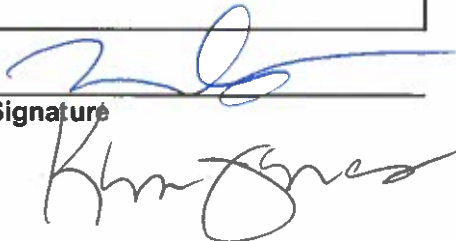
**STEPHEN F. AUSTIN
STATE UNIVERSITY**

NACOGDOCHES, TEXAS

	NON-RESPONDING VENDORS SOLICITED	HUB STATUS
1	SNR Creative LLC	BL/F
2	PBJ, INC.	DV/M
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ADDITIONAL DOCUMENTATION regarding HUBs or other needed documentation:

Signature



**Stephen F. Austin State University
 Department of Athletics
 Marketing Proposal – Fall Sports
 July 17, 2024**

The following is a 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.

PROPOSED SCOPE OF WORK

July 22 – August 15

Develop brand marks, mantra, pillars, positioning, tone and messaging strategy	\$30,000
Less in-kind contribution to SFA Athletics -	(\$ 5,000)
Redesign website – create and provide graphics/content for Learfield template	\$ 8,500
Review on-campus sign and messaging opportunities	Included
Negotiate “Back2Nac” package with VisitNacogdoches	Included
Develop design and content for fundraising video brochure	\$ 3,950

August 15 – October 15, 2024 (Fall Sports)

Digital	Provide graphics & messaging to SFA inhouse team	Included
Email	One time/week featuring soccer/volleyball/football home games	\$ 8,425
	Proprietary list of 25,000 - Nacogdoches & Angelina County	Included
Collateral	Develop and produce “Axe” card for in-game distribution	\$ 3,965
Total of Proposed Services		\$49,840

RECOMMENDED MEDIA

Outdoor	Five outdoor locations in Nacogdoches & Angelina Counties	\$12,400
	Print vinyl for above	\$ 5,500
Digital	Social Media ad schedule – 60 days	\$ 5,100
Print	Full page Charm Magazine	\$ 1,950