



CITY OF TERRELL
201 E NASH STREET | TERRELL, TEXAS 75160

REQUEST FOR QUALIFICATIONS

RFQ 25-06: MARKETING & PUBLIC RELATIONS SERVICES

Return deadline is no later than: **10:00 a.m., Wednesday, April 9, 2025**

Delivery Address:	City of Terrell – City Hall
	Senior Policy Analyst
	201 E. Nash
	Terrell, Texas 75160

NAME OF COMPANY SUBMITTING BID: Brand Era Inc.



SUBMISSION FOR
CITY OF TERRELL

RFQ #25-06

MARKETING & PUBLIC RELATION SERVICES

BRANDERA
219 S. Main St.
Suite 301
Fort Worth, Texas 76104

817-927-7750
bo@branderamarketing.com

DUE APRIL 9, 10:00 AM

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LETTER

April 9, 2025

Omayra Mata
Senior Policy Analyst
City of Terrell - City Hall
201 E. Nash
Terrell, Texas 75160



Dear Omayra,

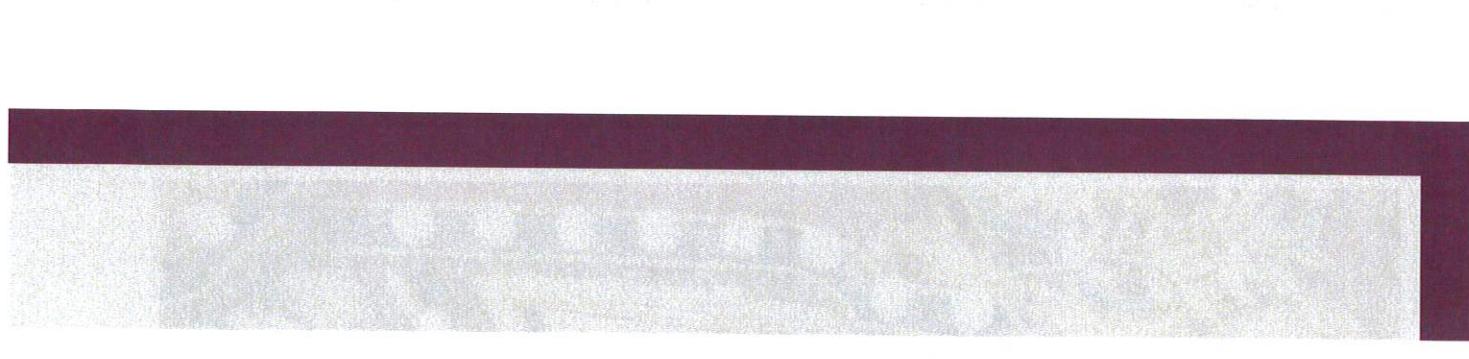
We are delighted to indicate our interest in working with the City of Terrell on expanding its current marketing efforts and designing a plan to develop a brand that reflects the city's history and anticipates for the future. At BrandEra, we understand that a brand is more than just a visual identity—it's the heart of a community's story, values and aspirations. As the City of Terrell embarks on an exciting new chapter of growth and transformation, you need a partner who not only embraces your history, but also shares your vision for the future.

BrandEra is an award-winning marketing agency with a proven track record with over 20-years' experience working with municipalities, tourism departments, nonprofits, school districts and public entities. With a deep expertise in revitalizing city identities, we excel in:

- Developing bold, memorable branding that captures a city's essence
- Crafting strategic messaging that resonates with residents, visitors and key stakeholders
- Designing visually striking logos and branded collateral that stand the test of time
- Implementing comprehensive marketing strategies to increase engagement and economic growth
- Executing cost-efficient campaigns to increase interest, awareness and activation
- Handling all manner of branding recognition – ranging from corporate identity to collateral and beyond through print production

At BrandEra, we don't just create brands – we build legacies. We thrive in environments that require collaboration, vision and a deep understanding of stakeholders' diverse perspectives. We have the right mix of talented staff, design expertise and time available for this marketing and public relations initiative. It is important to point out that by leveraging our experiences from a cross-section of industries and institutions, we deliver unique approaches and problem-solving skills to address a client's present and future needs.

Our creativity is the highest quality, and our ideas stay fresh and flexible. We can serve any size account,



with even the most demanding needs, because we are constantly retooling to stay current with creative ways to design. BrandEra is an award-winning agency having recently earned the 2024 American Advertising Federation 10th District Mosaic Champion Award and the 2023 Greater Arlington Chamber of Commerce - Small Business of the Year - Woman-Owned. Our commitment to excellence has also earned numerous Addy, Telly and Davy awards. We have been recognized by the National City-County Communications and Marketing Association and The Communicator for award-winning collateral and video production.

With a passion for municipal branding, expertise in placemaking and a commitment to excellence, we are eager to partner with the City of Terrell to develop an identity that embodies your history, spirit and future ambitions. The City of Terrell clearly has multiple and simultaneous initiatives. You need a marketing team that can work autonomously to deliver high-impact results. You also need a firm that is exceptionally responsive and works to meet challenging deadlines while building consensus among a variety of stakeholders. BrandEra is this kind of firm. We look forward to earning the opportunity to serve you.

Best regards,

Beth Owens and Reecanne Joeckel



COMPANY INFORMATION

BrandEra is prepared to put our collective marketing genius to work to increase top-of-mind awareness for the City of Terrell. We want to work with you on this important rebranding initiative and feel our agency process closely aligns with your requirements.

Entity Name: **BrandEra Inc.**

Email: bo@branderamarketing.com

Phone: **(817) 927-7750**

Website: branderamarketing.com

Address: **219 South Main St.
Suite 301
Fort Worth, TX 76104**

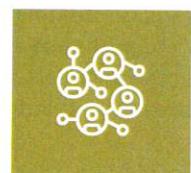


STRATEGIC OFFERINGS



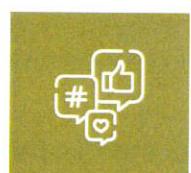
Research, Media Negotiations & Placements

Using first, second and third-party data, BrandEra excels in negotiating buys, optimizing budgets and maximizing ROI. We are industry experts with digital and traditional media alike and we customize audiences to reduce waste. Count on BrandEra to secure discounts and value adds, too.



Multicultural Marketing

BrandEra brings together diverse viewpoints, messages and cultural nuances to all of its work. We integrate proven multicultural strategies and tactics in community engagement, media placements and PR initiatives.



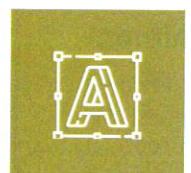
Social & Digital Advertising Strategies

BrandEra expertly crafts targeted social and digital media campaigns. We minimize waste through precise audience targeting and maximize impressions with layered and strategic placements. We also monitor KPIs to ensure goals are achieved and adjust strategies accordingly.



Public Relations and Marketing Consulting

Upon a shared vision, defined target audiences and best industry practices, BrandEra recommends solutions that align with goals and budget. Our extensive experience makes us highly responsive and critically efficient, to enhance clients' internal efforts with creativity and strategic insights.



Research, Campaign Developments & Execution

Using qualitative and quantitative data derived from focus groups, online surveys, etc., BrandEra develops messaging and branded graphics. We manage campaign art production based on aggressive timelines and cross platform needs.



Reporting & Analytics

Once campaigns launch, we focus on analytics to optimize results. BrandEra's digital strategies encompass real-time reporting across OTT, OOH, programmatic, streaming and social media. Our goal is always to maximize impressions and ROI.

BRANDING OFFERINGS



Graphic & Messaging Research

BrandEra kickstarts each new client's logo and tagline project with creative surveys and uses focus groups or immersion days for messaging briefs. Also, using second and third-party data, we ensure campaigns resonate with both clients and their target audiences.



Brand Development & Management

BrandEra excels in revitalizing existing brands or creating new ones. We strive for solid alignment with client goals and audience expectations, and we emphasize brand consistency and voice across all facets, whether crafting logos, identity suites, full advertising campaigns or collateral.



Photography & Videography

While BrandEra leverages existing client assets effectively, we prioritize high-quality photography and videography as essential elements for impactful campaigns. Even with budget constraints, BrandEra excels at maximizing resources to ensure clients have standout imagery and video content.



Creative Concepting, Messaging and Copywriting

BrandEra crafts compelling headlines and consistent messaging through concise copywriting. Beginning with a detailed creative messaging brief, covering features, benefits, key messages, wow factors, elevator pitch, brand tone and personality, BrandEra ensures that each client is most effectively influencing audience perceptions.



Digital, Print Collateral & Brand Recognition Production

BrandEra's graphic design approach combines the talents of seasoned designers with emerging media specialists to create standout materials that are aligned with client goals and budget. We prioritize innovation whenever possible to keep clients strategically and aesthetically relevant.



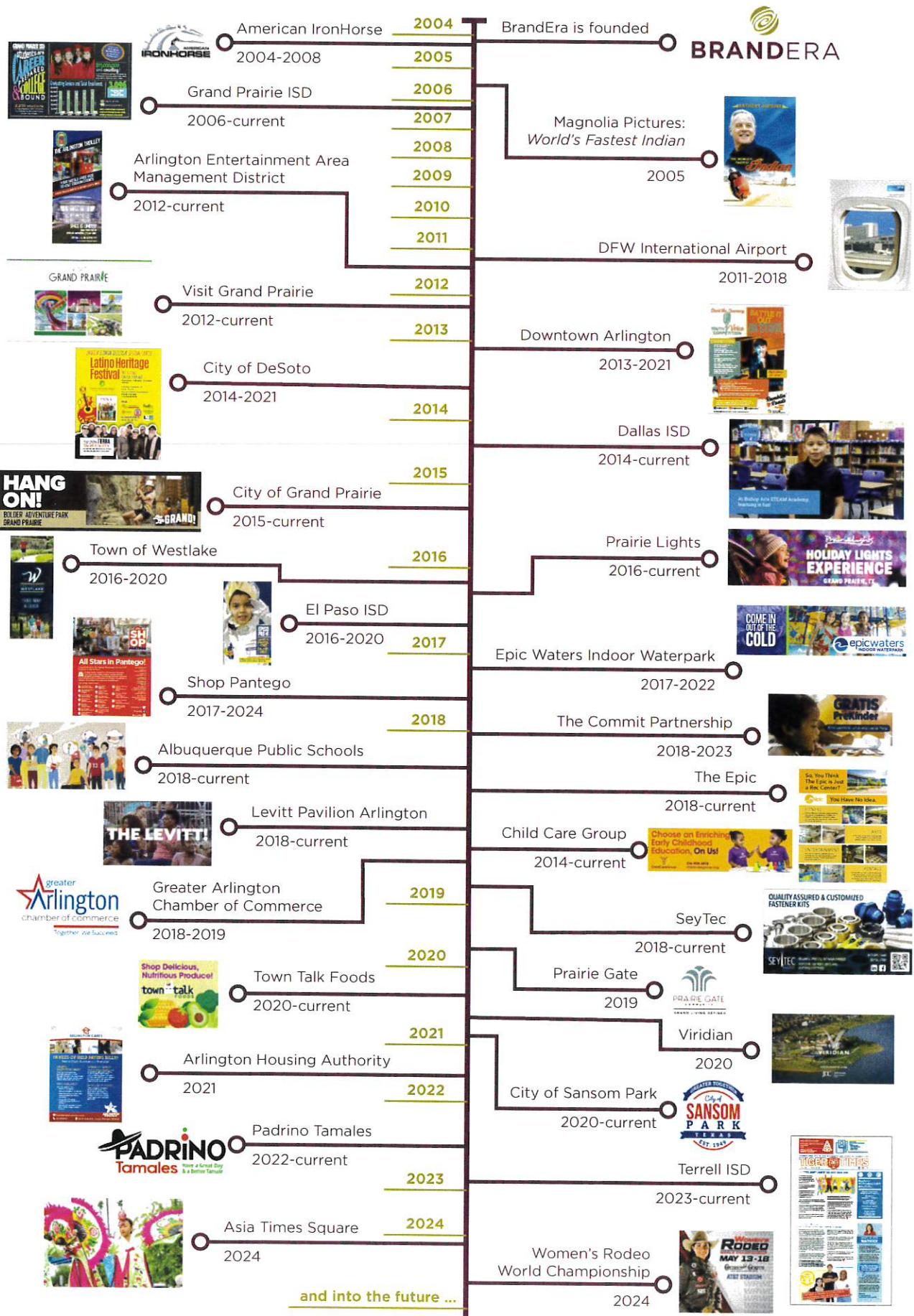
Social Media Management & Training

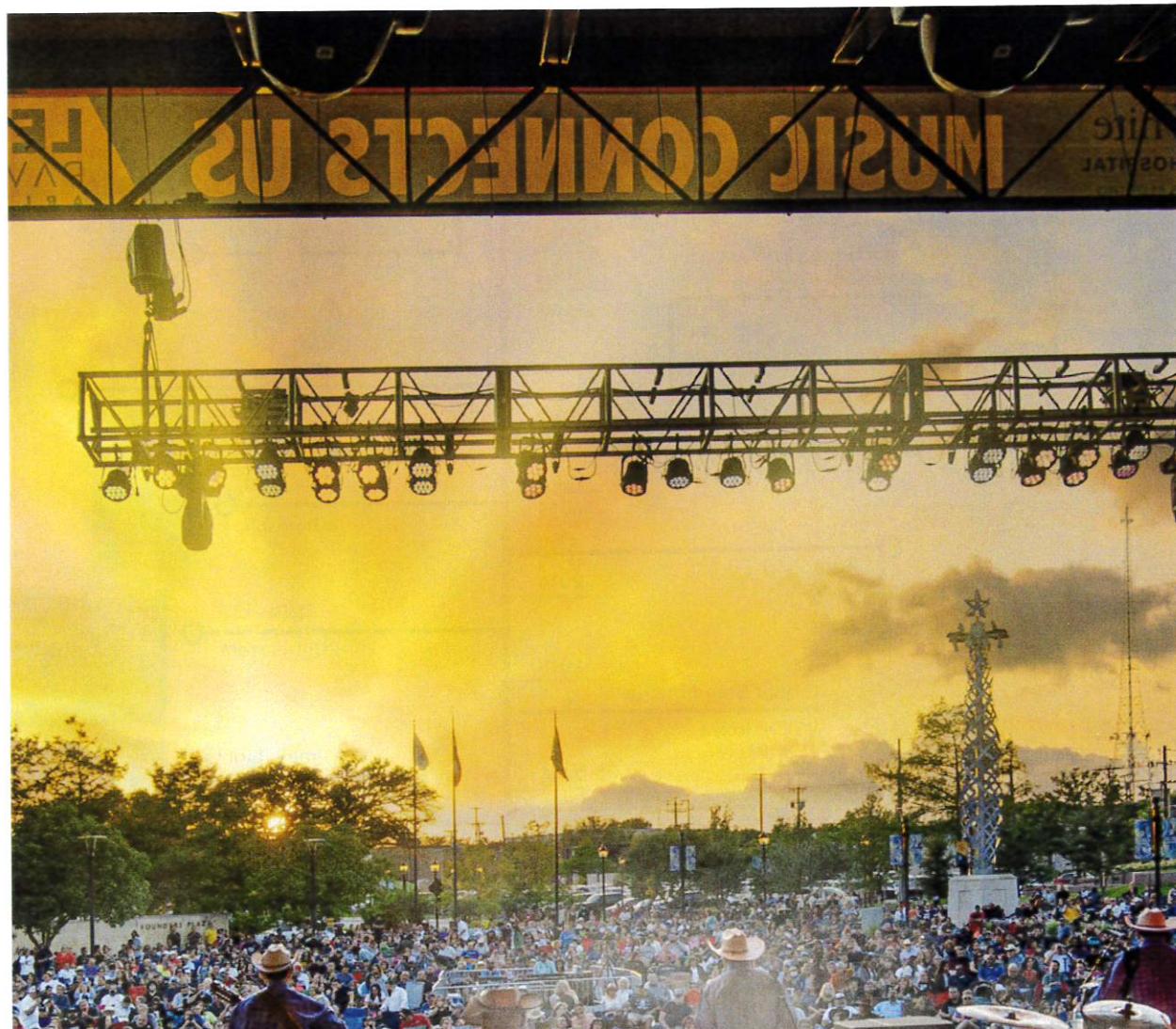
BrandEra expertly manages clients' Facebook, Instagram, LinkedIn and X accounts, navigating trends to optimize engagement. We design platform-specific graphics, position key messages effectively, handle social media advertising and provide valuable staff training to maximize social media impact.



TIMELINE

BrandEra's Experience is Unparalleled. We KNOW How to Reach Families, Visitors and Business Owners!





“I have found the BrandEra team to have the vision and creativity needed to maximize the potential of the Levitt Pavilion and Levitt Center. They know how to promote it, monetize it and work seamlessly with city partners, businesses in Downtown Arlington and the CVB.”

Letatia Tekyl, Executive Director, Levitt Pavilion Arlington

PROJECT IMPLEMENTATION

BrandEra is prepared to put our collective marketing genius to work to increase top-of-mind awareness for the City of Terrell. We want to work with you on this important rebranding initiative, and we feel our agency process closely aligns with your requirements as BrandEra handles diverse municipal and public entity clients. Our staff is filled with seasoned professionals, so we are lean and unencumbered by unnecessary overhead. We utilize proven tactics for the very best branding, asset development and marketing campaigns, yet we are constantly educating ourselves to keep our ideas stay fresh and flexible.

As proof of our expertise, we have been tapped for branding and marketing initiatives for DeSoto, Hutchins, Godley, Downtown Arlington, Grand Prairie, Mansfield, Pantego and Westlake. Additionally, we branded Mansfield Tourism and have handled city-wide marketing for Grand Prairie since 2012.

BrandEra was tapped to brand and market the NRH Centre in North Richland Hills, the Elmer W. Oliver Nature Park in Mansfield, the Chisholm Trail Community Center and Victory Forest Community Center in Fort Worth and Thrive, a multi-generational community center, in Lewisville. And BrandEra was selected to handle the launch of Epic Waters Indoor Waterpark in Grand Prairie. Other clients benefiting from BrandEra's branding and marketing expertise include Grand Prairie ISD, Garland ISD, and the nonprofit organizations, Sixty & Better and the Levitt Pavilion Arlington.

Over the years, BrandEra has honed its skills at being flexible, managing change, building consensus and listening to staff, leadership, citizens and stakeholders. In many engagements, we have worked with city staff to interpret internal and external dynamics and helped "get to yes" with everyone still smiling.

Admittedly, we also know when it's time to go back to the drawing board, or when it is time to push through to win over a few naysayers. We are nimble. We can pivot. We can switch gears when we need to because the desired direction has changed.

In short, the City of Terrell needs a seasoned agency with an account management team and creative muscle to develop the branding and marketing strategies that resonate with your various audiences. You need experts to add to your bench and be collaborators who are tuned in and anticipate your needs. After 21 years in business, serving a vast number of municipalities, public school districts, nonprofits and other public entities, BrandEra is the best choice for the City of Terrell's marketing efforts.

Phased Project Implementation

Our approach will be multi-pronged and detailed. We will make things happen quickly and in the most cost-efficient and effective ways. Our methodology guarantees that you will see progress and goal achievement as soon as possible, as we will:

- Listen to your stakeholders
- Build consensus among them
- Develop branded and creative materials that capture the essence of Terrell

- Craft key messaging to tell the story of Terrell
- Involve our proprietary and industry best practices
- Stretch your budget
- Meet deadlines
- Deliver high return on your investment

The BrandEra Formula for the City of Terrell

Phase 1 - Research

To best rebrand the City of Terrell, based on the city's new Mission Statement, Vision Statement and Slogan, BrandEra recommends that Phase 1 include:

- Immersion Day — Your BrandEra team will come for an initial meeting with city staff and key decision makers to outline project goals, determine opportunities and challenges, gather vital background information and "immerse" ourselves in the features and benefits of the city.
- Stakeholder Workshop — With better understanding of your community and the goals of the rebranding project, we will moderate as many workshops as needed with key city leadership and community leaders to gather feedback on what they want from this initiative. BrandEra has conducted numerous focus groups like this. Through our survey writing and moderation techniques, we feel confident we can glean important information and opinions.
- Online Survey — We would also recommend conducting an online survey among your citizens. Using BrandEra's proprietary creative questionnaire, we will set up an online survey that hones-in on the community's existing perceptions and vision for the city they call home.



Phase 2 – Strategic Marketing Plan

To best accomplish the City of Terrell's goals and best utilize its budget, BrandEra recommends that we develop a strategic marketing plan that will act as the city's "road map" for launching the new brand in the community and surrounding areas, as well as what next steps are that will garner the desired ROI.

BrandEra's strategic marketing plans include:

- Situation analysis
- Target marketing profiling
- Opportunities and challenges
- Goals & objectives
- Strategies and tactics such as:
 - » Community engagement
 - » Public relations
 - » Digital strategies
 - » Social media
 - » Advertising
 - » Collateral
 - » Activations & special events
 - » Website analysis
- Budget
- Refined timelines

Phase 3A – Creative Messaging Brief

In short order, BrandEra can also begin its creative process. Our first step will be to review all research on hand and then distribute our proprietary creative messaging brief survey. Once returned to us, we will draft a messaging brief that identifies the City of Terrell's:

- Features and benefits
- Key messages
- Wow factors
- Elevator pitch
- Voice
- Brand promise

When finalized and approved, this document can be shared with city staff, citizens who are your brand ambassadors and others to get "everyone on the same page." It is important that everyone consistently messages in the same way to build and strengthen the city's new brand.

Phase 3B – Branded Creative Concept

As a parallel path to the creative messaging brief, BrandEra will dive into creative concepting. Based upon the city's wow factors, key messages and budget, we will develop a variety of concepts that will set the city of Terrell apart. Various branded looks, graphics treatments and messaging will be explored and the best of the best will be presented. Through a back and forth refinement process, we land on the most engaging and effective creative approach.

Phase 4- Asset Development

Once the branded concept is approved, BrandEra will work closely with city staff to develop branded marketing materials.

It is important to note that well composed and engaging photography and videography will be imperative to the success of this marketing campaign. As masters of asset development, BrandEra is highly qualified to concept, organize, script, timeline, scout and art direct photo and video shoots.

If desired, we would be happy to share our portfolio and samples of photos/videos we have handled for cities, destinations and education accounts such as:

City of Grand Prairie

Epic Waters Indoor Waterpark

Arlington Trolley

Terrell ISD

Grand Prairie Tourism

City of Lewisville

Town of Westlake

Duncanville ISD

Levitt Pavilion Arlington

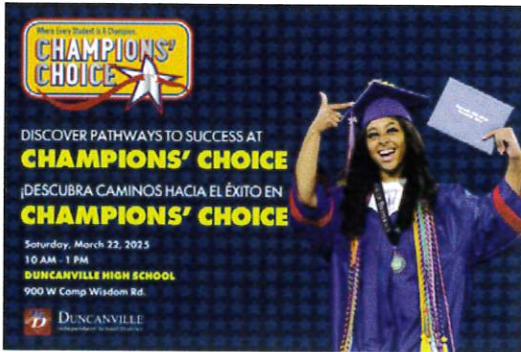
Grapevine Colleyville ISD

Birdville ISD

Downtown Arlington Management Corp

Asia Times Square





downtown
ARLINGTON

MUSIC • CULTURE • FOOD • SHOPPING

With a library of imagery "in the can," the City of Terrell will be best equipped to generate engaging content and execute collateral and other marketing materials in a timely manner. These deliverables will be outlined in the approved strategic marketing plan and can range from digital banners to videos to printed collateral and advertising materials.

In this phase there may also be a need for BrandEra to develop an identity package, department branding and eventually a style guide that identifies all brand package specifications, complimentary fonts, rules of use and more.

Phase 5 – Applications

As identified in the RFP's scope of work and approved in the strategic marketing plan and budget, BrandEra will execute tactics such as:

- Producing a minimum of four podcast episodes over a 12-month period with an additional 3 minimum appearances with the Mayor on different radio talk shows or municipality-related podcasts.
- Collaborating with the city's PIO to increase Terrell's social media presence and develop new content and engaging deliverables.
- Partnering with Southwestern Christian College and the city to create, develop and execute strategies supporting and promoting SWCC programs.
- Utilizing Terrell Economic Development Corporation workforce goals to create marketing ads for those in search of a new home.
- Continuing relationships with elected officials to promote various city initiatives.
- Assisting with city-led legislative state and federal agenda items.
- As well as launching the city's new brand, messaging and graphic look to citizens and decision makers in the DFW area.

Similar to our approach to other projects, BrandEra will develop deliverables based on the approved creative messaging brief, strategic marketing plan, existing assets and the needs of the city. It is important to note, that for all art created, final high-res pdfs will be provided to the city for its use unless otherwise specified.

At this point, BrandEra can also negotiate and place ad buys and execute other tactical steps as requested by the City of Terrell.



The BrandEra Formula for the City of Terrell

Public Relations

To align with the City of Terrell's vision and enhance community support and engagement, we propose a dynamic Public Relations strategy that emphasizes inclusivity, storytelling and outreach to diverse audiences. This approach will also support the city's goal to recruit new residents and promote programs and activities that may be attractive to young families.

1. Strategic Storytelling and Media Outreach:

- We will craft compelling narratives that showcase Terrell's unique attractions, events, and community initiatives, with an emphasis on its family-friendly appeal.
- These stories will be pitched to local and regional media outlets to ensure broad and inclusive reach across DFW.
- The goal is to position Terrell as a vibrant, welcoming city that celebrates its current residents while attracting new neighbors and businesses.

2. Ambassador Program for Community Engagement:

- To foster deeper community connections, we can roll out a city ambassador program leveraging city council members, trained volunteers from city-appointed boards and commissions and select staff.
- These ambassadors will represent Terrell at community organizations, events and meetings, delivering tailored messages that highlight the city's offerings and reinforce its reputation as an attractive destination.

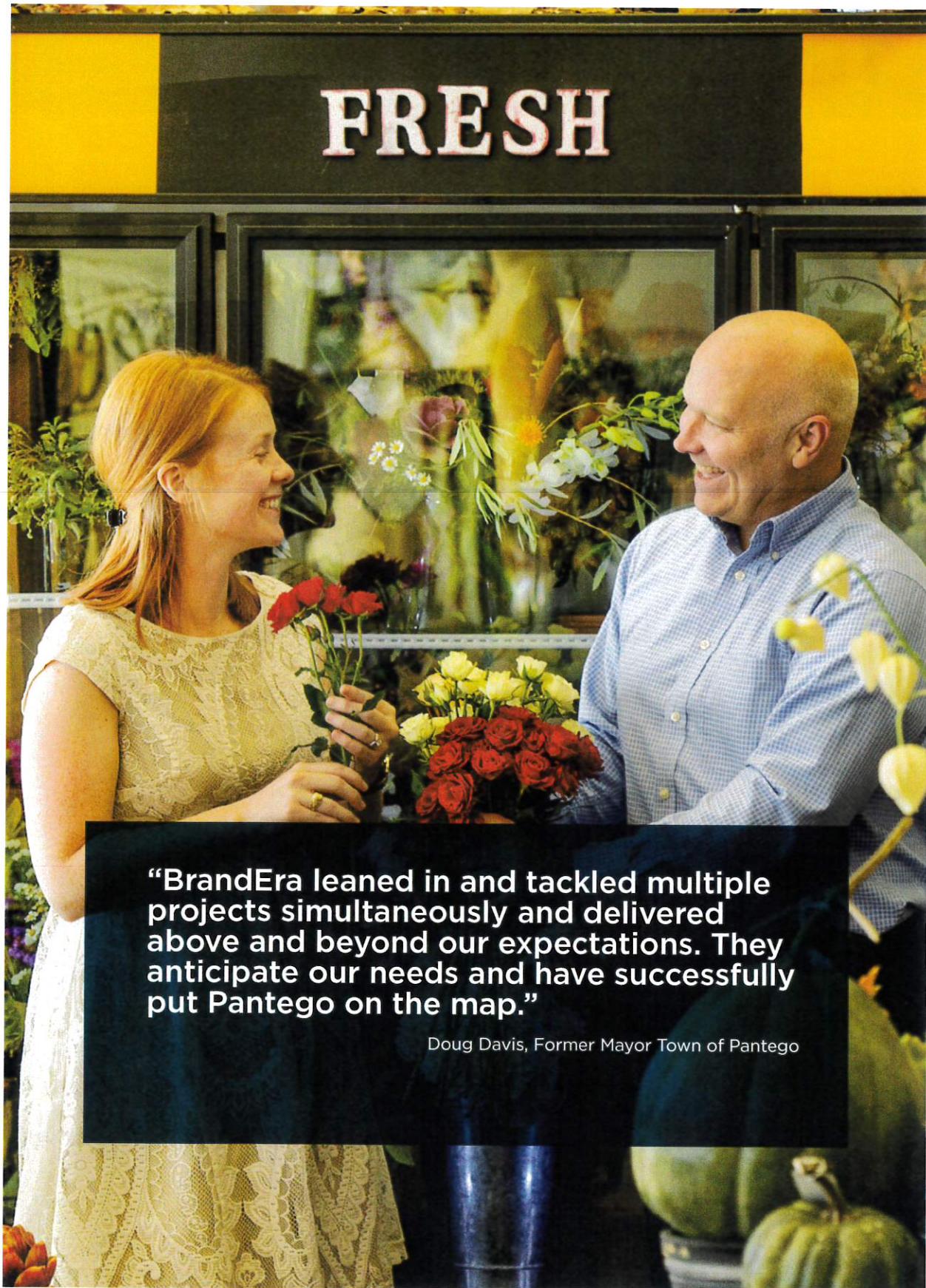
3. Community-Centered Campaigns:

- We will collaborate with local influencers, businesses, and community leaders to create grassroots campaigns that boost public participation and pride in Terrell. We can develop a curated list of people with whom we work. Additionally, we typically prepare talking points and graphics that can be incorporated into their respective content.

BrandEra can create:

- A "Talk Terrell" campaign. Think of this as a regular social media feature spotlighting key faces around town: the barista crafting perfect lattes at Terrell Coffee Co., the history buff at the Terrell Heritage Museum, the coordinator at the Jamie Foxx Performing Arts Center, the friendly face behind the scenes at Terrell's special events, or the downtown shop owner who knows everyone's name.
The people who deliver the warmth, charm, and character of Terrell are the ones who define it—and "Talk Terrell" brings their stories to the forefront.
- Go Pro guides for Terrell - website articles repackaged as social with insider tips, hidden gem things to do, pro tips, etc.
- "Do It In Downtown Terrell" awareness by putting together influencer experiences and targeted social content.
- BrandEra can pitch to such podcasts as Prospectives on City Management, CitiesSpeak, GovLov, All Things Local, Tantalizing Texas Towns and Texas Highways.

These PR campaigns can emphasize key attractions and events like Historic Downtown Terrell, The Scuba Ranch, Silver Saloon and Terrell Jubilee, positioning them as must-visit destinations within the DFW area.



“BrandEra leaned in and tackled multiple projects simultaneously and delivered above and beyond our expectations. They anticipate our needs and have successfully put Pantego on the map.”

Doug Davis, Former Mayor Town of Pantego

TIMELINE

As explained above, the BrandEra approach for the City of Terrell's marketing and public relations initiative is comprehensive, collaborative and focused on producing results that will authentically represent the community's evolving identity. Our goal is to deliver a modern, cohesive brand that honors Terrell's rich heritage while embracing its forward momentum.

We understand that time is of the essence, and BrandEra is ready to move fast. We will work efficiently to achieve the city's goals and meet all critical deadlines throughout the project. The following timeline assumes the city will provide timely feedback and approvals.

The following timeline is based on our phased approach and associated tactics outlined above.

BrandEra's Approach Timeline

Note: BrandEra can move as fast as needed by the city. Faster completion is doable with immediate feedback and approvals from decision makers.

BrandEra will run parallel paths to deliver work product more quickly when possible.

Day 1	BrandEra Starts Work for City of Terrell
<u>Phase 1 – Research</u>	
Week 2	Conduct Immersion Day With city Decision Makers
Weeks 3 to 8	Write Questionnaire and Moderate Stakeholder Workshop Write Questionnaire and Deploy Online Community Survey(s)
Weeks 9 to 12	Finalize Findings Reports from Workshops and Online Survey Present Findings to Stakeholder and Get Feedback

Phase 2 - Strategic Marketing Plan

Week 1	Begin Drafting Strategic Marketing Plan
Week 4	Present Strategic Marketing Plan
Weeks 5-6	With Feedback, Finalize the Strategic Marketing Plan

*Phase 3A - Creative Messaging Brief

Week 1 Begin Creative Messaging Brief Process by Distributing Creative Surveys to Key Decision Makers

Week 4 Present Creative Messaging Brief

Weeks 6-8 With Feedback, Finalize Creative Messaging Brief

***Phase 3B - Creative Branded Concept**

Week 1 Begin Creative Concepting by Distributing Creative Surveys to Key Decision Makers

Week 3-4 Present Initial Creative Concepts

Weeks 5-6 With Feedback, Further Develop a Creative Concept

Week 7-8 Present Final Creative Concept

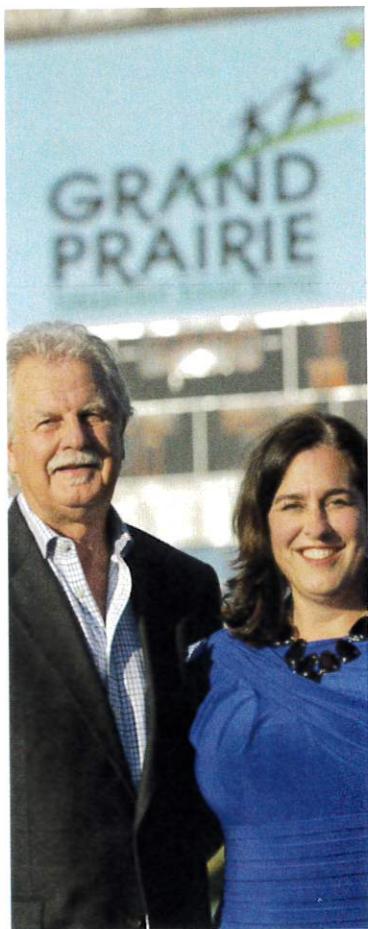
Phase 4 - Asset Development

(Post Approval of Strategic Marketing Plan, Messaging Brief and Creative Concept)

Weeks 1-6 Plan and Execute Photo and Video Shoots
Negotiate and Place Approved Ad Buys
Organize Production of Deliverables

Weeks 7-12 Produce Needed Marketing Materials
Execute Initiatives

*Could be run concurrently



SECTION 5 - KEY PI



Beth Owens

CO-FOUNDER &
MARKETING STRATEGIST

With more than 30 years in brand management, Beth Owens is results oriented as she guides clients through the brand development process. With strengths in customer relations, business development, strategic partnerships and special events, she expertly executes strategies that accomplish ambitious goals for our clients. Pre-BrandEra, Beth was Vice President of Marketing & Sales at American IronHorse Motorcycle Company, where she helped build the high-end custom motorcycle company and its brand to national prominence.

Beth is seasoned in providing strategy and tactics for municipal accounts. From interacting with mayors and senior city leadership, to curating a database of diverse talent for photo shoots and video shoots, Beth is focused on showcasing a community and highlighting the must-see, must-do experiences. Beth is a prolific community volunteer: founding the Women's Alliance of the Greater Arlington Chamber of Commerce where she is currently serving on the executive board. She has served on the Downtown Arlington marketing committee, the North Texas Super Bowl XLV Host Committee and the Junior League Advisory Committee. She is a past president of the Arlington ISD Education Foundation and served on the Texas Health Resources Community Impact Leadership Council for Parker and Tarrant Counties. She is president-elect of Women Inspiring Philanthropy.

Beth received a Bachelor of Arts degree in Spanish from DePauw University and a Master of International Management degree from the Thunderbird School of Global Management.

PERSONNEL



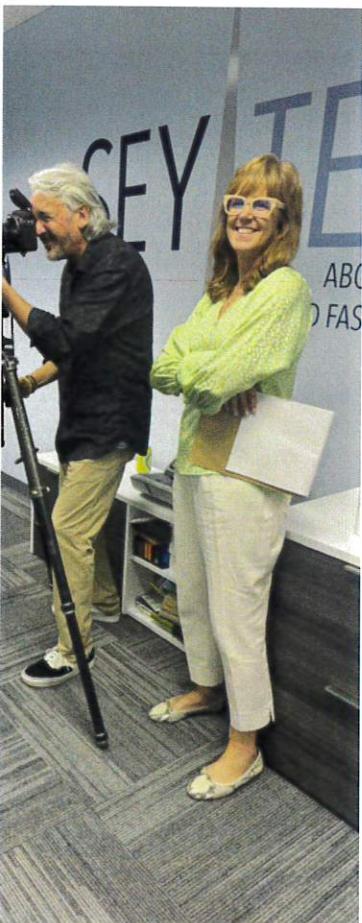
Reecanne Joeckel

CO-FOUNDER,
CREATIVE DIRECTOR & MEDIA BUYER

Reecanne Joeckel is a 40-year veteran of the marketing profession. A co-founding partner in BrandEra, she is the agency's creative director, media supervisor and operations guru. Organized and deadline-driven, she takes pride in offering effective creative campaigns using the most cost-efficient tactics and delivering quality work on deadline. Reecanne has worked with a variety of clients in such industries as: education, philanthropies, municipalities, tourism, powersports, automotive, medical, professional services and banking.

Creatively, Reecanne develops iconic brands, digital and video assets, collateral, streaming audio and radio spots and jingle productions, social media campaigns and photography projects, events and promotions. As a volunteer, Reecanne has served in numerous leadership roles for the Arlington Museum of Art, the Santa Fe International Folk Art Market in Arlington, Girls Inc., and Grace Lutheran Church. She is formerly a Tarrant County CASA and her family actively supports Upbring, a foster children's advocacy organization in Texas.

Reecanne received her Bachelor of Arts degree in Advertising from Texas Tech University. She has worked toward her Master of Business degree at the University of Texas at Arlington.





Rhonda Aghamalian
PUBLIC RELATIONS SPECIALIST

A BrandEra team member since 2015, Rhonda Aghamalian is a 25-year public relations and communications professional with a lifetime of experience in nonprofit and public sector spaces. Creating content that is organized, eloquent, and action-focused is Rhonda's primary talent; other assets she brings to the table include media strategy and crisis communication savvy, the ability to craft a beautiful PR pitch, a gift for building relationships, and deep knowledge of the North Texas region.

Rhonda is an Arlington native and a graduate of Texas Wesleyan University, where she wrote extensively for *The Rambler*.



Holli Wood
ACCOUNT MANAGER

Holli serves as one of the client liaisons for the agency and is the day-to-day point of contact for project execution. With a background in residential property management and owning a bridal hair and makeup business, she expertly works to build strong relationships while being the voice and advocate for the client with our creative teams. She attended California Baptist University studying Psychology.



Genesis Carmago
DIGITAL MEDIA STRATEGIST &
SOCIAL MEDIA MANAGER

Genesis assists with research, social media strategy, client management and special events. Genesis has four years of marketing experience working on social media strategies for a variety of clients ranging from restaurants, municipalities, local small businesses and more. Genesis earned her Bachelor of Marketing and Management at the University of Texas at Arlington.



Sophia Solis
ACCOUNT COORDINATOR

Sophia assists in managing client accounts by handling research, analyzing market trends, consumer behaviors and social media insights. She coordinates logistics and maintains project documentation, while supporting the team in the management of accounts. Sophia earned her Bachelor of Journalism-Advertising degree at the University of North Texas.



Caren Lane

SENIOR ART & CULTURE DIRECTOR

Caren Lane has over 30 years of experience handling branding, creative and design ranging from schools and municipalities to retail to industry and technology. If you need it – she's done it! A multiple creative award winner, she offers exceptional talent in the development of print, packaging and interactive campaigns and projects. As a well-known artist and designer, she often serves as an Addy judge across American Advertising Federation's 10th District. Caren holds a Bachelor of Fine Arts degree from the University of Texas at Arlington.



Charlotte Settle

COPYWRITER & CREATIVE STRATEGIST

Charlotte helps clients develop a distinct and compelling brand voice. She crafts a cohesive identity and narrative across a wide variety of marketing channels, including print, radio, social media and more. She specializes in strategic messaging that speaks directly to customers' aspirations and needs—positioning our clients as the clear solution. A lifelong storyteller and former professional dancer, she holds a Bachelor of Fine Arts degree from New York University's Tisch School of the Arts.



Chichi Onyekanne

DIGITAL MEDIA CONSULTANT & VIDEOGRAPHER

Chichi is both a producer and filmmaker. For over a decade, he has used film to bring clients' stories to life. He likes to say, "if you can think it, I can shoot it." With this kind of creative and engaging approach, BrandEra clients enjoy the benefits of customer-focused videos for social media platforms.



Julie Holloway

DIRECTOR OF MEDIA & OPERATIONS

Julie, with over 10 years of marketing experience oversees and monitors cross-functional teams executing project work including negotiations, budgeting, purchasing and putting efficient workflows in place to maximize our company's productivity and performance. In addition to ensuring all deliverables meet contract specifications, Julie manages the processes of resolving issues that may arise with vendors/contractors and maintains internal systems to ensure projects deliver on time and in budget. Julie works closely with Beth and Reecanne to develop long-term operational strategies to improve performance both internally and externally.



Ketan Patel

GRAPHIC DESIGNER

Ketan brings decades of design and branding knowledge to the team. Having worked in various sectors from publishing to corporate branding in both print and digital media he is armed with a diverse and versatile set of skills that help bring polish and vibrancy to his work.

MUNICIPALITY EXPERIENCE

City of Grand Prairie

Annual Marketing Campaigns Entertainment & Tourism

BrandEra first began its relationship with Grand Prairie in 2012. Over the years, we have worked with a variety of city departments, such as Tourism, Economic Development, the City Manager's Office, Marketing and Communications, Parks, Arts & Recreation, Animal Services, the Water Department, as well as Grand Prairie's annual holiday light experience, Prairie Lights and the public-private partnership, Epic Waters Indoor Waterpark.

Our work encompasses branding, social media strategy, consulting, digital and traditional media buying, public relations, photography and videography, market research and more. We have implemented strategies locally, statewide and regionally, consistently demonstrating our deep understanding of Grand Prairie.

One of our most impactful contributions was the creation and then revitalization of the Live Life Grand brand. Originally launched with red and blue hues, we modernized the campaign logo to a fresh and vibrant light blue and green color palette, reflecting the city's forward-thinking vision while maintaining its welcoming and dynamic identity. This campaign showcases the community as a great place to live, work, play and stay.

We conducted multiple focus groups and online surveys to explore the understanding of the residents of Grand Prairie and the neighboring communities on their understanding and awareness of assets and amenities. Additionally, in 2023 we were tapped to conduct a focus group to explore the needs and wants of residents for a new community center. BrandEra has conducted numerous public meetings, familiarization tours and hosted media days on behalf of the City of Grand Prairie.

Through every campaign, we have remained true to the spirit and goals set by city leaders over a decade ago – helping bring their vision to life and leveraging Live Life Grand to message to its own residents and to people in neighboring communities.

Our Results

Here are a few key metrics which highlight the work we've completed:

- Out-of-market pre-roll and digital banners over delivered 119% of purchased impressions for the tourism campaign
- 90 news and blog placements regionally for Prairie Lights, including CBS DFW, Fort Worth Weekly, FOX4, Paper City, DFW Child, NBC DFW, WFAA, Telemundo39, Fort Worth Report, Rambler, Do214, FTW Today, Focus Daily News, KERA News, Dallas Morning News, D Magazine, Austin Chronicle
- Achieved placements for Epic Waters Indoor Waterpark which included: Arlington Today, Dallas Innovates, Amusement Today, Art & Seek, Austin 360, Dallas Observer, CBS DFW, KRLD, CEO Mom, CultureMap, Dallas Business Journal, D Magazine, GuideLive, Fox4 and USA Today. In fact, a Dallas Morning News video segment has gained 2.5 million views on Facebook.

Live Life GRAND

Live Life GRAND!



BrandEra pitched a profile piece on Grand Prairie's new city manager to Texas Town & City Magazine.

BUILDING FOR THE FUTURE: Q&A WITH GRAND PRAIRIE'S CITY MANAGER

Epic expansion at the sprawling EpicCentral entertainment and recreation campus, the North American debut of Major League Cricket, and explosive growth along SH 161 are just a few examples of how Grand Prairie is reinventing itself for the future. We interviewed Grand Prairie City Manager Bill Hills to learn more about what's on the horizon for this city of transformation.

As city manager, it's easy to become consumed by daily operations. What is your advice for balancing time and energy between managing today and planning for the future?

Bill Hills: In a nutshell, surround yourself with great professionals who know their jobs, then step back and empower them to do those jobs. This will free up time and brain space to think about the future, as well as harness the collective creative juices of others.

Sometimes it's one person's idea, like it was with Mayor Ron Jensen and Grand Prairie's EpicCentral development. The mayor had a vision, but he couldn't make it happen by himself. He partnered with the council and staff to make his vision a reality. As city manager, I'm in a similar

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Q: Grand Prairie is in the middle of a major transformation. The city has been experiencing explosive growth over the last decade. Can you tell us about some of the key developments and challenges the city has faced during this period?

Bill Hills: Grand Prairie is an example of the tremendous growth your city has experienced over the last decade. What's next?

BT: Grand Prairie is the 10th largest city in Texas and one of the fastest-growing cities in the state. We have seen significant population growth, particularly in the last 10 years, driven by factors such as job creation, low cost of living, and proximity to major metropolitan areas like Dallas and Fort Worth. This growth has brought challenges, including infrastructure needs, housing affordability, and the need to maintain and improve our public services.

Q: Grand Prairie is known for its commitment to infrastructure. Can you tell us about some of the major infrastructure projects currently underway in the city?

Bill Hills: In the last few years, we have invested significantly in our infrastructure, including major road improvements along State Highway 161, the construction of a new bridge over the Trinity River, and the expansion of our wastewater treatment facilities.

Q: Infrastructure is key to any city's future. How is Grand Prairie addressing future infrastructure needs?

Bill Hills: We are working closely with our engineering department to identify and prioritize future infrastructure needs. This includes maintaining our existing infrastructure and investing in new projects to support our growing population and economy.

Q: Grand Prairie is a great place to live and work. What resources are necessary to build a strong community?

Bill Hills: To build a strong community, we need resources like a vibrant economy, accessible transportation, and a supportive government. We also need a strong educational system, healthcare facilities, and parks and recreation areas. It's important to have a mix of housing options, from affordable to luxury, to accommodate different income levels. A diverse workforce is also crucial, as it provides a pool of talent and helps to drive innovation and economic growth.

Q: Grand Prairie is known for its great parks and recreation facilities. Can you tell us about some of the new parks and facilities currently under construction?

Bill Hills: We are currently working on several new parks and facilities, including a new community center, a new library, and a new sports complex. We are also working on improving existing parks and facilities, such as the new EpicCentral entertainment and recreation campus, which will feature a large indoor sports complex, a movie theater, and a variety of other amenities.

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Town of Westlake

Westlake logo, department logos, branded collateral, photography and videography

BrandEra worked with the Town of Westlake to rebrand the town and modernize its logo across all platforms such as monuments, signage, direct mail and other collateral. We organized focus groups with residents and several departments, to ensure our branding and the strategic marketing plan was supported by all. After the research and development of several logos, BrandEra helped Westlake realize it wanted to modernize its existing "flying W" logo and we coined the tagline "Distinctive by Design". BrandEra then developed a full suite of departmental logos and related marketing collateral.

We also elevated the visual elements by handling several professional photo shoots and video shoots to upgrade the assets to be used in the marketing materials.

Our experience in rebranding for the Town of Westlake benefits the City of Terrell because we have the knowledge to make strategic recommendations for our client even if it means only modernizing existing assets instead of starting over creatively.



City of Godley

City-wide Branding

The City of Godley approached BrandEra to develop its city-wide branding, moving beyond the traditional city crest used in all marketing materials. Tasked with creating a distinct logo and tagline, we worked closely with the city administrator and council to understand how they wanted Godley to be represented.

Their vision was clear: the new branding needed to honor the city's rich history and character while embracing its future. While many long-time residents strongly associated Godley with the school district's purple and gold colors, the Council sought a unique identity that would set the city apart. The goal was to create a brand that felt inclusive and symbolized the community's ongoing growth.



The result was a tagline that perfectly captures this balance: "Built on Legacy. Cultivating Growth." The accompanying logo draws inspiration from vintage storefront signage, incorporating a western-style font as a nod to Godley's heritage and small-town charm. Together, the logo and tagline position Godley as a city rooted in tradition, yet ready for the future.

ROUND 1



ROUND 2



FINAL



City of Hutchins

Professional Marketing Services – Rebranding Initiative

BrandEra was awarded the City of Hutchins' rebranding project through a competitive RFP process, with a key goal of incorporating community input. Focus group findings revealed a desire for a more modern logo with vibrant colors reflecting the city's sunsets, along with a tagline that better captured both its history and future. The previous tagline, "The New Frontier," was seen as outdated and misrepresentative.

While the city council valued public feedback, they were surprised by how different the community's vision was from their own. The mayor and council preferred to retain traditional red, white and blue colors but agreed the existing logo needed modernization. To bridge the gap, BrandEra pivoted from focusing only on the focus group findings and conducted a survey to ensure alignment with the council's vision.

The result was a refreshed logo that honored tradition while embracing a modern aesthetic. It retained the star element and color scheme while incorporating a more contemporary design. The new tagline, "Progress Meets Opportunity," reflects the city's growth and commitment to fostering a thriving community from both a business and resident perspective.



COLORS



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C0 M100 Y65 K0
R208 G16 B58
Hex d0103a



PMS 286
C100 M72 Y0 K0
R0 G57 B166
Hex 0039a6



PMS 123
C0 M21 Y88 K0
R253 G200 B47
Hex FDC82F



PMS 2995
C87 M1 Y0 K0
R0 G169 B224
Hex 00A9e0



Black 60%
C0 M0 Y0 K60
R128 G130 B133
Hex 808285

TYPOGRAPHY

The word "Hutchins" is set in a modified version of the **Citrine Variable Bold** font and should only be reproduced with permission of the Brand Manager.

The accent words "City of" and "Texas" are set in the font **Hepta Slab Medium**.

The tagline "Progress Meets Opportunity" is set in the font **Citrine Variable Bold** with a shear of approx. 26° and a horizontal scale of 87%.

Citrine Variable Bold could be used as headlines and subheads in materials, but shear and horizontal scale should only be reproduced with permission of the Brand Manager.



REFERENCES

Organization City of Grand Prairie
Name Amy Sprinkles, Former Communication and Library Director
Cell Phone (214) 240-2557
Email asprinkles@gptx.org

Organization	Town of Westlake
Name	Amanda DeGan, Former Assistant Town Manager
Cell Phone	(940) 389-4153
Email	Adegan234@gmail.com

Organization Terrell ISD
Name Nicole Mansell, Executive Director, Chief of Communications & Marketing
Phone (469) 658-5050
Email Nicole.mansell@terrellisd.org



The following is indicative menu pricing for possible deliverables related to this RFP. BrandEra typically works on a project-basis, but we have also provided some hourly rates below. Additionally, we can provide package pricing and other discounts based on the size and breadth of your campaign and associated budget.

Marketing Consulting

- Meetings with Businesses & Stakeholders
- Research/Consulting with Staff
- Presentations to City Council
- Ideation and Consensus Building
- On Demand Marketing Services

Cost/Hour: \$150

TOTAL MARKETING CONSULTING

\$150/Hour[^]

[^]BrandEra typically works on a monthly retainer for its clients which lowers the hourly rate.

Public Relations

\$125/Hour

City Podcasts & Appearances

4 Episodes

Production of 4 Videos with Audio Available

For Podcasting

Estimated Cost/Video with Audio: \$3000[^]

4 Videos

\$12,000[^]

[^]BrandEra does not know if the City of Terrell has its own production department or not. Pricing reflects project management, scriptwriting, 3rd party vendor shooting and producing podcast and art direction

Podcast Promotion

TBD*

^{*}Budget will need to be allocated to promote each podcast

Additional Episodes

See Above

3 Appearances

Mayor or other City Spokespersons

Radio Talk Shows or Municipality-related Podcasts

Consulting Time to Contact and Develop Opportunities

\$150/Hour

Paid Placements

TBD[^]

[^]Budget may be required to secure certain interviews.

^{*}With a commitment to public relations services, BrandEra can identify and secure desirable earned media opportunities.

Social Media Strategies

Social Media Plan \$1400+

BrandEra to outline and develop the following elements in a "road map" type document so social media efforts are consistent.

- Strategies for Identified Scope of Work Deliverables
- Content Profiles
- Online "Voice"
- Graphic Messaging Options
- Tactical Suggestions for Building Engagement
- Writing of Initial "Canned" Responses
- Review and Recommend Follow Strategies
- Boost Strategies

Social Media Content Writing & Monitoring

- Write 10-12 Posts/Month
- Monitor Replies/Customer Posts
- Consult with Staff to Ensure A Unified Approach

Cost/Month: \$1400

12 Months

\$16,800

On-site Content Generation (Videography & Photography)

TBD*

:15 Video	\$300/Video
On-site Videography/Photography	\$750-\$1000/Day
Social Media Graphics	\$100/Graphic

*Packaging

Community Engagement

Focus Groups

- 1.5 Hour Session
- Facilitated by BrandEra Moderator (By Zoom or In Person)
- Client to Provide 12-15 Participants

Survey Writing and Focus Group Facilitation \$1800/Group

Focus Group Survey Report \$1200/Group

Online Survey

Survey Writing and Setup \$1500/Survey

Online Survey Report \$1200/Report

Plus Platform Monthly Fee (Based on Number of Sends)

[^]BrandEra assumes the City of Terrell has an email distribution system plus its social media to "push" the survey to its citizens.

Strategic Marketing Plan	\$5000+
<ul style="list-style-type: none"> • Situation Analysis • Target Market Profiles • Opportunities & Challenges • Goals & Objectives • Strategies & Tactics • Budget • Timelines 	

Creative Messaging Brief	\$2500
<ul style="list-style-type: none"> • Features & Benefits • Wow Factors • Key Messages • Elevator Pitch • Voice & Tone • Brand Promise 	

Branded Creative Concept	\$2500
<ul style="list-style-type: none"> • Creative Concept and Initial Graphics for One Deliverable • 3 Initial Concept Options • Upon Approval, Native Art Files Provided 	

Videography - One Day on Location/One :30 Video	\$2000-\$20,000*
<ul style="list-style-type: none"> • Scriptwriting & Project Management • Scouting & Art Direction • Videography • Editing & Posting <p>Music VO, Graphic Treatments, Talent and Talent Coordination not included</p>	

*Estimated price range based on production value.

Branded Identity & Style Guide	
Pricing Based on Art Production/Project Management Assumes Printing is TBD	

<u>Corporate Identity</u>	
Letterhead, Business Cards, Envelope	\$1500
Email Signature	\$300

Brand Style Guide

\$2500-\$7500

- Table of Contents
- Graphic Identity Standards
- Print Layout Specifications
- Web & Digital Specifications
- Color Specifications & Standards
- Typography Guidelines
- If needed:
 - » Logo Best Practices & Policies
 - » Logo File Types
 - » Logo Formats and Their Correct and Incorrect Use
 - » Logo Placement Samples as Needed for Email, etc.

Mock-ups and Applications

Pricing Based on Art Production/Project Management

Assumes Photography and Printing are TBD

Ceremonial Proclamation Template \$500

Letters of Commendation Template \$500

Presentation Deck \$750+*

*BrandEra will need more information to bid this deliverable accurately

Zoom Background \$400

E-Newsletter Template \$1600

Flyer - 8.5" x 11"; 2-sided \$1800

Trifold Brochure - Flat: 8.5" x 11"; Finished Size: 3.33"x 8.5" \$1800

Rack Card - 4" x 9"; 2-sided \$1500

Postcard Mailer - 6" x 9"; 2-sided \$1500

EDDM Mailer - Flat 12" x 15"; scored and folded to 12" x 7.5" \$2250

Digital Banners - 3 Banner Package \$900

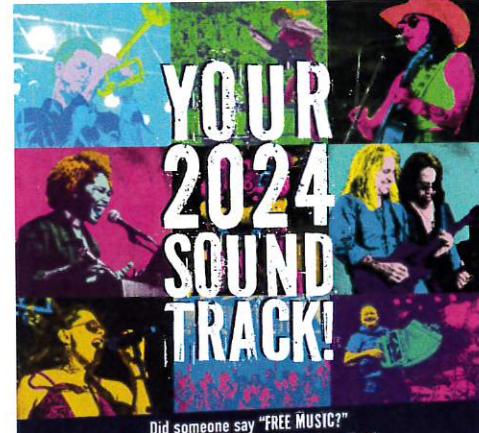
Digital Billboard \$1600

Full Page Print Ad \$1550

Landing Page (Design Only) \$1800

SAMPLE WORK

Creative Concepts



Did someone say "FREE MUSIC"?

Levitt Arlington builds community through live concerts and special events. Come enjoy one-of-a-kind outdoor experiences, amazing artists and high-quality production.

JUNE 2024 HEADLINING ARTISTS

J1 - Jamie Foxx
J2 - The Roots
J3 - Alabama Shakes
J4 - Arctic Monkeys
J5 - The National
J6 - Alabama Shakes
J7 - Kacey Musgraves

J8 - Leon Bridges
J9 - The Lumineers
J10 - The Decemberists
J11 - Sheryl Lee

J12 - The War and Treaty
J13 - Shovels & Forks

J14 - Gary P. Nunn
(Country-Bluegrass)

J15 - The Decemberists
(Folk-Pop)

J16 - Sheryl Lee
(Country-Bluegrass)

J17 - Leon Bridges
(R&B)

J18 - The Lumineers
(Americana)

J19 - Sheryl Lee
(Country-Bluegrass)

J20 - The Decemberists
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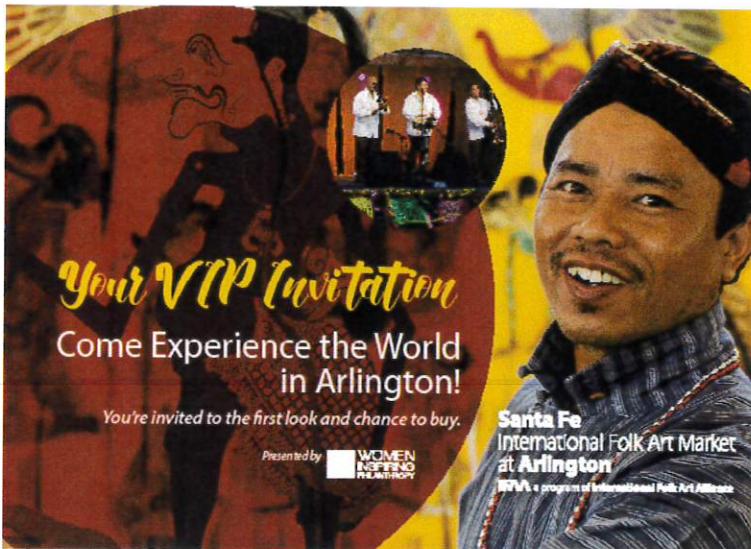
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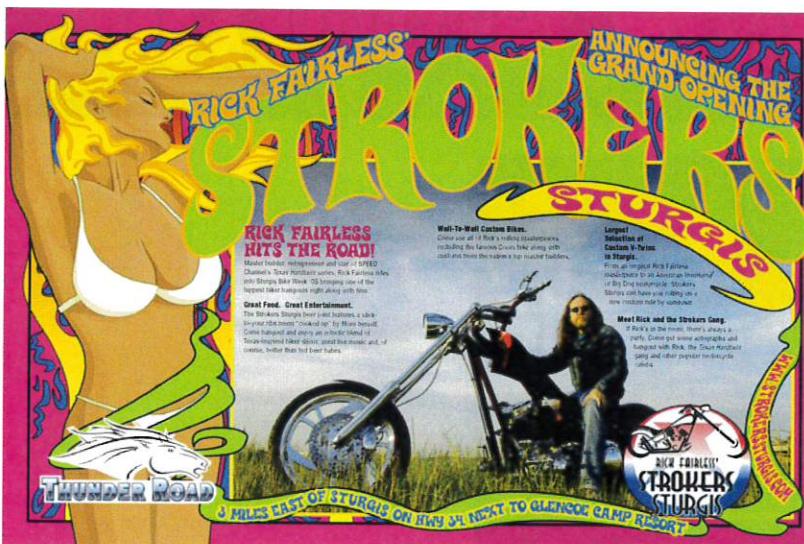
Event Collateral



A movie no motorcyclist can resist.



Newspaper/Magazine Advertisements



MASTER
YOUR VIEW OF
SUCCESS



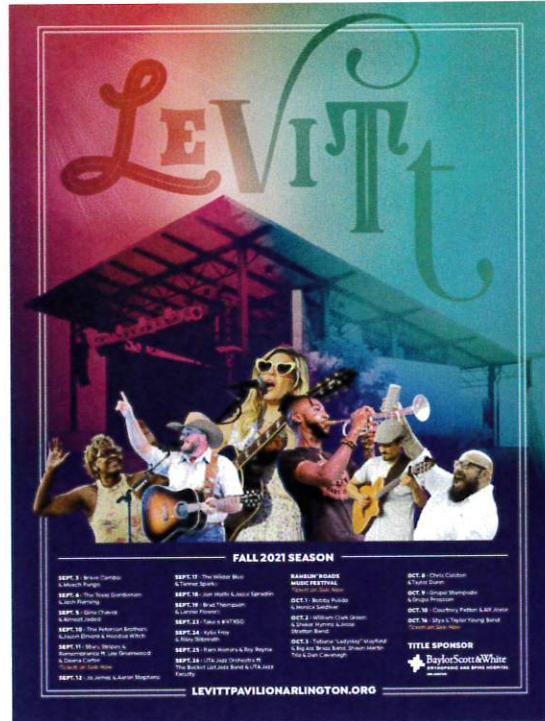
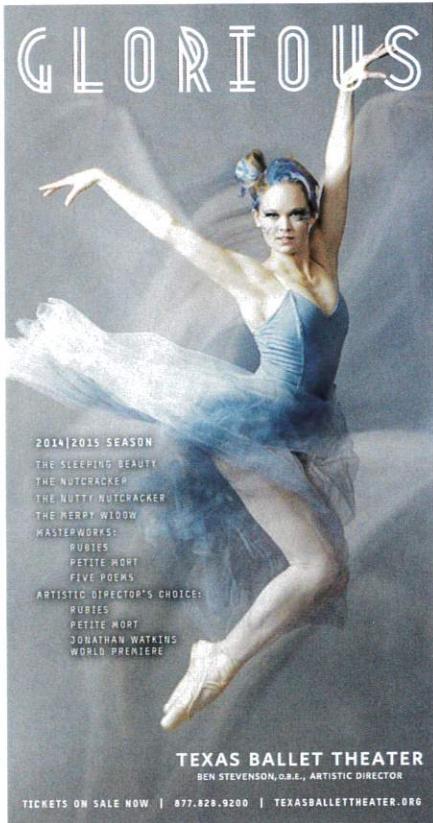
Have you set your sights on finding a location that's business ready and personally committed to your success? Look no further than Mansfield, Texas. Less than 30 minutes to almost every amenity in DFW and boasting a high quality lifestyle, it's no wonder we say, Mansfield is minutes to everything. Second to none.

M
MANSFIELD TEXAS
ECONOMIC DEVELOPMENT

To learn more,
email medc@mansfield-texas.com
or visit
www.mansfield-texas.com

SAMPLE WORK

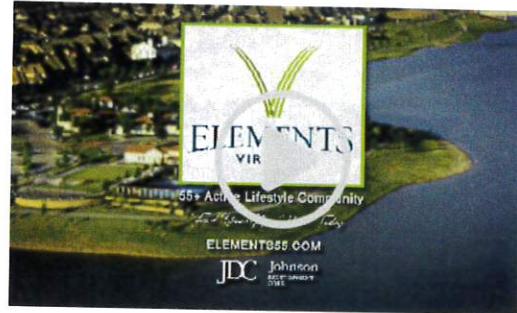
Posters/Flyers



Online Advertisements



Videos

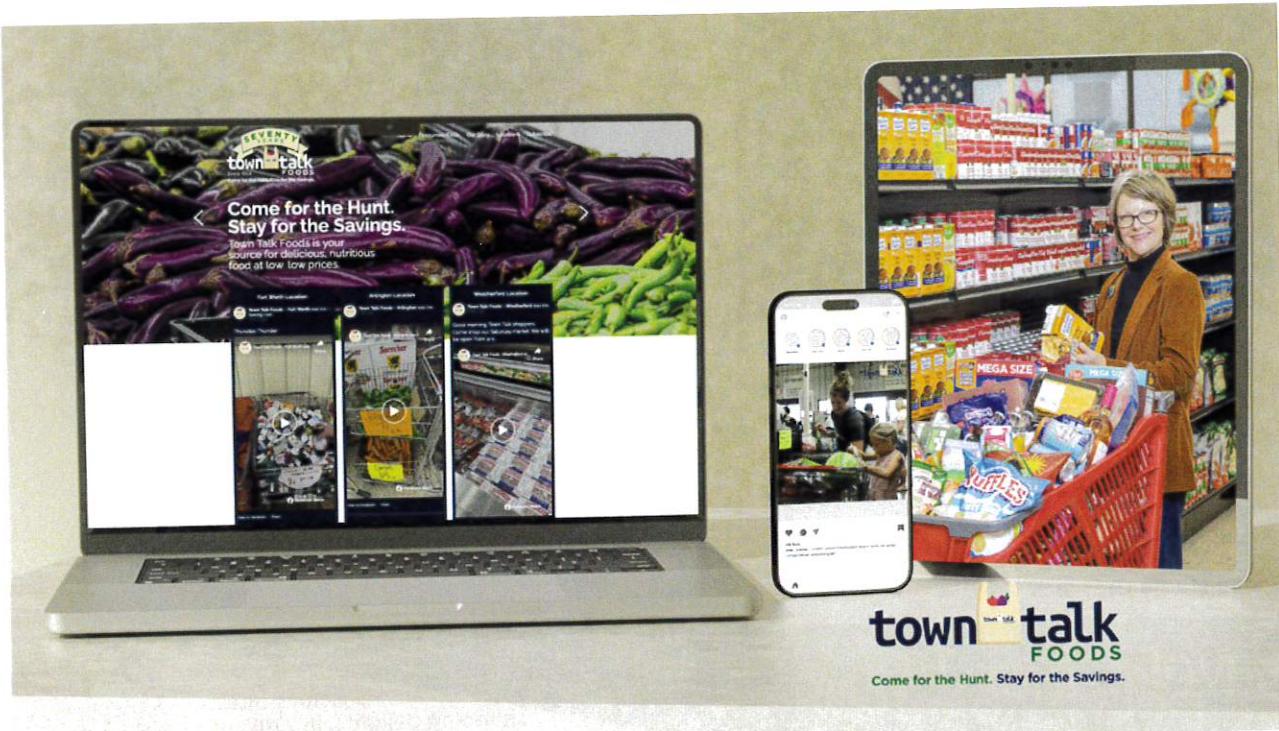


Social Media Graphics



SAMPLE WORK

Web Banners/Main Graphics



Email Templates

MAKE YOUR SPRING BREAK EPIC IN EVERY WAVE

epicwaters
INDOOR WATERPARK

STAYCATION. VACATION. IT'S GOING TO BE EPIC!

ALL-YEAR FUN IN THE WATER

Epic Waters Indoor Waterpark is open daily year-round! So, this spring break, bring your family to the home of 11 slides and attractions that will keep everyone busy! Buy tickets today for guaranteed admission, as we tend to sell out.

IT'S ALL UNDER ONE RETRACTABLE ROOF.

- Perfect 85-degree weather
- Rascal's Round-Up with age-appropriate slides
- Texas' longest indoor lazy river
- FlowRider surf simulator
- 3 first-of-their-kind slides
- Huge arcade
- Café and bar

HEY, CHILD CARE PROVIDERS, PLAN A VISIT.

Special group rates area available Monday-Friday, spring break and beyond. Call now for more details.

PRE-PURCHASE YOUR SPRING BREAK TICKETS FOR GUARANTEED ADMISSION!

2970 EPIC PLACE, GRAND PRAIRIE, TX 75052 | EPICWATERSGP.COM | 972.337.3131



Digital Ads

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ADDITIONAL FORMS

Texas Historically Underutilized Business (HUB) Certificate



Certificate/VID Number: 1200612943600
Approval Date: December 5, 2024
Scheduled Expiration Date: November 30, 2025

In accordance with the Memorandum of Agreement between the
WOMEN'S BUSINESS COUNCIL - SOUTHWEST (WBCS)
and the Texas Comptroller of Public Accounts (CPA), the CPA hereby certifies that

BrandEra, Inc.

has successfully met the established requirements of the State of Texas Historically Underutilized Business (HUB) Program to be recognized as a HUB. This certificate printed December 5, 2024, supersedes any registration and certificate previously issued by the HUB Program. If there are any changes regarding the information (i.e., business structure, ownership, day-to-day management, operational control, addresses, phone and fax numbers or authorized signatures) provided in the submission of the business; application for registration/certification into WBCS's program, you must immediately (within 30 days of such changes) notify WBCS's program in writing. The CPA reserves the right to conduct a compliance review at any time to confirm HUB eligibility. HUB certification may be suspended or revoked upon findings of ineligibility. If your firm ceases to remain certified in the WBCS's program, you must apply and become certified through the State of Texas HUB program to maintain your HUB certification.

Statewide HUB Program
Statewide Procurement Division

Note: In order for State agencies and institutions of higher education (universities) to be credited for utilizing this business as a HUB, they must award payment under the Certificate/VID Number identified above. Agencies, universities and prime contractors are encouraged to verify the company's HUB certification prior to issuing a notice of award by accessing the Internet (<https://mycpa.cpa.state.tx.us/tpasscmbsearch/index.jsp>) or by contacting the HUB Program at 512-463-5872 or toll-free in Texas at 1-888-863-5881.

WBENC

WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.
hereby grants

National Women's Business Enterprise Certification

to

BrandEra, Inc.

who has successfully met WBENC's standards as a Women's Business Enterprise (WBE).
This certification affirms the business is woman-owned, operated and controlled and is valid through the date herein.

WBENC National WBE Certification was processed and validated by Women's Business Council - Southwest, a WBENC Regional Partner Organization.

Certification Granted: December 3, 2009
Expiration Date: November 30, 2025
WBENC National Certification Number: 2005114477

NAICS: 541810, 541430, 541613, 541830, 541840
UNSPSC: 82101800


Authorized by Bliss Coulter, President & CEO
Women's Business Center



WOMEN'S
BUSINESS
COUNCIL
SOUTHWEST



WBEC WEST



WBEC EAST

WBEC CORV

WBEC PACIFIC

WBDC

WBEC SOUTH

WBEC WEST



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YY)

4/4/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERs NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(s), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on the certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Higginbotham Insurance Agency, Inc.
500 W. 13th
Fort Worth TX 76102

INSURED
BrandEra, Inc.
210 South Main Street
Suite 301
Fort Worth TX 76104

NAME: Alida Berry	PHONE: 817-347-6956	EMAIL: bberry@higginbotham.net
INSURANCE AFFORDED COVERAGE		INSURANCE
INSURER A: Sentinel Insurance Company, Ltd	11000	
INSURER B: Hartford Accident And Indemnity Company	22257	
INSURER C:		
INSURER D:		
INSURER E:		
INSURER F:		

COVERAGE

CERTIFICATE NUMBER: 1441590947

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES, LIMITS, BODIES AND HAVE BEEN REDUCED BY PROD. CLAIMS.

TYPE OF INSURANCE	PROD. CLAIMS	POLICY NUMBER	COVERAGE PERIOD	EXPIRATION DATE	UNITS
A <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR		449500240	4/7/2025	4/7/2026	GENERAL LIABILITY \$2,000,000 EXCESS LIABILITY \$1,000,000 MEDICAL PAY (per day per person) \$10,000 PERSONAL & ADVERTISING \$2,000,000 PERSONAL AUTOMOBILE \$4,000,000 PRODUCTS - COMMERICAL \$4,000,000 OTHER
A <input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED <input checked="" type="checkbox"/> RENTED <input type="checkbox"/> MOTOR ONLY <input checked="" type="checkbox"/> INSURED AUTOMOBILE <input type="checkbox"/> GENERAL AUTOMOBILE <input type="checkbox"/> OTHER RETENTION %		449500240	4/7/2025	4/7/2026	GENERAL LIABILITY \$2,000,000 BODILY INJURY (per person) \$0 BODILY INJURY (per accident) \$0 PROPERTY DAMAGE \$0 OTHER
A <input type="checkbox"/> WORKERS' COMPENSATION AND EMPLOYEE LIABILITY <input type="checkbox"/> AUTOMOBILE LIABILITY GENERAL AUTOMOBILE <input type="checkbox"/> OTHER RETENTION %	WTA	449500240734	4/7/2025	4/7/2026	X <input type="checkbox"/> RETENTION \$0 \$1, EACH ACCIDENT \$1,000,000 \$1, GENERAL - IN EMPLOYEE \$1,000,000 \$1, GENERAL - POLICY LIMIT \$1,000,000

DESCRIPTION OF OPERATIONS/VEHICLES/VEHICLE (ACORD 101, Additional Premium Schedule, may be elected if state laws so require).
The General Liability and Automobile policies include a blanket automatic additional insured endorsement that provides additional insured status and a blanket waiver of subrogation endorsement to the certificate holder only when there is a written contract that requires such status.

The General Liability and Automobile policies have a blanket Primary & Non Contributory endorsement that affords that coverage to certificate holders only when there is a written contract that requires such status.

The General Liability, Automobile Liability, and Workers' Compensation policy includes a blanket automatic waiver of subrogation endorsement that provides this feature only when there is a written contract between the named insured and the certificate holder that requires it. See Attached.

CERTIFICATE HOLDER

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED SIGNATURE



AGENCY CUSTOMER ID: BRANINC-01
LOC #: _____

Page 1 of 1

ADDITIONAL REMARKS SCHEDULE

AGENCY Higginbotham Insurance Agency, Inc.		NAMED INSURED BrandEra, Inc. 219 South Main Street Suite 301 Fort Worth TX 76104
POLICY NUMBER		
CARRIER	NAIC CODE	EFFECTIVE DATE:

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: 25 FORM TITLE: CERTIFICATE OF LIABILITY INSURANCE

Officers Exclusion on Workers Compensation: Beth Owens, Recanna Joeckel

The Excess Liability policy follows form.

Certificate holder is complete to include: City of Terrell and its officers, agents, employees, and elected officers

RFQ 25-06
SUBMITTAL SIGNATURE FORM | RESPONSE AFFIDAVIT

The undersigned agrees this response becomes the property of City of Terrell after the official opening.

The undersigned affirms he has familiarized himself with the local conditions under which the work is to be performed; satisfied himself / herself of the matters which may be incidental to the services, before submitting a response.

The undersigned agrees, if this response is accepted, to furnish any and all services offered, upon the terms and conditions contained in the Specifications. The period for acceptance of this response will be one-hundred-twenty (120) calendar days unless a different period is noted by the vendor.

The undersigned affirms that they are duly authorized to execute this response, that this response has not been prepared in collusion with any other Vendor, nor any employee of City of Terrell, and that the contents of this response have not been communicated to any other vendor or to any employee of City of Terrell prior to the official opening of this SOQ.

Vendor hereby assigns to City any and all claims for overcharges associated with this contract which arise under the antitrust laws of the United States, 15 USCA Section 1 et seq., and which arise under the antitrust laws of the State of Texas, Tx. Bus. & Com. Code, Section 15.01, et seq.

The undersigned affirms that they have read and do understand the specifications and any attachments contained in this RFQ package. Failure to sign and return this form will result in the rejection of the entire response.

Signature: Elizabeth A. Owens

Company Name:	Brand Era Inc		
Address:	219 S. Main St. Suite 301		
City, State, Zip:	Fort Worth, TX 76104		
Phone	Office: 817-927-7750	Fax: 817-924-8603	
	Cell: 817-307-9920	Email: bo@branderaMarketing.com	
Printed Name:	Elizabeth A. Owens		
Job Title:	Co-founder / Marketing Strategist		

