

November 26, 2008

University of North Carolina at Pembroke
Purchasing Department
One University Drive
Pembroke, NC 28372

**RFP #71-Q2009-13 BID:
UNDERGRADUATE ADMISSIONS BROCHURES,
COPYWRITING & CREATIVE DESIGN**

The Marketing Department would like to submit a bid for creating the University Admissions Brochures for the University of North Carolina at Pembroke.

SCOPE OF WORK:

The Marketing Department will produce informative, succinct copy and eye-catching graphic design for five (5) different brochures for the University of North Carolina at Pembroke. Each brochure will consist of six (6) panels and will focus on one of the following topics related to Admissions:

1. Guide to Financial Aid
2. Student Life
3. Outcomes/Tradition of Success
4. Discover UNCP/Campus Visit
5. Parent Information

We will independently conduct the necessary research, both primary and secondary, needed to produce copy and designs in keeping with the University of North Carolina at Pembroke brand and style. This includes, but is not limited to, phone interviews, requests for current UNCP publications, and Internet research. In preparing the copy and design for each brochure, we will take into account the intended audience and use for each communication piece.

We estimate that it will take no more than four (4) weeks from the time the contract is awarded to the delivery of the final, press-ready files. This is contingent upon timely responses from the University of North Carolina at Pembroke staff regarding requests for information and proof changes.

KEY PERSONNEL & RELATED EXPERIENCE:

Established in 2003, The Marketing Department provides institutions and businesses both large and small with marketing solutions, including graphic design, copy writing, printing, mailing lists and direct mail campaigns. We have a unique blend of employees with varying skill sets who work as an organized unit to provide customers with

exceptional products and services. Jeff Moses will act as your principle contact, but this project will draw from all of our team members according to their areas of expertise.

Jeff Moses, Owner: Jeff built the customer base of The Marketing Department with an emphasis on customer service and quality products. Jeff specializes in developing cohesive marketing campaigns and concepts with clients as well as copy writing. (B.A. English)

Mark Matthews, Lead Designer: Mark has more than 17 years of industry experience in graphic design, with the ability to develop concepts into visually appealing yet functional pieces.

Sarah Thurston, Junior Designer: Sarah has three years of experience as a graphic designer, with an eye for sophistication and contemporary designs.

Kristen Limam, Customer Relations/Quality Assurance: Kristen specializes in research, copy writing and editing, and will also ensure that you receive art proofs and updates on everything related to the project. (B.A. Journalism)

Cindy Trevey, Production Coordinator: Cindy works directly with our vendors and artists to ensure deadlines are met and the finished product is of the highest quality. (B.A. German)

Additionally, our staff can provide insight into the audience for each brochure and what information that audience would be looking for. Kristen is a recent college graduate, so she can offer a unique “student’s” perspective of campus life, post-graduation life, and general questions and concerns a new student might have. In addition, Mark has a son approaching college age, and would be able to take a parent’s perspective on issues concerning sending a child to college.

EXPERIENCE:

The Marketing Department’s client base includes community colleges, motorcoach tour companies, pharmacies, assisted and independent living facilities, and a variety of other industries. We make it a habit to get to know our customers and what they represent in order to reflect that in our designs and copywriting. You’ll have a smooth experience working with The Marketing Department, as we are available via phone, e-mail, instant message or even video conference to answer any questions you may have.

Brochures are one of our most frequent jobs, and we have designed dozens for our client base in the past few months alone. Our clients trust that we will interpret and communicate their products and services accurately and artistically. We design each piece with its unique audience in mind, and the design is meant to enhance the message, convey the information and elicit a response.

As a rule, we offer an unlimited number of electronic proofs to our clients at no additional charge; we're not satisfied until our clients are. We are proud to extend that uncommon service to the University of North Carolina at Pembroke.

SAMPLES:

Enclosed are samples of recent projects we have designed (and printed):

1. The Livens Law Firm brochure
2. Twin Rivers brochure
3. Dan Dipert 2009 Tours catalog
4. Wedding Wishes postcard
5. Parkview in Allen postcard

REFERENCES:

Frank Ricupati
Dining Services Contractor, Tarrant County College District
1-817-277-4989

Syndi Bennett
Marketing Coordinator, Capital Senior Living
1-972-308-8373

Fred Bowling
Comptroller, Creative Solutions in Healthcare
1-817-348-8990

PRICING:

To produce five different six-panel, full-color brochures for the University of North Carolina at Pembroke, our price is \$4,898. This includes copywriting, editing and graphic design of all five brochures, as well as electronic proofs sent to the designated contact at the University of North Carolina at Pembroke until the project is approved. Upon approval, press-ready files will be submitted electronically, according to specifications provided by printing vendor.

The project will be invoiced upon the approval of all artwork and is due within 30 days thereafter.

Jeff Moses

Date