

Bangor International Airport

Bid No. P18-077: BIA - Advertising and Marketing

FEBRUARY 25, 2019



Sutherland
Weston



Cover Letter

Purchasing Department
City of Bangor
73 Harlow Street
Bangor, ME 04401

Re: Bid No. P18-077: BIA- Advertising and Marketing

Bangor International Airport Proposal Selection Team,

We are pleased to submit our response to your Advertising and Marketing RFP. Our team is excited for the opportunity to partner with the Airport to help achieve your goals of growing Scheduled Air, FBO/ GA, and Transit and Cargo operations.

We believe BGR is uniquely positioned to continue increasing passenger demand and become more targeted at increasing FBO services. And we are the right marketing partner to help you reach new audiences and motivate them to choose BGR and Bangor Aviation Services.

We aren't just marketing experts, we are Bangor-based marketing experts.

We work with tourism, travel, and aviation industries across Maine and that experience means that just like BGR is uniquely positioned to grow, we are uniquely positioned to help.

Our company focus and culture is on helping Maine-based businesses grow and thrive. While most of our clients live and work in Maine, many need look outside the state in order to achieve expansion goals. So we are constantly working to assure we stay ahead of national and international marketing trends, grow our own in-house skills, and use industry colleagues as sounding boards and sources of insight.

Thank you for considering our proposal and please feel free to reach out to me if you have any questions about our submission or our work. I look forward to talking with you soon.

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Sutherland". The signature is fluid and cursive, with the first name and last name clearly legible.

Elizabeth Sutherland, APR

esutherland@sutherlandweston.com

207/945-9999



Table of Contents

Stated Challenges.....	4-5
Our Approach	6-8
Relevant Experience.....	9-18
• Case Studies	
• Relevant Examples	
RFP Item F	
• Testimonials	
Why Sutherland Weston.....	20-24
• Company Background	
RFP Items A, B	
• Your Project Team	
RFP Items C, D	
Cost Considerations.....	24
RFP Item E	
Next Steps	26
Appendices.....	27-38



Stated Challenges

We understand that Bangor International Airport is a full service international airport with uncongested entry to the United States and an excellent weather record. The Airport is the principle domestic air service provider for a catchment area of 410,000 people, with an additional potential of nearly 280,000 users in neighboring Atlantic Canada.

As a vertically integrated operation, every new piece of business for BGR represents the potential for multiple points for revenue. BGR has positioned itself to be profitable and competitive in an increasingly challenging industry, yet growing industry.

Scheduled Air Service

BGR's goal for domestic air service is to protect and preserve existing passenger traffic from the primary catchment area and increase traffic from the secondary area. BGR needs to find smart, nimble ways to counteract the competition from Portland Jetport, and to a lesser extent, Boston Logan and Manchester-Boston Regional Airport. It is also important to encourage airport loyalty by passengers in order to increase repeat usage and generate profit.

Bangor Aviation Service/FBO

Corporate/General Aviation and Transit services make up more than 20% of BGR's gross revenues. Many of those dollars come from the services provided by the Airport's independent FBO, Bangor Aviation Services.



BGR needs to continue strong relationships with current customers and expand services to new customers. By strengthening brand awareness of Bangor Aviation Service and finding innovative ways to increase up-selling and cross-selling opportunities with existing customers, BGR can grow this profitable market segment.

Cargo/International Charter and Transit

It is the goal of BGR to leverage every reasonable opportunity to grow relationships with existing customers and find creative ways to encourage increased market share for these market segments.



Our Approach

In order to help our clients achieve their goals, we believe a combined approach of leveraging existing data, challenging assumptions, and truly understanding the perceived target audience is the key to success.

We work through a strategic process called, **AudienceInsight**, that allows us to quickly ramp up and understand the strategic implications behind your market insights. Those implications then help to inform how we build the right messaging and choose the correct methods that deliver the desired outcomes as quickly and efficiently as possible.

AudienceInsight allows us to work in partnership with key leaders at BGR to quickly define success, build key milestones, KPIs, metrics, and measurement into our plan, and then launch an integrated marketing plan that can have immediate results.

While each business segment at the Airport deserves a well-thought out and comprehensive marketing plan with built in metrics for measuring KPI results, below are our early thoughts on just one component of growing scheduled air using our **AudienceInsight** process (without key input from you).



Initial Insight on Passenger Demand: *protecting, preserving, and growing domestic air service*

Insight and Strategic Implications

- With consumer demand shifting from goods to experiences (according to [McKinsey](#), consumers are 1.5 times more likely to spend on experience rather than products) the future is rosier than ever for air travel.
- According to [Google](#), impulse travel buying is an untapped market with major potential. Sixty percent of U.S. travelers reported they would consider an impulse trip. The trend toward impulse buying is evident in a 150% surge in travel-related searches for “today” and “tonight” in the past three years.
- Social media now has more influence over traveller decision-making than ever before. In fact, according to a study by [Expedia](#), more than 50% of travelers from the U.S. and Canada said that content, promotions, and deals on social media influence their travel plans.
- Through social media content distribution, we can leverage existing tourism experiences to encourage impulse buying; increasing passenger demand for flights during the shoulder season.
- Driving regional demand for shoulder season flights will increase passenger load factors and help airlines realize profitability in extending seasonal routes for longer periods or expanding those routes to year round.
- More demand will also create opportunities for BGR to push for additional frequencies on existing routes, creating more opportunity for passengers to find a BGR flight is most convenient for them, therefore increasing the likelihood they choose BGR over Portland, Boston, or Manchester.



Strategy

Combine a multi-partner collaborative content campaign with BGR paid digital to create awareness and excitement of all there is to do in Spring and Fall.

Create a shoulder season digital campaign that highlights routes, fares, and proximity to events and/or home. Place hyper-targeted ads on key destination planning sites like TripAdvisor, OTAs like Expedia, and travel focused meta-search engines like Trivago just before, during, and after the shoulder travel season in Maine.

With our tourism partners, create new destination and event inspiration content that sparks travel planning and impulse buying by highlighting unique things to do or places to see in Maine and within easy (and inexpensive) reach of BGR through existing routes. Place content through organic and paid means on travel-related social media outlets, like Pinterest.

Outcomes

BGR can influence the habits of people traveling to and from Maine by encouraging last minute travel and growing the shoulder season longer on the end and encouraging it to begin earlier on the front.

Our **AudienceInsight** process is shown in Appendix A.



Relevant Experience

Sutherland Weston's clients include a wide variety of industries and encompass the need to reach many different types of target audiences. From B2B to B2C, we understand that it takes a combined approach of innovative thinking, smart messaging, and quality production in a nimble and efficient manner to produce marketing and advertising materials that persuade consumers.

What follows is a small sample of relevant examples of our work. Additional samples of our marketing and advertising work, including strategy, digital, website development, print, and video client work can be found at www.sutherlandweston.com/work.

REGIONAL AIRCRAFT

Specializing in CRJ, ERJ, Saab, ATR, and Dash-8 aircraft, C&L is the perfect solution for your regional aircraft needs. Our facility can handle all your MRO, parts, interior and painting needs, saving you time and money.

[LEARN MORE >](#)



Case Study

C&L Aviation Group

C&L Aviation Group is a global aviation services and aftermarket-support provider for regional and corporate aircraft specializing in quality parts, service, sales, leasing, maintenance, aircraft refurbishment, and aircraft re-marketing.

The Problem

Developing new relationships with companies needing MRO services is critical for the continued growth of C&L Aviation. The nature of the industry means that those prospects aren't found in the local business community, but rather all over the world.

The National Business Aviation Association (NBAA) hosts the industry's largest business aviation event in the world. With more than 25,000 attendees and exhibitors, it is the perfect place for C&L to meet new prospects and connect in person with existing customers. But having a successful engagement where you make connections and build relationships that matter is difficult at a show the size of NBAA. Exhibiting next to companies like Honda, Pratt and Whitney, Boeing, and Airbus while trying to capture attendees' attention can be daunting.

Insights and Implications

- Studies have shown that more than 90% of trade show attendees are seeking new product information and nearly 80% have direct purchasing authority. And with nearly a quarter of trade show attendees planning their exhibitor stops prior to attending, we recognized it was critical to put a strong pre-trade show marketing plan in place.
- Forty-four percent of exhibitors who incorporate personalization into their pre-trade show tactics report higher returns on their advertising investment.
- Our experience shows that creativity, humor, and a unique approach can make any business truly stand out in the crowd.

The Approach

Working collaboratively with C&L, Sutherland Weston developed a comprehensive trade show marketing approach that continues to give C&L a starring role at NBAA.

- We've created a series of videos dripped out via social media with the NBAA hashtag prior to the show. The videos promote C&L's attendance while highlighting their services -- growing both awareness for their exhibit booth and the core business services.
- Each year, C&L targets 25-30 key prospects -- business leaders of the companies C&L would most like to work with -- to receive a personalized video message from C&L CEO, Chris Kilgour. These personalized messages are installed in a video card mailed directly prior to the show, inviting them to visit the C&L booth.
- Instead of a generic C&L booth, each year the exhibit incorporates pieces of the marketing campaign through interactive means in order to tie the physical experience to the pre-show marketing.
- After the show, C&L follow up with booth visitors includes a campaign branded message that reminds attendees of the experience.



The Results

C&L quickly gained minor celebrity status at NBAA and received industry recognition and trade press on their creative and innovative marketing. Show attendees remember the marketing and messaging and the personalized invitations from Chris have directly resulted in new client relationships.



View the first NBAA videos that made the above phone call happen on [C&L Aviation's YouTube Channel](#).

These results are outstanding. I spent Wednesday on the floor speaking with operators and vendors encouraging them to visit our exhibit, and most of yesterday at the static with brokers. Everyone I spoke to had heard of C&L and I cannot recall any who said they had not watched at least one of our NBAA videos or seen an article about us, and that was unprompted.

However, the most encouraging words came from Nancy O'Brian at AIN who shared that C&L's popularity at the show was very impressive based on comments that AIN's team had heard about us, and 'love it' was frequently mentioned. I also learned at an AIN/Gogo luncheon that to achieve VIP status, all one had to say was, "I work for C&L."

Tom Chapman

Former Senior Vice President, C&L Aviation Group

February 25, 2019

Re: Sutherland Weston Marketing

To whom it may concern,

We engaged the services of Sutherland Weston over five years ago now and have been very pleased with the service they provide and the product they produce. Previously we had used a marketing company in Chicago and Australia as I didn't believe any company in Bangor would be able to produce a product to the high standard we require, and understand the international market we deal in. I was wrong!

Sutherland Weston assist us in most areas of our marketing efforts, from graphic design to video production. When presented with the idea of wanting 'funny' videos, they jumped right in and embraced the idea. Their enthusiasm and creativeness helped to produce that first video and many others after that. As we moved into new areas of the aviation market, our unique marketing approach helped us get noticed by our potential customers much faster than a traditional approach.

When we are at trade shows we have visitors coming to talk to us just to tell us how much they enjoy our videos, which has given us many opportunities to develop relationships with customers we may have never had an opportunity to meet. Our marketing has helped us to become a more recognized player in the aviation markets we target.

Of course, there was that natural learning curve when we first engaged Sutherland Weston, but they listened and learned quickly. They now have a good understanding of the aviation market and the type of customers we are dealing with and want to attract, both on the airline side and the corporate jet market. I am happy to recommend Sutherland Weston to anyone looking for a dedicated, creative, and knowledgeable marketing company. It is particularly helpful to have them in the same city as that fosters a much higher level of collaboration.

Sincerely,



Chris Kilgour
CEO

www.cla.aero



Recent Requests

Gloves, winter socks and long sleeve shirts

Pie in the Face Game

Musical recorder

Minecraft bedding

Pogo stick

Art supplies

Legos

Call of Duty Black Ops PS3 game

Building toys/sets or cars

Trains or robots

Christmas is for Kids

Welcome to Christmas is for Kids!

CIFK is proud to be in its 35th year of receiving contributions from generous people like you! Many of these children would have little or nothing to look forward to Christmas morning without your support.

Use the search feature above, or select one of the "Recent Requests" to the left to get started! It's easy to sponsor children through the donation of a gift or a monetary donation toward their request. You can also make a general donation using the "Donate" button below!



Donate



Donate

Participating
Agencies

How to Participate

How to Give

To provide a present for a local boy or girl, simply browse our list of children compiled by agencies throughout the state, and select the child or children you would like to sponsor. Once you've selected who you are giving to, the simple checkout process will provide options for giving including:

Case Study

Christmas Is For Kids is a program run through Penquis, a community action program, designed to receive contributions to help children who would have little or nothing to look forward to at Christmas.

The program began in 1983 and Sutherland Weston has been partnering with the program since 2008. Christmas Is For Kids is a collaboration of 18 regional organizations with 25 locations entering data.

THE PROBLEM:

What started as a small, caring program with a local radio station grew to be larger than the original organizational structure could support. Therefore not only were existing needs going unmet and children's wishes being unfulfilled, but the call for more help could not be answered.

THE IMPLICATION:

A review of their processes revealed a number of areas that needed improvement. Specifically submission protocols were inconsistent and hard to track as information was being received by fax, phone and paper notes; a lack of centralized information; kids and/or siblings going without gifts; and many staff hours and non-program operational dollars were being used to fill the the gaps of need and organizational administration.



OUR AGENCY INSIGHTS:

Sutherland Weston created a strategy to help solve three key issues limiting the program's ability to serve its kids and families in need. The three key tactics of the strategy included:

- Developing an online portal for partner agencies to streamline, save, and archive submissions of kid's wishes, sizes, and siblings.
- Designing a website with searchable and sortable listings enabling family stories and Christmas wishes to be visible and accessible to a wider audience.
- Improving the post-sponsorship process by making gift tags, delivery information, and gift tracking documents automatically generated and delivered to the donor to ensure children received the very gifts purchased for them.

THE RESULTS:

Our work has helped to deliver a 100% increase in the number of regional children served and a 15 fold increase in total cash donations. The website has optimized organization and operational efficiency resulting in less time and resources being needed from the non-profit organization to manage the entire program.

In 2018, the program's 35th year, over \$50,000 in gifts and \$15,000 in cash were realized through the website. The efforts resulted in a record number of nearly 1,200 kids receiving gifts to open on Christmas morning; many who otherwise may have gone without.

Aroostook County
Tourism
@AroostookCountyTouris
m

- Home
 - About
 - Photos
 - Events
 - Reviews
 - Videos
 - Notes
 - TripAdvisor Reviews
 - Posts
 - Community
- Create a Page



A Look at the Fish River Scenic Byway | Maine's Aroostook County

Welcome to Aroostook County. Our storybook towns, vast natural world, uniquely sophisticated cuisine, diverse cultures and a history that truly

VISITAROOSTOOK.COM

Like Comment Share

102

84 Shares

Community See All

Invite your friends to like this Page

5,304 people like this

5,227 people follow this

and 6 other friends like this or have checked in

About See All

Search

HOME VIDEOS PLAYLISTS

Aroostook County Tourism uploaded a video

MAINE ICE FISHING
Adventure on the top of Western Maine 1:20

Aroostook County Tourism uploaded a video

WINTER IN THE COUNTY
Experience the beauty of Aroostook County

Aroostook County Tourism uploaded a video

FALL IN THE COUNTY

YouTube

- Home
- Trending
- Subscriptions
- Library
- History
- Watch later
- Liked videos
- Pro-Tips
- Show more

SUBSCRIPTIONS

- Old Town Can...
- The Slanted Le...
- Cary Weston
- SLR Lounge | ...

Aroostook County, aptly nicknamed the “The Crown of Maine”, has a small town feel while offering a big variety of activities for residents and tourists alike. From the taste of freshly harvested new potatoes to the thrill of hitting Northern Maine’s top-rated snowmobile trails, Aroostook County is rich in history, tradition, and adventure.

Sutherland Weston partners with Aroostook County Tourism (ACT) to help spread the word about all the sites and activities in an effort to increase awareness and boost tourism. Focused on nostalgia as well as new experiences, our multifaceted marketing strategy is succeeding to increase website traffic, social media following, and newsletter subscribers through storytelling and digital outreach.

Aroostook County Tourism has benefited greatly from our collaboration with Sutherland Weston. The ever changing marketing options afforded a small organization such as ours required a thoughtful, strategic, and affordable set of approaches that has already borne noteworthy results.

Alain Ouellette
Northern Maine Development Commission

ALL TRIPS



BIG FIVE TRAIL

8 nights/9 days

Activities:
Amboseli
Aberdares
Samburu
Lake Nakuru
Masai Mara

We've arranged the 9-day Big Five Trail to showcase the dramatic East African landscape, animal life, and culture. Crowned by Mount Kilimanjaro, Africa's highest peak, the Amboseli National Park is one of Kenya's most popular parks – one of the best places in Africa to view large herds of elephants up close. We'll visit the Great [...]

[READ MORE](#)



CUSTOM SAFARI TOUR

unlimited

Activities:
Let's talk about your vision!

What's your dream trip? We'll work to create a tour that will meet your budget – be it modest or high luxury. You'll help guide us as we plan a trip that will meet your vision – the perfect trip just for you. From homestays to luxury resorts, camping to glamping, group tours to individual [...]

[READ MORE](#)

[Book Now!](#)

[All Trips](#)

[Design Your Tour](#)

[Gallery](#)

[About Trip Pricing](#)

[Payments](#)

[Dining Plans](#)

[Accommodations](#)

[Getting to Nairobi](#)

[Travel Disclaimers](#)

[BEA Travel Tips & Stories](#)



BIG FIVE TRAIL [BOOK THIS TRIP](#)

TRIP LENGTH	ACTIVITIES	STARTING AT
8 nights/9 days	Amboseli Aberdares Samburu Lake Nakuru Masai Mara	\$3,010*

We've arranged the 9-day Big Five Trail to showcase the dramatic East African landscape, animal life, and culture.

Crowned by Mount Kilimanjaro, Africa's highest peak, the Amboseli National Park is one of Kenya's most popular parks – one of the best places in Africa to view large herds of elephants up close. We'll visit the Great Rift valley and Lake Nakuru National Park, where you can expect to see some buffaloes, hyenas, foxes and many other animals.

We'll head to the Masai Mara, known as one of the finest wildlife destinations in the world.

Dates & Costs

Travel Dates: This 9-day safari can be scheduled to meet your travel dates.

December 2018: \$3,010 per-person sharing / \$810 single-room supplement

[BOOK THIS TRIP](#)

DAY	ACTIVITY
DAY 1	Nairobi, Amboseli
DAY 2	Amboseli
DAY 3	Amboseli, Treetledge
DAY 4	Treetledge, Samburu

“ Sutherland Weston is my trusted source for development of digital media and SEO for each business I have run.

Most recently, I successfully launched Backpack East Africa, a travel company assisting adventurers to plan and execute adventures and vacations throughout East Africa.

Sutherland Weston helped create our entire online presence from the ground up. From my previous experience with them creating and updating our websites, we knew their product would be quality.

It is important to have a team behind you that proactively solves your unique marketing problems. Sutherland Weston took the time to ask the right questions in order to give us what we wanted, and which questions to ask to develop and improve what we hadn't thought of. ”

Sutherland Weston has always exceeded our expectations, and will always be our go-to problem solver and developer for all things online.

Rory McLaughlin

President, Backpack East Africa LLC



Visit



Plan



Join



▮▮ The Greater Bangor Convention and Visitors Bureau has been a client of Sutherland Weston for about eight years now. We are actually more like a partner than a client.

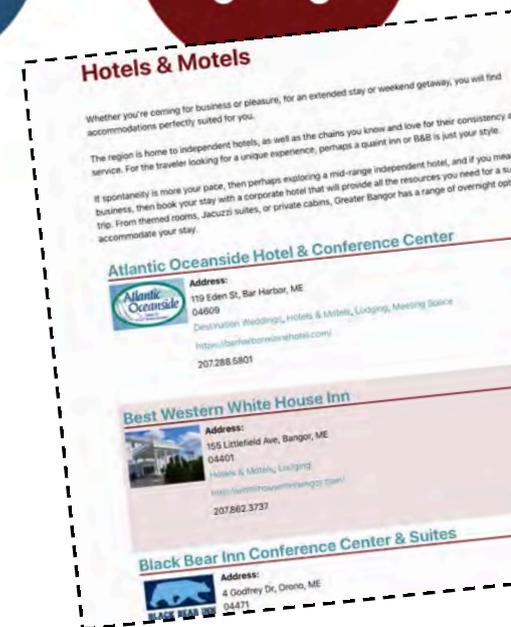
We are a small membership-based non-profit on a tight budget. The team at Sutherland Weston has worked with us to problem solve and create the best website with the appropriate tools that we need in order to keep on track with the new trends in technology.

More than once they have suggested a "fix" before I knew that we were going to need it. It is a pleasure to work with a team that takes pride in helping my small organization stay ahead of the game. ▮▮

Sutherland Weston has been extremely responsive and helpful in the ever-changing industry of travel and tourism, and that is not easy to do!

Kerri Gillies Tripp

Executive Director, Greater Bangor CVB



The Greatest Pirate Story (N)ever Told

FEB 21 7 p.m.

GET TICKETS

Choose Your Series

- Mainstage
- NT Live & MET Opera
- Chamber Music
- Bangor Symphony Orchestra
- School of Performing Arts
- Other

Upcoming Events



!! Just wanted to send a quick note to let you know how happy we are with our website. The product you created serves two important purposes: it's easy for us to make changes and it's easy for our patrons to navigate. With those elements in place, the site has to look great -- which it does!

Your team is very responsive every time we've wanted and/or needed to make a change. Our website is simple to navigate, but that doesn't mean it was easy to design. I know you put a lot of thought into creating a layout that would make sense to users. It's critical for us to have a site that users can intuitively and efficiently find the information they're seeking and you've helped us achieve that. !!

Thank you for working with us. We have enjoyed our relationship with you and hope it will continue well into the future!

Karen Cole
Associate Director, Collins Center for the Arts

Upcoming Events

Feb 27	Tap Dogs
Feb 28	The Sound of Music
Mar 1	I'm Not Running - NT Live Broadcast
Mar 2	The Met: Live in HD - La fille du Régiment
Mar 8	Peg + Cat Live!
Mar 9	Space Oddity: The Ultimate David Bowie Experience

[View Full Season](#)

Support CCA

Thank you for your support of the programs and performances at the Collins Center. Supporters become partners—investors in the performing arts—enriching their lives and the lives of the community.

Bangor Symph

Back to entire [season schedule](#).

Space
Saturday
Collins
Space
media
consta
celebr
a stun
today
[...]
Reac

M
Sun
Co
Lu

RFP Items A, B

For almost 14 years, Sutherland Weston, Inc. has been a full service, integrated advertising agency located in downtown Bangor, approximately 10 minutes by car from Bangor International Airport and a three minute walk from City Hall. Sutherland Weston, dba Sutherland Weston Marketing Communications, was incorporated in Maine in September, 2005.

Sutherland Weston
6 State Street, Suite 102
Bangor, ME 04401
207/945-9999

Sutherland Weston employs 16 people in Bangor. (Currently in process of filling two open positions.) All of our positions are considered full time.

We have worked with nearly all media outlets in Maine, including NewsCenterMaine, WABI, WVII, Blueberry Broadcasting, Townsquare, and WAGM in Presque Isle and many additional international, national or regional print, digital, and broadcast media partners such as Facebook, Google/YouTube, Pandora, Spectrum, and the Telegraph-Journal in St. John, New Brunswick.

Our [in house team consists](#) of the following talents and expertise:

- Website Design & Programming
- Graphic Design
- Video Production
- Digital Marketing & SEO
- Public Relations
- Marketing Plans & Strategy

References are included as Appendix B.



Your Project Team

RFP Items C, D

Our approach to working with clients is to really understand the client, the business, and its partners. That means we want to be a true consultant and advisor; ready to roll up our sleeves and do what is best for your goals and priorities.



ELIZABETH SUTHERLAND

Partner

Acting as team lead, Elizabeth has worked with BGR on public relations initiatives since 2009 and is familiar with the role BGR plays in the region in travel, tourism, and economic development. She is chair of the Greater Bangor Visitors and Convention Bureau, sits on the Cross Insurance Center Advisory Board, and is certified in Tourism Marketing and Promotion. She is an experienced marketing professional with expertise in campaign strategy development, budgeting, research, and measurement. Elizabeth believes our job at Sutherland Weston is to provide measurable results for every dollar spent. She is also an avid traveler who enjoys having BGR as her home airport.



KATE BIELINSKI

Senior Account Manager

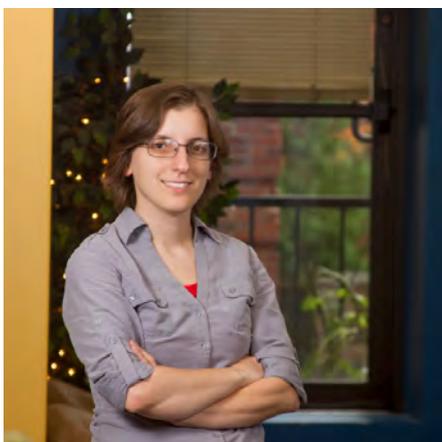
Kate Bielinski will be acting as the client account manager for BGR. Aviation and tourism marketing are not new to Kate; she currently works with C&L Aviation, Greater Bangor CVB, and Aroostook County Tourism, which received a 2018 Aliceann Wohlbruck Innovation Award from the National Association of Development Organizations for its efforts to market the region to potential tourists. With more than 13 years of marketing experience, Kate specializes in marketing strategy, lead generation, digital marketing, and content writing. With a passion for all things travel, Kate has spent the last four years filling her passport with stamps from Europe, the UK, and South and Central America. She hopes to visit all seven continents by 2020. On the weekends you can find her at BGR where she works for Delta Global Services.



DAN CASHMAN

Director of Public Relations

Dan has worked in public relations since 2005, starting in the communications office for then-Gov. John Baldacci. Dan has worked on public relations projects and campaigns with tourism-related organizations including the Greater Bangor CVB, The Maine Highlands, and the American Folk Festival on the Bangor Waterfront. His public relations experience spans governmental agencies, large businesses, small businesses, non-profits and political campaigns, with specialized focus on messaging, strategy, media relations, and crisis communications management.



AMANDA ANDERSON

Art Director

Amanda Anderson will support the Airport by serving as art director, overseeing all visual elements for BGR. Amanda's proficiencies range from illustration to graphic design and web design, and she's been putting these skills to use with Sutherland Weston for more than nine years. Paired with her management experience, these traits mean that she's here to make sure that all the design work results in persuasive and meaningful materials.

BGR Team resumes are included as Appendix C.



Other members of our creative team, especially the audio/visual and digital teams, will have regular interaction with the work we do for BGR. We also recognize that there are times when opportunities arise, timelines are short, and we may have an “all hands on deck” need in order to meet a deadline. Team bios are available online at www.sutherlandweston.com/team.

All team members can be reached through our main office number, 207/945-9999. Amanda works virtually from Saco and is in our Bangor office at least one day a week, typically Thursdays. Elizabeth, Kate, Dan and the rest of the Sutherland Weston team work out of the Bangor office exclusively.

We do not anticipate the need to hire sub-consultants, contractors, or outside vendors for strategy or creative needs. Print vendors, media outlets, and any necessary industry specific research partners will be determined as part of the comprehensive marketing plan in conjunction with BGR leadership and will require client approval prior to any expenditures on your behalf.

A full company organizational chart is included as Appendix D.



Cost Considerations

Sutherland Weston is a cost-conscious advertising agency with a goal to help you be persuasive and prepared with your marketing efforts.

For time and materials clients we bill a **blended rate of \$150/hour for all consulting, creative, and management work** regardless of team member. **Video production is billed at \$250/hour** for a full production team (1-4 team members) and all necessary equipment (lights, cameras, gear).

We charge a customary 15% markup on any outside vendor purchases made on your behalf. We charge commissionable media at the gross rate without additional markup.

We welcome a conversation on options for a retainer-based or fee-based arrangement should that be preferable for budgeting purposes.

HOW MUCH DOES IT COST TO PRODUCE A HIGH QUALITY VIDEO?

Videos can include a number of factors that impact pricing. These can include final length, complexity, travel, and logistics, to name just a few.

Consequently, answering this question without many details can be difficult. However, we know it's important to have ranges for sake of researching your options.

Typical pricing for a :30 second television commercial begins around \$2,000 and can go up from there. On average, most television spots we produce will be in the \$3,500-\$5,500 range.

Corporate video productions, which can include more moving pieces, travel, and depth due to the nature of their goals, will range between \$3,500 and \$25,000. Yes, that's a big range we understand. It really depends on what the desired outcome is and what it takes to create that.

A 2-3 minute video with reasonable travel and manageable logistics (schedules, interviews, needed shots, etc.) will run around \$5,000.



NEXT STEPS

1. Please read the proposal fully to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps, billing procedures, and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call.

Sutherland Weston

Bangor International Airport, City of Bangor



Appendices

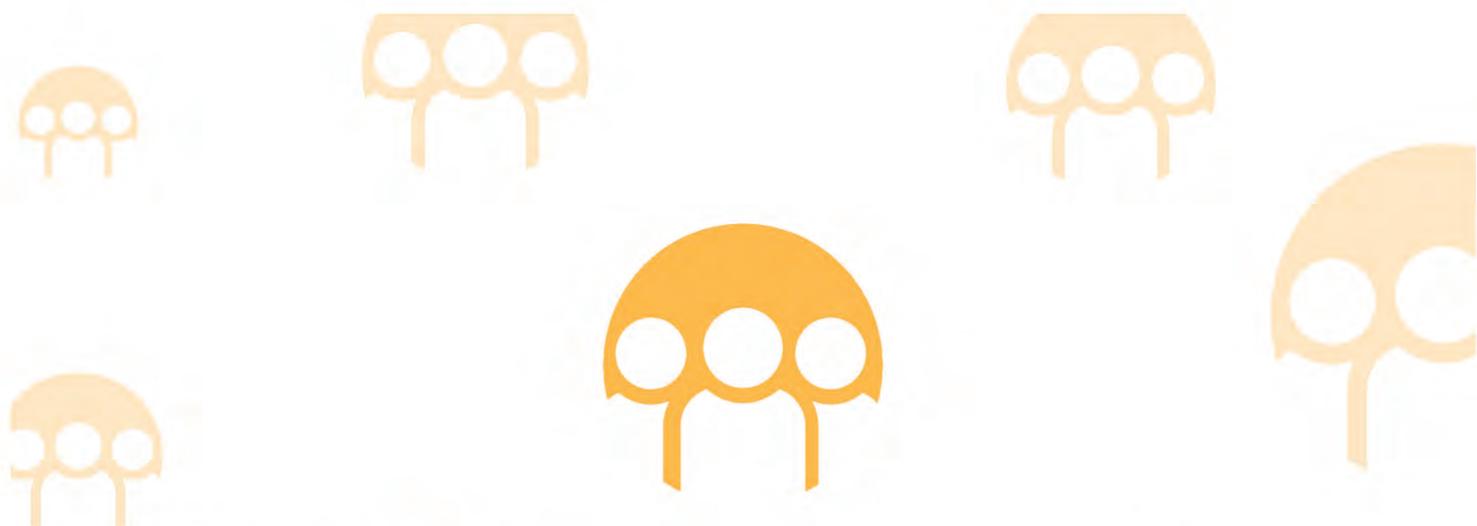
Appendix A: AudienceInsight

Appendix B: Company References

Appendix C: Project Team Resumes

- Elizabeth Sutherland, APR
- Kate Beilinski
- Dan Cashman
- Amanda Anderson

Appendix D: Sutherland Weston Organizational Chart



AudienceInsight







Appendix B



Company References

Below is a short list of reference clients that include similar types of strategy or creative that BGR might require.

We have provided contact information below as well as a summary of the services we perform for them.

Aroostook County Tourism

Attn: Alain Ouellette

Email: aouellette@nmdc.org

Phone: 207-543-1801

Address: 11 W. Presque Isle Rd, PO Box 779, Caribou, ME 04736

Services Include: Campaign strategy, social media strategy, public relations, stakeholder outreach, content planning, content writing, video production, website maintenance, media placement: print, broadcast and digital

Client since 2016

C&L Aviation Group

Attn: Chris Kilgour

Email: chris.k@cla.aero

Phone: 207-217-6070

Address: 40 Wyoming Ave, Bangor, ME 04401

Services Include: Campaign strategy, social media strategy, graphic design, public relations, trade show strategy, content planning, content writing, video production, website development, print advertising

Client since 2013

MMG Insurance

Attn: Laura Martin

Email: Laura.Martin@mmgins.com

Phone: 207-309-9181

Address: PO Box 729, Presque Isle, ME 04769-0729

Services Include: Social media strategy, graphic design, public relations, stakeholder outreach, content planning, content writing, video production, website development

Client since 2014

Maine Potato Board

Attn: Don Flannery

Email: Flannery@mainepotatoes.com

Phone: 207-769-5061

Address: 744 Main St., Room #1, Presque Isle, ME 04769

Services Include: Campaign strategy, social media strategy, graphic design, public relations, stakeholder outreach, content planning, content writing, video production, website development, media placement: print, broadcast and digital

Client since 2009

United Way of Eastern Maine

Attn: Shirar Patterson

Email: shirarp@unitedwayem.org

Phone: (207) 941-2800 x200

Address: 700 Main Street, Suite 1, Bangor, ME 04401

Services Include: Campaign strategy, public relations, stakeholder outreach, donor acquisition, content planning, content writing, email marketing, website development, media placement: digital and print

Client Since 2015

Dave's World Modern Energy Solutions

Attn: Matt Scott

Email: matt.scott@davesworld.com

Phone: 207-802-1014

Address: 16 Summer St, Dover-Foxcroft, ME 04426

Services include: Campaign strategy, social media strategy, graphic design, public relations, vendor relations, content planning, content writing, video production, website development, media placement: print, broadcast, and digital

Client since 2016

Elizabeth M. Sutherland, APR

Partner

Education: **Bachelor of Arts, Biology**
Mount Holyoke College 1988 – 1992

Presque Isle High School 1984 – 1988

Relevant Experience: **Partner/Vice President**
Sutherland Weston Marketing Communications
Bangor, ME
www.sutherlandweston.com
(8/2005 – Present)

President
Blue Paper Communications
Bangor, ME
(10/2003 – 8/2005)

Senior Associate/Community Relations
Eastern Maine Healthcare Systems
(11/1997 – 10/2003)

Director of Development and Communications
Pine Tree Chapter, American Red Cross
(8/1994 – 10/1997)

Assistant to the Chief of Staff
Senator George J. Mitchell’s Office, United States Senate
(2/1993 – 8/1994)

Professional Credential: **Accredited in Public Relations (APR)**
(July 2002)

- Activities:**
- Member, Maine Public Relations Council, 1995 – present
 - Greater Bangor Convention and Visitors Bureau
Board of Directors Member, 2013 – present
Vice Chair, 2015-2017
Chair 2017 – present
 - United Way of Eastern Maine
Chair, 2015-16 Campaign, Board of Directors Member 2015 – present
 - Cross Insurance Center Advisory Board
Member, 2015 – present
 - Friends for Bangor’s Future
Steering Committee Member, 2011 – present
 - All Saints Catholic School Board of Directors
Member, 2011 – present
 - Greater Bangor Region Chamber of Commerce
Board of Directors Member 2016
 - Mobilize Eastern Maine
Member, Regional Leadership Committee 2010 – 2014
Chair, 2012 – 2014

- Downtown Bangor Partnership Board of Directors
Member, 2009 – 2012
- Maine Women’s Fund
Co-Chair, Bangor Steering Committee 2006
- Bangor Region Leadership Institute
Graduate, Class of 2006

**Awards and
Recognition:**

- Girl Scouts of Maine
Juliette Award for Leadership, 2017
- Bangor Region Leadership Institute
G. Clifton Eames Leadership Award, 2016
- Bangor Chamber of Commerce
Bion and Dorain Foster Entrepreneurship Award, 2012
- Mobilize Eastern Maine
Momentum Award, 2013

**Awards and
Recognition:**

Managed projects for following clients who received awards in 2018:

- 2018 Aliceann Wohlbruck Innovation Award from the National Association of Development Organizations for work on Aroostook County Tourism (Received by Sutherland Weston and Northern Maine Development Commission)
- 2018 Marketing Association of Credit Union's Awards, Bronze for Brand Awareness (Received by Changing Seasons Federal Credit Union)

Dan Cashman

Director of Public Relations

Education: **Bachelor of Arts, Mass Communications**
University of Maine 1996 – 2000

Old Town High School 1992 – 1996

Relevant Experience: **Director of Public Relations**
Sutherland Weston Marketing Communications
Bangor, ME
www.sutherlandweston.com
(10/2015 - Present)

President
Cashman Communications
Bangor, ME
(8/2009 – 10/2015)

Assistant Press Secretary
Office of Maine Governor John E. Baldacci
Augusta, ME
(11/2005 – 8/2009)

Program Director
Cumulus Media
Bangor, ME
(11/2001 – 11/2005)

Activities:

- American Folk Festival on the Bangor Waterfront
Member, Board of Directors 2014 – present
Chair, Communications Committee 2014 – present
Member, Communications Committee 2012 - present
- Unitarian Universalist Society of Bangor Communications Committee
Member, 2018 – present
- “The Nite Show with Danny Cashman”
Host / Executive Producer, 2010 - present
- National Association of Television Arts & Sciences, Boston/New England
Member, 2011- present

Awards and Recognition:

- Telly Awards
Winner, TV/Film Program: Entertainment, 2016
- New England Regional EMMY Awards
4-time Nominee, Program Host/Moderator, 2014, 2015, 2017, 2018
- Maine Association of Broadcasters
9-time award winner for excellence in creativity, 2001-2005



Sutherland Weston Organizational Chart

At Sutherland Weston we work in a collaborative environment where each team member is encouraged to participate across disciplines to assure the most creative opportunities possible.

