



Scope of Work

Brand Management, Communications, and Media Production Services

The City of Sunbury ("City") is seeking professional services to assist with the following:

Brand Management. Enhance the city's brand by reviewing existing print and digital materials, and developing a consistent brand with colors, logos, graphics, and messaging. Assist the city in managing the use and promotion of the brand to residents, businesses, partners, and other stakeholders.

Communications. Assist with the development of key city messages. Review existing information channels and recommend strategies/tactics to expand the reach and effectiveness of the city's communications. Key city messages will include, but not limited to, the following:

- annual state of the city address;
- public safety emergency responses;
- economic development announcements;
- substantial planning and development projects; and
- key personnel recruitments.

Content and Media Production. Develop and produce, high-quality relevant municipal content in various forms for distribution to residents, businesses, partners, and other stakeholders. Most materials are expected to be produced for digital distribution but occasional design work may be needed to develop print materials that the city will print separately. Relevant municipal content will include, but not limited to, the following:

- educational videos of city services (i.e. parks, police, utilities, street maintenance, etc.);
- year-in-review recap;
- stock community photos and imagery;
- community events promotion;
- routine digital newsletter;
- new resident welcome materials; and
- info graphics (i.e. budget, capital investments, growth and development, etc.).

Content will be produced that is community focused, designed for broad-based appeal, and primarily features the faces of the city (i.e. mayor, council, residents, businesses, etc.).

The city envisions the selection of a firm or individual who will partner with the city to provide branding, communications, and media production services that are flexible and responsive to events and opportunities in real time. As such, the city anticipates a retainer-based contract with equal monthly payments based on approximately 360 total hours of services in the first year.