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Image from McGarr Realty

# PROPOSAL

## Marketing Consulting Services for the Business Improvement Area of Thorold

Marketing Strategy and Roll Out Quote

Prepared for:  
**JSerge Carpino**  
Chair of the Thorold BIA

Proposal issued:  
**11 | 18 | 2019**

Prepared by  
**Gillian Mackey**

FIRSTLY .....

THANK YOU  
..... FOR CONSIDERING US!

Thank you for considering Escarpment Communications to take on the role of producing a marketing strategy and roll out plan for the Thorold BIA while front Street is under construction.

Escarpment Communications is a boutique communications firm in the Niagara Region and eager to dedicate time and energy to an exciting marketing and signage project. Thank you again for reviewing this proposal. I hope to discuss this further with you soon.

**Gillian Mackey**

Owner, Communications Specialist

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WE BUILD

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# EXPERIENCES

Through effective and creative marketing campaigns we can encourage people to leap out of their comfort zones and experience life in a whole new way.

# 1 | OUR STORY

## ... SO FAR

In April 2019 Escarpment Communications came to life out of a dream and a relentless desire to provide quality work to deserving clients without the daily bustle of 9-5. I work when there is work to do and seek adventures when there's adventures to be had. I love what I do, because I do it well. I provide companies with comprehensible and achievable marketing and communication strategies to improve their businesses. I work one-on-one with my clients to ensure I am capturing their true needs, worries, and goals so I can personalize my services accordingly. I love it because I am good at it. I am good at it because I work very hard at my craft and strive to always get the 'wow' factor from my clients. Please find my resume attached to this proposal.



### We think CREATIVELY

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Thinking outside of the box is not always easy but it is most definitely fun. We coordinate with stakeholders to drive inspiration and direction.



### We stand for SIMPLICITY

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No use in making things complicated when they can be clean and simple, concise and professional.



### We do amazing PROJECTS

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Working with Momentum Choir, Wavefront Planning & Design, Town of Lincoln and more!



### And we do it ON TIME

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Not restricted to the 9- 5 hustle, I ensure the work is done well and done on time.

# 2 | MAKING YOU STAND OUT

## IT'S WHAT WE ARE HERE FOR

November 17, 2019

Serge Carpino,  
Chair  
Canal City Realty  
12 Regent St.  
Thorold, ON L2V 1T1  
Tel: (905) 227-5544 | 905-328-2220

Dear Mr. Carpino,

It is with great enthusiasm that Escarpment Communications, a boutique communications and marketing firm in Niagara Region, submit this proposal for a Marketing Strategy and Roll Out Initiative. As the owner and operator of Escarpment Communications, I will bring a complete ensemble of local tourism and marketing experience combined with fresh inspiration and creative engagement tactics.

As a freelance communications and marketing specialist, a public engagement professional and an event planner, I find this opportunity very attractive. Whether I am advocating for a fundraiser, an event, or a marketing campaign, I strive to communicate, and problem solve with clear, impactful and creative strategies. I love what I do – helping people and businesses communicate clearly and effectively to capture attention and creatively engage their growing audience. I have conducted community engagement strategies, market research and rebranding initiatives, as well as a plethora of social media campaigns, communication plans and event planning for many clients including Momentum Choir, Grand Oak Culinary Market and Wavefront Planning & Design. With expertise and strategy, I will develop and execute a welcoming, enticing and impactful marketing strategy for Thorold's BIA, with focus on knowledge dissemination to the public and stakeholders through signage and media that Front Street businesses remain open and active during the street closure.

I have a natural desire to motivate people into action, to problem solve with cross-functional and creative solutions and, as my papa– a Thorold native and a Thorold Paper Mill's past manager – once said, I have the grit and grace to accomplish any task ahead of me. I believe this position will be an exceptional fit for me professionally, and personally.

Sincerely,  
Gillian Mackey  
Escarpment Communications  
gillian@escarpmentcommunications.com

# RELATED PROJECTS:

- **MOMENTUM CHOIR NIAGARA: MARKETING STRATEGY: FUNFEST, REBRANDING,**
- **MOMENTUM CHOIR HAMILTON: ENGAGEMENT STRATEGY LEAD**
- **WAVEFRONT PLANNING AND DESIGN: TOWN OF LINCOLN TOURISM STRATEGY, GATEWAY AND WAYFINDING**
- **GRAND OAK CULINARY MARKET: START UP MARKETING AND PROMOTION**
- **GRIMSBY MASSAGE THERAPY CLINIC: START UP MARKETING AND PROMOTION**

## **RELATED PROJECTS UNDER CONTRACTED EMPLOYMENT**

- **CHAMBER OF COMMERCE: COMMUNICATIONS AND EVENT COORDINATOR, PUBLIC ENGAGEMENT SPECIALIST**
- **MARILEE'S BRIDAL: MARKETING AND REBRANDING**

# PROJECT BREAKDOWN

- **MEET WITH CHAIR OF BIA**
  - TWO IN-PERSON MEETINGS, ONE AT BEGINNING OF PROJECT AND ONE IN MID-DECEMBER**
- **SUBMIT CONTENT FOR WEBSITE**
- **DETERMINE CUSTOMER BASE**
- **DESIGN AND SEND OUT ONE SURVEY TO STAKEHOLDERS AND GENERAL PUBLIC**
- **CONDUCT A SWOT ANALYSIS OF CURRENT BIA MARKETING PLAN**
- **DEVELOP MEDIA STRATEGY**
  - **SOCIAL, PRINT, RADIO**
  - **DESIGN POSTERS FOR (20) WINDOW AND (4) ROAD SIGNS THAT**
  - **BUSINESSES ARE OPEN WHILE FRONT STREET IS CLOSED**
- **COLLABORATIVE WORK**
  - **COLLABORATE WITH BIA MEMBERS AND GENERAL PUBLIC ABOUT WHERE AND HOW THEY PREFER SIGNAGE AND MARKETING TO APPEAR**
  - **COLLABORATE WITH CONSTRUCTION GROUP TO DETERMINE**
  - **BEST PLACEMENT OF SIGNAGE AND DIRECTIONAL SIGNS FOR PARKING, BUSINESS ACCESS**
  - **COLLABORATE WITH CITY, TOURISM ASSOCIATION AND BIA TO COORDINATE WHERE AND HOW TO DISPLAY POSTERS AND SIGNS**
  - **BUSINESSES, CITY, TOURISM ASSOCIATION AND BIA WILL BE RESPONSIBLE FOR THE TASK OF HANGING, POSTING AND DISPLAYING POSTERS AND SIGNS**
- **PROVIDE MARKETING DELIVERY MODEL REPORT WITH ACTION PLAN OUTLINE, CONSIDERATION TO FUTURE GROWTH AND REACH FOR THOROLD'S BIA**
- **PRESENT TO BIA**



# BUDGET BREAKDOWN

**HOURS FOR RESEARCH, DESIGNING, SCOPE OF WORK, TWO MEETINGS WITH CHAIR OF  
BIA, ONE PRESENTATION TO BIA**  
**\$ 3,365**

**SIGN PRINTING**  
**\$500**

**OTHER EXPENSES - TRAVEL, ADMINISTRATION, OFFICE EXPENSES**  
**\$375**

**TOTAL = 4240 + HST**

**DISCLOSURE: I WILL BE AWAY ON VACATION FROM DECEMBER 1 - 8. I WILL BE PREPARED  
FOR THIS ABSENCE AND WILL ENSURE THE PROJECT PROCEEDS WITHOUT ME. I WILL BE  
CONTACTABLE WHILE AWAY.**