

# REQUEST FOR PROPOSAL

Cain Center for the Arts

10.23.20

---

**BURKE** Integrated  
Marketing

Thank you for the opportunity to start a relationship with Cain Center for the Arts as a marketing and public relations partner.

BURKE is an integrated, full-service agency well-known as *The Fuller Service Agency* because of our comprehensive specialization in creative strategy, brand development, video, interactive & animation, photography, digital online campaigns, targeted content marketing, and social media management. But our “fuller service” doesn’t end there. We are also relationship-oriented and focused on building solid partnerships, earning trust, communicating with clarity, and delivering the positive, innovative results you’re looking for as you’re building your brand.

Like you, our job is to make authentic connections with people—and we specialize in the human experience. It’s how we will help you achieve your goal of standing out in the crowd and building deep, long-lasting relationships as you showcase the Cain Center for the Arts as a center for education and entertainment around Lake Norman.

From the local level to global scale and from businesses to nonprofits and government agencies, we’ve helped our clients achieve a great deal of success over the past 29 years—and we are eager to put our skills to work to do the same for you. Partnering together, we are committed to creating a meaningful impact with your staff, patrons, performers and friends through successful, high-quality work.

We are very excited at the prospect of working with Cain Center for the Arts and being a dedicated resource for your marketing and public relations needs. Over the past 29 years, we’ve worked with a wide range of clients helping them tell their brand’s story through social media, photography and videography, thoughtfully designed websites, strategic campaign planning and digital executions. From shooting Food Lion travel across the South with their Local Goodness campaign to capturing the wonder of young students at Charlotte Latin School for their admissions materials, BURKE is a great fit as a partner for Cain Center for the Arts to interact and elicit the feel-good moments, promote art and culture, increase awareness, and everything in between.

Thank you for considering BURKE and allowing us this opportunity.

Sincerely,

A handwritten signature in black ink that reads "Jack Burke". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.

Jack Burke  
CEO + Chief Creative Officer  
1200 S Graham Street  
Charlotte, NC 28203  
704.275.9577  
jack@weareburke.com

## WHO WE ARE

**23** employees

**29** years in business

 Charlotte, North Carolina



*Our experts are under one roof—leading to projects being delivered on time and within budget*

**89** positive Google reviews

**20+** year relationships with loyal clients

### **Our Purpose**

Discover Significance. To help everyone discover what is truly important to them and to find their own purpose as a unique person and how they can positively influence and help the people around them on a daily basis.

### **Our Vision**

Inspire Imagination. To continue to nurture new inspirational ideas from within and from the heart and mind so as to discover original concepts that become a reality.

### **Our Mission**

Create with Passion. Real creations and concepts that are made with honesty and love from within that motivates everyone to want to strive to be better in order to make a difference in the end.

### **Our Values**

- Generosity toward the community
- Engaging with clients, employees, partners and their goals
- New ways to think outside the box
- Insightful ideas that resonate
- Uncommon dedication to quality and attention to detail
- Simplified marketing that get results as a team

# SERVICES



## Marketing Strategy

*An ongoing and reliable source of strategic guidance and proactive support*

- **Strategic Consulting:** Annual business planning, audience segmentation
- **Media Buying:** Media planning, placement and management of ad fulfillments and vendor relations
- **Research & Analysis:** Focus groups, market surveys, brand audits, key stakeholder interviews
- **Events:** Conception, execution and logistical support of promotional events and trade shows
- **Public Relations:** Community organization participation, non-profit volunteering and press releases



## Creative Services

*Crafting brands from scratch and improving upon existing platforms*

- **Brand Development:** Everything from mission, vision and value statements to logo design and visual identity
- **Marketing Campaigns:** Conception and execution of promotional initiatives, product launches and fundraisers
- **Product Design:** Conception and prototypes of collateral, packaging, labels, apparel, swag, accessories
- **Employee Marketing:** Programs designed to attract talent and/or improve company culture
- **Environmental:** Design of office graphics, signs, wayfinding, tradeshow booth design, banners, billboards



## Digital Marketing

*A suite of flexible solutions based on audience behavior, reporting and data analysis*

- **Targeted Lead-Gen Campaigns:** Providing targeted prospects with the reason and incentive to engage
- **SEO/SEM:** Connecting with the people who need you the most through Google Adwords, display ads and website optimization
- **LinkedIn/Social Media Marketing:** Contacting decision makers and influencers with ads, social events and content
- **Email Campaigns:** Familiar with all major platforms such as Salesforce, Mailchimp, .Mailer and Constant Contact
- **Digital Media Strategy:** Consulting and implementation of media, campaign



## Website Development

*Creating a flexible framework that can grow and adapt as fast your business*

- **UI/UX:** Creating the experience based on business requirements and customer journey maps
- **Adaptive/Responsive Design:** Ensuring a positive web experience on all OS, devices and browsers
- **Backend Programming:** HTML, CSS, Java, JQuery, C+, PHP, Wordpress, Hosting
- **Interactive Media:** Touchscreen apps, mobile apps, interactive kiosks
- **AR/VR:** Interactive augmented reality & virtual reality animations

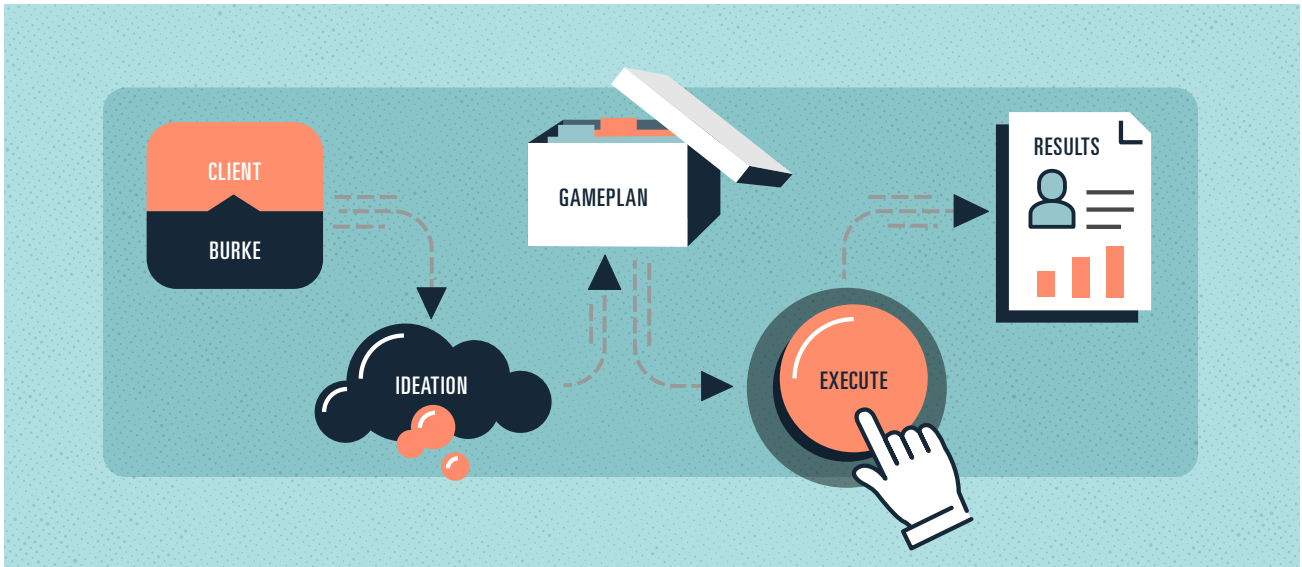


## Video Production

*The most effective way to evoke an emotional response to a story*

- **Cinematography:** Every frame has the ability to make a lasting impact on the viewer
- **Animation:** Brings the most complex ideas to life with live action, 2D and 3D animations
- **Motion Graphics:** Includes logo builds, infographics, and visual effects like green screen and camera tracking
- **Color:** Basic color correction and techniques such as color grading, noise reduction and image processing
- **Aerial & Drone:** We're certified pilots that abide by FAA compliances, airspace authorizations, waivers

## HOW WE WORK

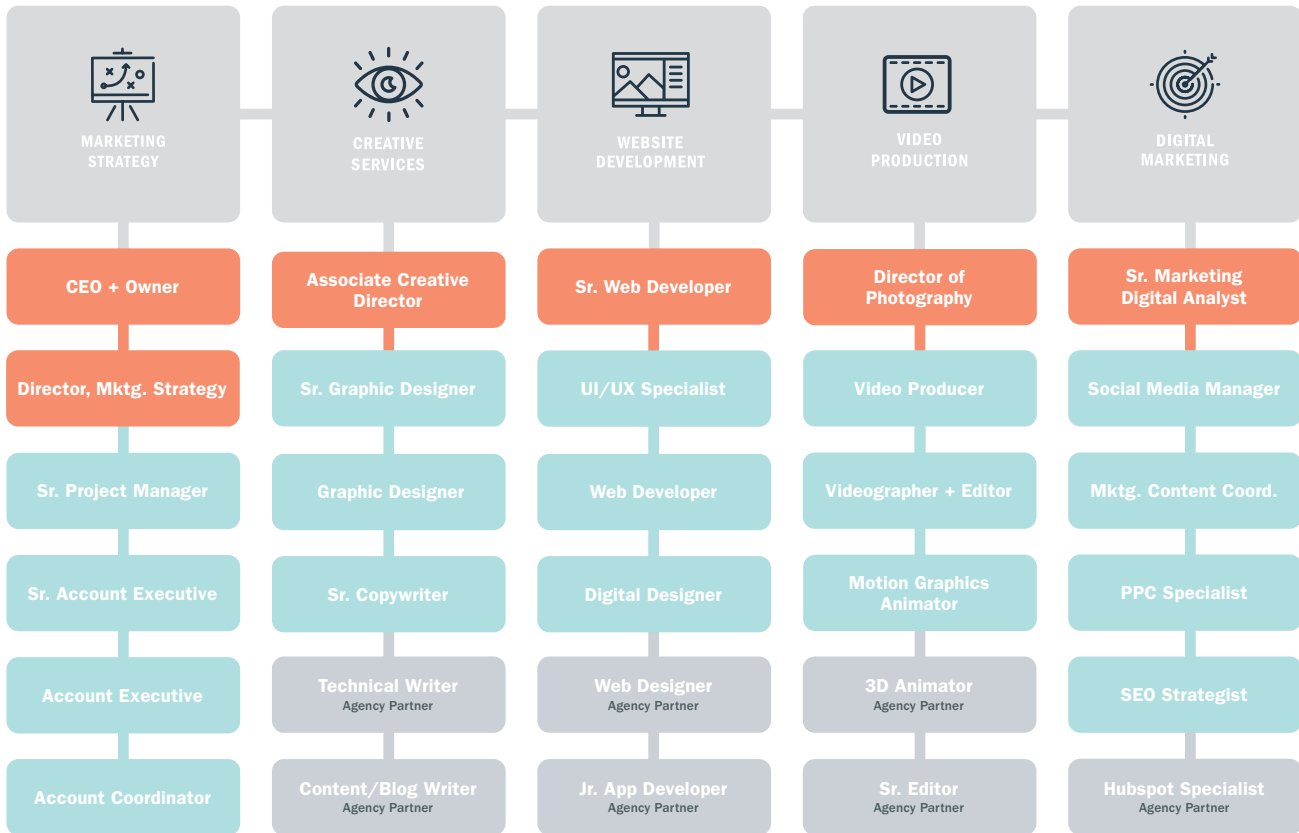


At BURKE, we approach each client engagement with a uniquely tailored set of policies, processes, and procedures for your specific needs. If awarded the project, the Cain Center for the Arts will be assigned a cross-functional team of experts with one account lead to manage the day-to-day correspondence throughout each phase of production. We are transparent, collaborative, and will schedule periodic, often daily, check-ins—allowing both parties to stay on track and always be in-the-know of project status and progress. This attention to communication minimizes the back and forth, as well as any uncertainty, and in return, saves the Cain Center for the Arts team time and resources.

We are constantly presented with projects that needed to be completed yesterday and we work diligently with our clients to establish a game plan to not only get the project started but to keep it rolling and on-time. Our team uses the project management system Asana as well as our experienced and dedicated on-staff project manager to establish detailed timelines, factoring in each life stage and milestone of the project. Through internal checkpoints and communication with clients via the Account Executive, we've established a seamless process keeping everyone in the know with the expectations and deliverables.

At times, conflicts or unforeseen issues may arise but our team is guided by a strong leadership team that will jump in and brainstorm creative ways to rectify a challenging situation.

# OUR TEAM



## BIOS



**Jack Burke**

Title: CCO/Founder

Tenure: 29 years

Jack Burke, a graduate of The University of North Carolina at Charlotte, founded BURKE as a 3D graphics design company in 1991. Over its 29-year history, BURKE has expanded its services to become what is today *The Fuller Service Agency*, with a professional staff that excels in Strategy Consulting, Account Services, Art Direction, Design, Copywriting, Web Development, Video Production, 2D/3D Animation, Social Media Management and Event Planning.

Because of his commitment to retaining a large number of clients, who span over a variety of industries and markets from local to international and include non-profits and service organizations, Jack built his impressive production palace from the ground up. While integrated communication plans and marketing is certainly a specialty of his company, BURKE, he also understands the particular needs of telling our clients' story to their customers and the benefit of being able to exceed his clients' expectations with custom in-house capabilities.

Jack also believes in actively supporting his community. In 2008, BURKE formed a nonprofit foundation—A Big Heart Foundation, Inc.—to provide assistance to children in need in the Charlotte region. Utilizing the firm's creative, public relations and event planning resources, BURKE and A Big Heart have successfully raised over \$150,000 to purchase toys for the Marine Corps' "Toys for Tots" program in Charlotte over the last six years, as well as support other youth-oriented organizations.



**Kyle Toscano**

Title: Director of Marketing Strategy & Accounts

Tenure: 2 years

Brands: Unilever, adidas, FOX Sports, US Army National Guard, Pepsi, New Balance, Volkswagen, (Brown Foreman) El Jimador, Bojangles, Blue Cross Blue Shield NC, Family Dollar, Sherwin Williams

Working with local, regional, and global brands, Kyle has developed and honed his marketing skills over the past decade. Kyle is constantly in tune with today's trends, and he enjoys the challenge of developing tailored strategies for our clients' marketing needs.



**Amanda Lax**

Title: Associate Creative Director

Tenure: 3 years

Brands: Benchmark, Crescent Communities, Corning, Teleflex, TriMet, Thomas Built Buses, Daimler Truck Financial, Detroit Diesel, Freightliner Trucks, Legion Brewing, Famous Toastery

A 15-year veteran in the creative field, Amanda loves (almost) nothing more than building brands from the ground up. This is where her type-A perfectionist personality really shines, bringing clients not only a well-crafted brand strategy, but a look and feel that considers every aspect of the process. Whether Amanda is leading the creative team or behind the computer herself, there's no doubt you'll leave with a stunning, cohesive brand with every color carefully matched and every pixel in place.





**Jan Morris**

Title: Project Manager

Tenure: 2.5 years

Brands: BMW, BiLo, Winn Dixie, Jacksonville Jaguars, Capitol Lighting, Caitlin Insurance, Alarm.com, Charlotte's Got A Lot, NASCAR Hall of Fame

With ten years of advertising and project management experience across automotive, retail, tourism and B2B accounts, Jan is a hands-on project manager with a passion for process improvements. She expertly designs workflows from the ground-up to fit the individual needs of both the agency and the client, bringing BURKE's account and creative teams together to form clear lines of communication that result in more time to do meaningful work.



**Tristan Harris**

Title: Videographer

Tenure: 2 years

A graduate of Appalachian State, where he began his career shooting sports videography for Appalachian State Football, Tristan's creative eye to filmmaking and storytelling comes across in his unique methods of shooting and editing. With 7 years of experience under his belt, he knows how to capture the content needed to create an impactful edit. Combined with his natural talent for getting to the heart of the story, his executions are fresh and engaging. Tristan is also one of our FAA licensed Drone Operators.



**David Napinski**
















Title: Senior Web Designer

Tenure: 10 years

Brands: ElectroLux (Frigidaire, Kenmore), Tapin, White Westinghouse, Newell (Rubbermaid, IRWIN Tools, Shurline, Amazon), Lennex, Carters (OshKosh B'Gosh, JCPenney, Walmart, Target), Georgia Institute of Technology

David, a graduate of Georgia Institute of Technology with a bachelor's in Industrial Design and a master's in Information Design and Technology, is a web design expert with more than 17 years of web design and development experience, including an extensive background as a Front-End Developer with experience in PHP, AJAX, jQuery, MySQL, and Flash. Also skilled in video production, 3D-modeling, and animation, David is a jack-of-all trades at BURKE.

# WHO WE WORK WITH

# CLIENT LOCATIONS



# PORTFOLIO

*Portfolio of similar work completed for previous clients including a comprehensive package illustrating rebranding through tagline development and design elements and colors carried through a variety of promotional pieces.*







Design | Digital | Strategy



## ASSIGNMENT

Anthony & Sylvan Pools was looking to increase awareness of their virtual consultations and increase leads through their digital platforms. During the peak months of the COVID-19 pandemic, it was important to let their audience know that their team had put in procedures to ensure that customers could begin their pool design planning or renovation remotely, ensuring their safety. Consumers would also be incentivized to book their consultations with the opportunity to save \$1,000 or more on their pool build or renovation.

## SOLUTION

BURKE conceived a campaign titled MY POOL IS MY ESCAPE, centered around Anthony & Sylvan's elegant backyards playing the role of a luxury vacation in times of stress. The goal was to express that even with spring and summer vacation plans on hold, you can still get the stress-free getaway you deserve with the help of Anthony & Sylvan Pools and their COVID-19 safety procedures, including their virtual design consultations. BURKE created a series of eblasts, social media content, PPC ads and pre-roll video assets to generate awareness of the client's remote accommodations as well as their ongoing promotion to save significantly on a pool build or renovation during the campaign.

## RESULTS

- Cost per lead decreased by 45%
- 160.7% increase in PPC ad leads
- 281.3% increase in Social Media leads



Events | Collateral | Video



## A BIG HEART FOUNDATION

In 2010, BURKE founded A Big Heart Foundation as a way to get involved in the nonprofit world and make a positive difference in the community. A Big Heart Foundation is a nonprofit 501(c)3 organization that has partnered with a variety of charitable causes for over a decade. Since founded, over \$283k of donations have been generated through our annual Toys for Tots Tournament.

## THE TOYS FOR TOTS TOURNAMENT

The Toys for Tots Tournament is a charity golf tournament that A Big Heart Foundation has been organizing annually since it was founded. Proceeds from the tournament benefit the Marine Corp Toys for Tots organization, which is dedicated to providing gifts to underprivileged children during the Christmas season. Every year, prominent members of the Charlotte community come aboard as sponsors and participants to support the tournament and the cause it benefits.

# BUDGET

Assuming a \$4,000 monthly budget, BURKE will provide twenty-seven (27) hours of services per month. These hours will be discounted to a rate of \$150/hour (normal rate \$225/hour) to help support the mission of the Cain Center for the Arts. Additionally, BURKE would like to offer five (5) additional in-kind donation hours per month to further support the Cain Center for the Arts. Any months with needs of more than thirty-two (32) hours will be billed as a change order rate of \$150 per hour.

*As a part of the Discovery and Onboarding process, we propose for the months of December, January, and February a \$5,000 monthly budget. This monthly fee includes up to 40 hours. Any hours that exceed 40 will be billed at the discounted rate of \$150.*

All hours can be used for the following services:

- Strategic marketing planning
- Website optimization
- Social media management
- Graphic design
- Media buying
- Print materials design and layout
- Photography
- Video Production

All Media and hard cost production fees are not included with these hours.

\*All hours must be used in the month allocated and will not be rolled over into subsequent months, unless approved by BURKE senior leadership.