

*DeSaro*

PUBLIC RELATIONS FIRM

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*WE CREATE IMPACTFUL PRODUCTION FOR OUR CLIENTS*

Project proposal:

Client: City of Mission

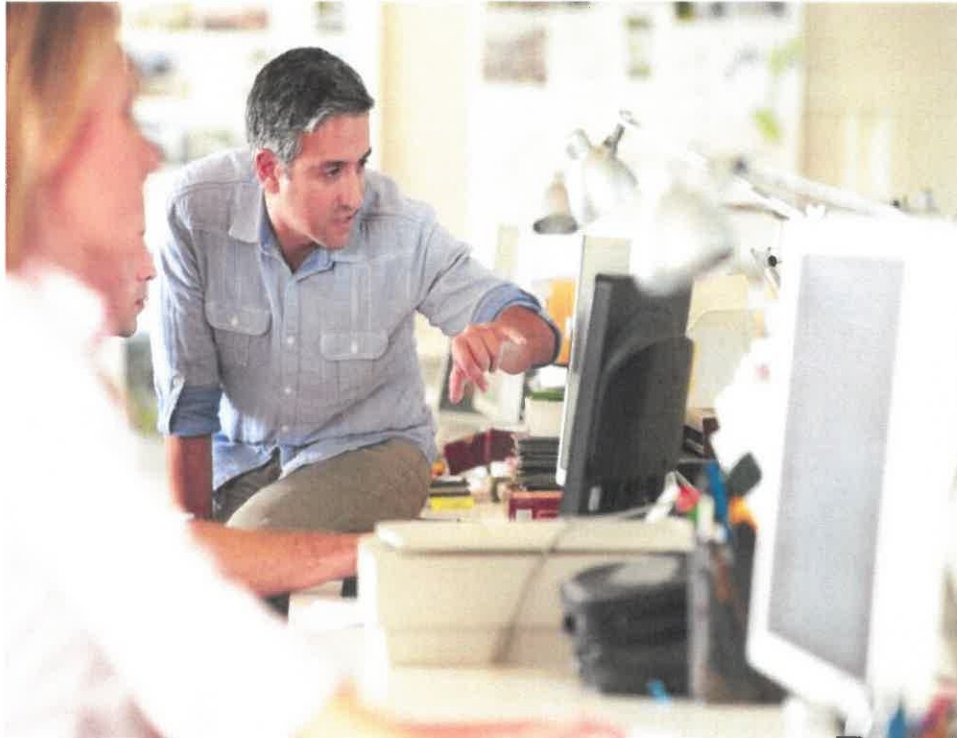
Delivered on: August 14, 2023

Submitted by: De Saro Public Relations Firm

# DeSaro

PUBLIC RELATIONS FIRM

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## Why De Saro Public Relations Firm?

Our team of producers, media buyers, video editors, and graphic artist; combine business development, marketing, communications, and design to develop effective and impactful branded content across all platforms. We don't just come up with what's cool; we craft the message your customers want to hear and one that you can deliver on. Most importantly we measure success by increasing our clients market growth.

## Mayor's State Of The City Address

De Saro Public Relations Firm will provide event coordination, event design, management services, sponsorship sales, and visual content for the Mayor's State Of The City Address for

2023. Services to be detailed below.



# AGENCY SERVICES

The goal of this proposal is to:

Highlight all the accomplishments by the City Of Mission in 2023 and to detail plans for 2023, 2024 and beyond.

# SERVICES

As Event Producers for the Mayor's State Of The City Address, De Saro Public Relations Firm will provide the following specific services as part of its project agreement:

## SPONSORSHIP SALES

De Saro Public Relations Firm will provide marketing services for the annual Mayor's Address in the form of Management of Corporate Event Sales.

1. De Saro Public Relations Firm will create the City Of Mission - Annual Mayor's State Of City Address 2023, corporate marketing sales package.
2. De Saro Public Relations Firm will be responsible for contacting, booking, and confirming corporate sponsorships.
3. De Saro Public Relations Firm will advise and consult on the Events planning and execution.
4. All legal contracts, will be drawn by the City Of Mission and signed by an official of the City Of Mission.

## EVENT CREATIVE DESIGN

The Creative Design of the overall look of an event like the Mayor's Address is of the utmost importance, attention to detail, and understanding how the different elements come together is key. De Saro Public Relations Firm will provide creative development services for the Mayor's State Of The City Address to include:

1. Event Management
2. Digital Sponsorship Package Design
3. Digital Online Platform Application Design.
4. Set Design
5. Print Design
6. Staging Design
7. Scheduling and Coordination

## **TECHNICAL COORDINATION**

De Saro Public Relations Firm will provide technical coordination the events technical requirements as related to the overall staging presentation including; lighting, videos, and sound.

1. Coordination of Covid Compliance for all crew and staff.
2. Stage Crew Management
3. Stage Management
4. Crew Schedules and Coordination
5. Communications
6. Coordination with outside vendors and city staff
7. Coordination and operation of Large Projection Screens
8. Coordination of AV playback

## **DIGITAL COORDINATION**

De Saro Public Relations Firm will provide Digital Coordination of the event via various online platforms.

1. Selection and Supervision of Online platforms
2. Creation and distribution of digital event invitations.
3. Design and implementation of unified graphic consistence over various digital platforms.

## **VIDEO & GRAPHIC PRODUCTION**

De Saro Public Relations Firm will produce the graphic elements and event specific videos for the State Of The City Address, these key presentation elements will all have a unified theme look.

1. Graphic slide design and production
2. Transitional Video Bumpers
3. Scripting writing and research for Event Presentation Videos
4. Sponsor Video - Name Recognition
5. Production of Event Presentation Videos.
6. Creation of all 4k Projection Masters Files
7. Mayors speech, supporting graphics.
8. Coordination and filming of all Video Interviews.

# AGENCY EXPERIENCE

# MARKETING EXPERIENCE -SOUTH TEXAS

De Saro Public Relations Firm brings a wealth of marketing experience both in internal and external marketing for a variety of area companies. We provide a variety of services for our clients including: corporate event management, television advertising, public relations efforts, brand strategies, website design, print design, Social Media Management, and legal compliance.

Our South Texas area clients include: City of Pharr, Lone Star National Bank, South Texas College, Space X, Security First Credit Union, Simpre Natural, Bob's Steak House, Pharr Economic Development Corporation, South Texas Sinus Institute, RGV Vipers, and TexasSweet.



# MARKETING EXPERIENCE -GOVERNMENT ENTITIES

Some of our National, State, and City government experience include: Marketing efforts for Texas Lottery Commission, Texas Health And Human Services Commission, Houston Metro, Texas Work Force Commission, and US Border Patrol.



# OUR TEAM



**Edna De Saro**

**Strategic Branding  
Director**

Edna De Saro has over 23 years experience in corporate brand management. She has vast knowledge in public relations and media buying. Edna also has a Master's Degree in Business.



**Rodrigo Rodriguez**

**Creative Director**

Rodrigo has over 29 years of experience in advertising and media production. He has worked on national campaigns for Uniroyal Tires, American Lung Association, Lone John Silvers, and Texas Road House.



**Tom De Rosa**

**Social Media Manager**

With over 9 years of experience, Tom is in charge of executing and coordinating Social Media Campaigns and Interactive Branding Strategies.



**Gabe Aguilar**

**Senior Graphic Design**

Gabe is the Senior Designer at De Saro | Rodriguez. He is a talented member of our team with well over 20 years of experience in all aspects of design; including identity,



# NEXT STEPS

1. Once you approve our general budget and approach, we will submit a Work Order & Invoice for you processing. 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 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

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Edna De Saro  
De Saro Public Relations Firm  
President

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Randy Perez  
City Manager  
City of Mission