

October 14, 2019

Maggie Mund
Center City Residents' Association
1900 Market Street, 8th Floor
Philadelphia, PA 19103



Dear Maggie,

First of all, it was exciting to meet with you and your team. We felt it was an informative and productive conversation. We would love to collaborate and share your story.

Breslow Partners is a 30 year veteran in the public relations and marketing field. Our bread and butter is representing clients in the hospitality industry. We have introduced such Philadelphia staples as London Grill, Vetri, and Cuba Libre. Additionally, corporate brands like Sullivan's Steakhouse, Phillips Seafood Restaurant and Genji Sushi Bars - which are located in more than 200 Whole Foods Markets throughout the United States.

That being said, we welcome unique clients as a challenge and opportunity to flex our diverse talents. One of our most treasured clients for nearly 20 years, Linvilla Orchards, offers a wide range of products and services in addition to hospitality. Other diverse clients we've worked with include Pet Valu Stores and The Lodge at Woodloch, a luxury spa in the Poconos.

We will develop a plan for CCRA that is primarily based on social media strategies aimed towards forging positive partnerships in the community, along with recruiting new members and donors.

Below you'll find a brief description of our PR firm, key staff bios, a small social media plan, additional services we can provide, and some questions we have for you. We would suggest meeting to develop a specific and realistic plan that is mutually beneficial in terms of time and cost.

We will sign off with our fingers crossed in hopes that we can start working together.

Sincerely,

Jennifer

Jennifer Mansfield



Breslow Partners

Public Relations/Marketing Plan

Produced for Center City Residents' Association
Drafted: October 14, 2019

ABOUT BRESLOW PARTNERS

Whether you're interested in making news, creating attention-grabbing campaigns or buzz-worthy bashes, Breslow Partners is the place to go. This boutique PR firm has been a leader in the industry for over 30 years. Breslow Partners' success has been paved by forming close relationships with clients and the media. Our team's creativity and dogged work ethic distinguishes Breslow Partners as a top notch PR agencies. If you're looking to enhance your image, attract publicity and build customers, Breslow Partners is the team to partner with.

PRINCIPAL

Jennifer Mansfield

Jennifer's personal strengths and business acumen have made her a driving force in the company's success. Having worked her way up from intern to vice president, Jennifer knows the business inside out. In addition to her impressive background in human relations, issue identification and strategy development, her passion for the business are evident. Her people skills are at the heart of her ability to foster strong relationships, both with clients and the media. She possesses a rare combination of disciplined business practices and fearless pursuit of excellence. Her influence has spearheaded Breslow Partners' growth from a small entrepreneurial family-owned business in Philadelphia to a force in the industry nationwide.

Jennifer is an expert at developing comprehensive campaigns: targeting key groups, blogging and building social media campaigns, orchestrating events and creating promotions. Some of her most recent successes include Linvilla Orchards, Bryn + Dane's, and planning the 100th-anniversary celebration for Phillips Seafood Restaurants.

GOALS

- Build brand awareness
- Engage members in the community with information about events, locations and life in the neighborhood
- Work to attract new members and donors through social media campaigns
- Create and expand social media platforms with curated content to grow an online following
- Highlight Center City Residents' Association's special events, with an eye toward increasing ticket buyers, sponsors, and attendees

SERVICES

Below is a list of services Breslow Partners will offer the Center City Residents' Association to successfully reach your social media marketing goals.

Planning

Should you decide to hire us, Breslow Partners will help you define goals, create strategies and produce a tactical campaign. We'll identify areas of potential growth, build your presence on social media and continue to build buzz. We'll identify new social media strategies for the Center City Residents' Association in hopes of attracting more members, donors, and event attendees. We will discuss various options in a monthly meeting, date and time of which will be decided upon according to the availability of both Breslow Partners and members of the CCRA.

Social Media

- Develop social media strategies for facebook, instagram and twitter
- Create interactive and engaging content
- Breathe new life into existing content on social media pages
- Develop connections with social media influencers and invite them to be a part of the Center City Residents' Association team
- Monitor and analyze social media traffic
- Includes two social media posts a week

Clips and Reports

We design and clip all publicity and send that to you every month. In addition we create monthly reports that act as an overview of our efforts and how it resulted in our progress. The social media outlets we will contact with information about your events include: Nextdoor, Being Neighborly on Facebook and Southwest Center City Philly also on Facebook.

QUESTIONS

- How many members do we have?
- Where do the majority of new members come from? Friends of members? Etc.
- What are CCRA's goals for this partnership?
 - Attract new members?
 - Communicating effectively with community members?
 - Fundraising?
 - Community involvement?
- What local businesses are involved and offer rewards for being a CCRA member?
- Who is allowed to post on our Facebook page?
- What are the membership levels? What do they include?
 - What are the main benefits of joining CCRA?
- Is there a library of photos you can share with us?
- Meetings - what do they entail? Annual and monthly?
 - Should meetings be promoted on social media?
- PECO lights - What is your annual message and when do you use it?
- Which Facebook page is the main CCRA page?

The image shows a screenshot of Facebook search results for 'CCRA'. It displays three entries under the 'People' section:

- Philly Ccra**: A friend from Philadelphia, Pennsylvania, who works at Philadelphia, Pennsylvania. It has 26 mutual friends and a 'Friends' button.
- Center City Residents' Association**: A nonprofit organization located at 1900 Market St Street, 18th Floor, Philadelphia. It is currently 'Open Now' and has a 'Liked' button.
- Center City Residents' Association - CCRA (Philadelphia, PA)**: A group with 1.3K members. It was founded in 1947 and is dedicated to maintaining and improving the city. It has 9 posts a day and a 'Join' button.

A LA CARTE ADDITIONAL OPTIONS

Below is a list of services Breslow Partners can offer you at an additional cost as needed in order to successfully reach your public relations and marketing goals.

Newsletters/Emails

Monthly email campaigns are a great way to stay in touch with your community. We could work with you to breathe new life into your email campaigns. We can send out a monthly newsletter featuring new opportunities and upcoming events.

Breslow Partners provides the following email marketing services:

- Promotional: Effective for communicating marketing messages to community members.
 - New membership announcements
 - Event promotions
- Informational: Effective for retaining the interest of community members.
 - Newsletters
 - Reviews
 - Surveys
- Conventional
 - Welcome
 - Thank you/Reward
 - Happy birthday

Media

Breslow Partners could provide the following publicity services

- Write a boilerplate (wrap statement) and message points
- Create a press kit, including company profile and fact sheet
- Collaborate with the Center City Residents' Association to begin building a portfolio of photos to be used for social media and publicity outreach
- Reach out to acclaimed news reporters, writers, bloggers, and social media influencers with hooks they cannot resist to share with their followers

Graphic Design Services

Breslow Partners works closely with a couple of local graphic designers. While we are not a full-service graphic design company we can create graphics that would be featured in your email campaigns and on your social media.

Events

We've thrown parties of every shape, size and style. But our events are never frivolous. Every detail of our events is treated like it's the most important.

Community Outreach

Breslow Partners will be happy to help you identify groups that include organizations with a constituency base that matches your prospective patrons. We can create a strategy to work with groups that offer an opportunity to help you build business. We like to approach those we reach out to with win-win situations that allow us to mutually benefit and build relationships with members of the community. Such groups may include: key social influencers, city officials, local residents and businesses, synagogues, churches, caterers and the media.

EXECUTIVE SUMMARY

Our fee for this service would be \$18,000 annually or \$1,500 per month. However, given your connection with Breslow Partners and your non-profit status, we have decided to offer this service to you for \$6,000 annually or \$500 per month for twelve months, November 1, 2019 through October 31, 2020. This price does not include the add-ons in the a la carte section, which will cost extra depending on the desired services. We can discuss this further if need be.

Your mission, should you choose to accept it, is to go forward and forge a successful relationship with Breslow Partners to advance your goals in business. We look forward to a cordial and productive association with you. You can be sure we would do everything in our power to provide you with the most creative ideas and valuable resources and to service your account with efficiency and integrity. We always enjoy partnering with talented individuals and successful businesses. It would be our pleasure to add the Center City Residents' Association to our client roster.

Contact info:

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