



**bas
media**

Marketing that makes it easy for you to compete

www.basmedia.net

Response to Solicitation Number: 2024-002 for Audience Engagement and
Marketing Strategy Consulting Services

Brunch and Slay, LLC, DBA B A S Media
Plano, TX 75093
713-702-9525
info@basmedia.net
www.BASMEDIA.NET





Table of Contents

Cover Letter	3
Tab A: Cover Sheet and Statement of Understanding	4
Tab B: Executive Summary	7
Tab C: Key Personnel	9
Tab D: Technical Proposal	12
• Approach and Methodology	15
• Overall Process for Brand Development	16
• Overall Process for Social Media Campaign Development	21
• Portfolio	31
Tab E: References	45
Tab F: Pricing	47
Tab G: Required Attachments	49

North Central Texas Council of Governments

Greetings,

We are pleased to submit this proposal in response RFP No. 2024-002 for Audience Engagement and Marketing Strategy Consulting Services. We recognize its significant upside potential to play a role and the impact that great branding will play in your growth.

As a fully virtual agency, we pride ourselves on our ability to seamlessly operate in the digital realm and be highly accessible to your team for the duration of the project. We have spent years honing our marketing skills and knowledge and have helped numerous clients and brands elevate their presence.

For every project, our team brings active problem-solving, strategic planning, analytical thinking, creative vision, change management, creativity, cross-functional collaboration, cultural alignment, team development, and effective social media strategy to the table.

The NCTCOG's TXShare Program is in good hands with B A S Media. We seek to ensure your satisfaction through:

- Proven experience, brand development, and visibility
- Rapid response project leadership and flexibility with methodology and timing
- The highest standards for project outcomes and quality work from a team who will work tirelessly until you are happy
- Digital savvy with our project management tools and invoicing, as well as thorough and visible accounting and project spending.
- The highest ethical standards when it comes to how we treat clients, employees, and outside partners
- Firewalls to diligently protect client-sensitive data, with all employees and partners bound by confidentiality agreements

Thank you for considering us, and we look forward to speaking with you further about this project.

Respectfully,

Ameerah Saine

CEO & Founder

Brunch and Slay, LLC DBA BAS Media

Plano, TX 75093 | ameerah@brunchandslay.com |

713.702.9525

Tab A: Cover Sheet and Statement of Understanding

TXShare Your Public Sector Solutions Center

REQUEST FOR PROPOSALS For Audience Engagement and Marketing Strategy Consulting Services RFP # 2024-002

Sealed proposals will be accepted until **2:00 PM CT, Tuesday, December 5, 2023** and then publicly opened and read aloud thereafter.

Brunch and Slay, LLC DBA B A S Media

Legal Name of Proposing Firm

Ameerah Saine

CEO

Contact Person

Title

713-702-9525

ameerah@brunchandslay.com

Telephone Number

E-Mail Address

1900 Preston Road STE 267-186

Plano, TX

75093

Street Address of Principal Place of Business

City/State

Zip

1404 Winding Hollow Lane

Plano, TX

75093

Complete Mailing Address

City/State

Zip

Acknowledgment of Addenda: #1 _____ #2 _____ #3 _____ #4 _____ #5 _____

By signing below, you hereby certify that the information contained in this proposal and any attachments is true and correct, and may be viewed as an accurate representation of proposed services to be provided by this organization. You agree that failure to submit all requested information may result in rejection of your company's proposal as non-responsive. You certify that no employee, board member, or agent of the North Central Texas Council of Governments has assisted in the preparation of this proposal. You acknowledge that you have read and understand the requirements and provisions of this solicitation and that the organization will comply with the regulations and other applicable local, state, and federal regulations and directives in the implementation of this contract. And furthermore that I certify that I am legally authorized to sign this offer and to submit it to the North Central Texas Council of Governments, on behalf of said offeror by authority of its governing body.

Ameerah Saine



Authorized Signature

RFP 2024-002

Statement of Understanding



Summary

We have carefully reviewed the scope of services outlined by the North Central Texas Council of Governments and fully understand your needs and how we can best support them.

We are prepared to support you in the following categories:

- **Audience Awareness and Insights**
 - Determining key insights of external and internal audiences
 - Identifying gaps in public education
 - Developing an awareness campaign based on survey findings
 - Ensuring target audiences are reached through the best media channels available
- **Social Media Audit:**
 - Conducting a comprehensive social media audit
 - Performing social listening to gather insights
 - Identifying opportunities and challenges
- **Social Media Strategy and Management**
 - Developing and solidifying brand positioning and avatar definitions
 - Showing how proof points/brand pillars will vary based on various target audiences
 - Reviewing primary and secondary factors to determine which messaging approaches most overcome specific barriers
 - Preparing a comprehensive strategy using audit findings, alternative positioning, and research
 - Creating and defining social media presence through showcasing location, education, and building virtual connections
 - Sharing key talking points, goals, and initiatives gathered from stakeholders
 - Creating content maps for upcoming campaigns, promotions, events, etc., and identifying posting cadences and what content the ideal avatar prefers

- **Content Framework and Channel Strategy**

- Defining social objectives
- Determining the role of social media
- Developing social content pillars
- Creating a channel strategy
- Presenting a recommended content framework

- **Persona and Engagement Strategy**

- Defining brand personality
- Developing a community management approach
- Outlining measurement and analytics approaches
- Presenting a summary of key takeaways and opportunities

- **Website Design and Development**

- Conducting a website audit, including competitive analysis
- Assessing website performance
- Analyzing UX/UI design elements alongside search engine metrics to improve website performance and user satisfaction
- Identifying issues, errors, and opportunities
- Evaluating site technical performance
- Presenting a summary of key takeaways and opportunities

- **Media Landscape Determination**

- Researching and identifying key media platforms

- **Media Buying Plan**

- Building relationships with media distributors
- Creating a custom media buying plan
- Developing a campaign timeline

- **Analysis and Ideation**

- Conducting an audience deep dive
- Ideating on audience needs with entity staff
- Interviewing key stakeholders
- Presenting a summary of key takeaways and opportunities

- **Campaign Strategy**

- Generating potential key messages
- Developing methods for campaign execution
- Identifying campaign goals and creating a campaign timeline
- Presenting a summary of key takeaways and opportunities

Tab B: Executive Summary

Executive Summary

Our mission at B A S Media is to serve as an invaluable extension of our clients' marketing departments. We are driven by a passion to help them build impactful brands, establish a strong online presence, and effectively connect with their target audiences.

Our comprehensive range of services includes creative support, web design, social media management, marketing consulting, graphic design, media analysis, planning and placement, metrics reporting, and content production.

Our collective years of experience allow us to specialize in partnering with government agencies seeking expert marketing support. By understanding the unique needs and goals of these organizations, we deliver tailored solutions that produce remarkable results. Our track record of success in collaborating with government entities speaks to our ability to meet their requirements and surpass their expectations.

What sets us apart is our dedication to excellence and our commitment to fostering diversity and inclusivity. We proudly hold certifications as a woman and veteran-owned business, further demonstrating our deep understanding of the value that diverse perspectives bring to the table. We embrace the power of representation and actively seek out team members who reflect our global environment in order to connect deeply with our clients. In doing so, we align ourselves as closely as possible with their needs.

Executive Summary

Capabilities

At B A S Media, our passion lies in seamlessly blending creativity with strategic thinking tailored to our clients' vision. Our collaboration ethos means we partner closely with you to identify your specific requirements and develop materials that boast a distinctive, impactful, and unforgettable aesthetic that aligns with those needs. From inception to execution, we transform communications initiatives into stellar end-products that not only resonate with your audience but also significantly elevate your brand's narrative.

Our range of expertise encompasses, but is not confined to, the following areas:

- Brand strategy & brand ideation development and auditing
- Logo design
- Graphic design, information design, infographics, and data visualization
- UX/UI design for website and app development Interactive media design, including videos, presentations, and online demos and courses
- Print collateral and communication design, including reports, magazines, newsletters, brochures, postcards, and handouts
- Email marketing, design, and deployment
- Social media management and content development
- Social media strategy
- Experiential marketing
- Trade show design
- Billboard design

Tab C:

Key Personnel

Our dedicated team of marketing and creative professionals brings a wealth of expertise and experience to this project. Our team members possess strong backgrounds in marketing, branding, strategic planning, graphic design, digital content creation, and social media management. We have successfully executed similar projects for clients in various industries, achieving outstanding results.

- Ameerah Saine
- Puput Cibro
- Arsy Ani
- Tammy Bowser
- Ashley Runnels
- John Beitter
- Lennon Courtney



**Ameerah Saine** CEO of B A S MEDIA

Meet Ameerah, a marketing veteran with over twenty years of experience serving a diverse range of businesses and brands, from industry giants like Kroger to esteemed organizations like FedEx. Beyond her remarkable career, Ameerah's deep-rooted passion for community shines through, stemming from her service in the Texas Army National Guard. With an unwavering dedication to helping brands find their voice and forge meaningful connections with their tribes, Ameerah embraces her personal calling in the world of marketing. Get ready to experience Ameerah's wealth of expertise as she crafts impactful strategies that resonate with audiences, leaving an indelible mark in the ever-evolving marketing landscape.

**Puput Cibro** GRAPHIC ARTIST

Introducing Puput, a branding and communication expert with over eleven years of experience in the industry. Puput understands that every brand has a unique "it" factor, and she excels at helping brands uncover their core purpose and differentiation by delving deep into their "why." With her expertise in crafting compelling branding and collateral, Puput creates powerful messaging that resonates with our partners' ideal avatars. Whether it's through digital marketing or creative advertising, Puput is dedicated to making your brand's "it" factor shine and leave a lasting impression.

**Arsy Ani** CREATIVE/GRAPHIC DESIGNER

Arsy offers hands-on, creative solutions from concept and execution to creating stunning design visuals. Arsy creates easily digestible collateral that aligns with our client's goals and objectives. She has over ten years of experience working on branding, visual communication, logo design, and art direction for various organizations and companies.

**Tammy Bowser** MARKET STRATEGIST

Meet Tammy, a seasoned professional with over ten years of expertise in accounting, finance, and corporate strategy gained from her tenure at one of America's oldest and largest retail operations. Tammy possesses a remarkable ability to envision a company's potential and harnesses her marketing skills to achieve desired results. Her innate gift of insight empowers us to stay ahead of trends and proactively analyze future markets, ensuring our strategies remain effective and impactful. With Tammy on board, we unlock a wealth of strategic thinking and drive to propel our business forward with confidence.

**Ashley Runnels** PROJECT MANAGER

Meet Ashley, a seasoned professional with extensive experience in the field. With a keen eye for detail and exceptional organizational skills, Ashley supports our clients by prioritizing and managing workflows, maintaining agreed-upon timelines, and ensuring projects stay on track. But here's the fun part: Ashley's infectious enthusiasm brings a positive energy to the team, creating a motivating work environment where projects thrive. Get ready to witness Ashley's expertise in action as she keeps projects running smoothly, delivering outstanding results every time.

**John Beitter**

John is an innovative and transformational leader with a 37-year track record building brand platforms that are transformative to business and culture across a wide variety of industries.

**Lennon Courtney** BRAND CREATIVE

When Lennon wrote his very first ad (in crayon) as part of a third-grade Gifted and Talented program, sales of the imaginary breakfast cereal skyrocketed 1 gazillion percent. Needless to say, he was hooked for life. During the past 25 years, Lennon has created a lot of (non-crayon) advertising for (non-imaginary) clients like Ruby Tuesday, Hyundai, and Wyndham Hotels & Resort.

Tab D:

Technical Proposal

In this proposal, we have included our detailed strategies for brand development, audience engagement, and social media strategy and planning.



Audience engagement and marketing consulting is not something that we occasionally dabble in. For many years, B A S Media has worked with numerous government agencies at all budget levels and stages in the life cycle.

Creating Brand Relevance in Today's Climate

Our approach to transforming outstanding data and information into outstanding content is a collaborative one that extracts a simple yet powerful narrative, and then unleashes all of the touchpoints around it to maximize appeal in the marketplace.

Today's climate of constant staff change, pressures to provide increasingly larger returns, and threats from algorithm changes means the pressure to be all things to all people can unnecessarily confuse a brand's voice.

Its greatest effect has been in creating weak content that fails to rise above it all. It manifests in "copy-cat" marketing where too many brands are emulating or repeating their competition's messages. With so much noise out there, it's extremely difficult to make an impression on your ideal avatar when you're repeating someone else's creative message.

No brand today can remain pure for very long without constant attention and obsessive management for the long haul. Your brand's social media presence will become obsolete with remarkable speed if not heavily managed.

It only requires a paradigm shift away from "corporate think" to an environment that empowers individuals both within and outside the organization to jealously guard and promote the long-term health of the brand.

True, it's a complex environment to do business in today, but high-performing brands are those in shape for the journey. Why? Because they've made themselves easy to comprehend, easy to talk about, memorable, and, above all, uncommon.

In the same sense that perfection is achieved, not when there is nothing more to add but when there is nothing left to take away, a memorable brand is powerful in its simplicity.

PAST PROJECTS WE HAVE WORKED ON LIKE THIS

We have provided three case studies that reflect work we've done over the last three years. All of the shared projects involved significant research efforts, social media campaign development, and campaign strategy with strong ROIs.

They include:

- EpicCentral, Grand Prairie Parks & Recreation's Entertainment District
- C.E.C. Entertainment, Chuck E. Cheese-Ghost Kitchen Pasqually's Pizza
- Black Coffee

Approach and Methodology: Driving Your Brand to Success

At B A S Media, we are driven by a passion for elevating brands and achieving remarkable results. To propel the NCTCOG's TXShare Program toward its goals, we present an approach and methodology that will unleash your full potential:

- **Unveiling the True Brand Perception:** We will embark on an immersive journey to uncover the current brand perception and market positioning of the TXShare Program. Through meticulous research and analysis, we will identify the strengths and opportunities that will serve as the foundation for our strategic endeavors.
- **Collaborative Partnership:** Our success lies in the power of collaboration. We will work closely with the TXShare team, valuing your insights and expertise. Together, we will refine and enhance the brand vision, fostering a shared understanding that forms the bedrock of our strategic marketing initiatives.
- **Crafting a Visionary Marketing Plan:** Armed with our collective insights, we will craft a strategic marketing plan. Our approach will seamlessly integrate traditional and digital marketing channels to amplify your brand's reach, captivate audiences, and cultivate lasting connections.
- **Harnessing the Power of Data:** In today's dynamic landscape, data is the compass that guides us to success. We will harness the power of data-driven insights to inform our decision-making process and create captivating content that resonates with your target audience. From brochures, and backdrops to posters, commercials to social media campaigns, every touchpoint will be carefully crafted to leave an indelible impression.
- **Unleashing Continuous Optimization:** Our commitment to excellence knows no bounds. We will monitor and analyze the performance of our marketing campaigns, leveraging real-time data to refine our strategies and optimize results. By staying agile and adaptable, we ensure that your brand remains at the forefront of innovation and ahead of the competition.

With our visionary approach and proven methodology, we are poised to transform the TXShare brand into an influential force that commands attention and ignites passion.

OVERALL PROCESS

FOR BRAND DEVELOPMENT



Approach and Methodology: Driving Your Brand to Success

Outlined below is a step-by-step “to task” process for getting a brand strategy in place that builds a compelling narrative for TXShare in its pursuit to boost regional, business, and residential traffic. To do this, we will use our branding process, which is based on three principles:

- Powerful brands are built by communicating a compelling brand idea consistently over time and through all the brand’s touchpoints.
- This consistency must stem from conviction and clarity about the brand promise throughout the organization.
- Though powerful brands must be singular in focus, they must also be multidimensional and dynamic.

Our proposal is comprised of five steps:

IMAGE & POSITIONING ASSESSMENT Step 1: Brand Audit	POSITIONING DEVELOPMENT Step 2: Brand Strategy and Marketing Plan Development Step 3: Develop Creative & Social Media Strategy plan Step 4: Develop advertising/media budget	CREATIVE DEVELOPMENT Step 5: Develop graphic designs, videography, and photography and other necessary creative
--	--	---

We recommend conducting a thorough brand audit before conducting any primary research. To be fully prepared to make marketing decisions, we need to develop a deep and insightful understanding of these distinct perspectives on the NCTCOG: The City, the Category, and the Customer.

PERSPECTIVE : We’ll first need an understanding of the program’s strengths, weaknesses, core values, opportunities, and challenges. We will begin with a meeting with your designated brand leadership team to orient us about key features and benefits. Next, we’ll digest existing research/data provided by the NCTCOG and use that information to further explore the insider’s perspective. This will involve one-on-one interviews and roundtable/ townhall-like discussions with the various stakeholder groups. We anticipate leading up to 10 one-on-one interviews and 1-2 roundtable/town hall-like discussions with leadership.

These interviews illuminate how brand stakeholders view your brand now and envision the future, thus helping establish an understanding of consistency for the branding workshop. The interviews are reported anonymously and in aggregate to share salient themes within the organization while providing a safe environment to ensure candid and thorough answers.

Throughout these interviews, we are also vetting a variety of positioning territories that we feel merit consideration. We do this to gain important feedback for Step 2: Develop a Brand Strategy and Marketing Plan from those most familiar with this program and this project. We also use it to prepare ourselves for subsequent research.

COMPETITOR PERSPECTIVE

Next, we'll conduct a secondary research audit to better understand competitor dynamics, including the state of the industry and forecasts for future opportunities. For this process, we are not assuming a census of all competing entities, as that would be cost prohibitive. Instead, we are examining the top five or so competitors to gain a perspective on how we measure up.

CUSTOMER PERSPECTIVE

To gain insight into the minds of our target audience, we start by thoroughly reviewing existing customer research. With this background and understanding, we can identify areas where more learning would be required to paint a clearer picture of our target's behaviors, attitudes, beliefs, and motivations.

We'll supplement your existing customer research with a short online survey among current customers and supporters of local businesses and those in the NCTCOG database. This brief survey is intended to engage the customers of TXShare and have them weigh in with their perceptions. This survey will consist of a short questionnaire (likely in the 10-minute range) and focus on perceived strengths and weaknesses, image/personality of the program, and importance versus delivery of key features and benefits of the program.

Following this work, we will make a presentation to designated leadership on the information we've collected.



STEP 1

Brand Audit Deliverable – Comprehensive presentation summary reporting on the key learning from 10 stakeholder interviews, 1-2 roundtable/town hall-like discussions, and survey of customers in an available database.



STEP 2

Brand Strategy and Marketing Plan Development

Using the information gathered in Step 1: Brand Audit, we will next develop a brand strategy and marketing plan. The strategy will be created to put forward our best thinking, facilitating decision-making, and vet an awareness and attitude that aligns with the overall marketing goals of NCTCOG.



STEP 3

Develop Creative & Social Media Strategy plan

We will design and create assets using existing and new collateral. The collateral will be used to establish valuations based on metrics such as amount of exposure it has received to date, views, engagement, etc.

The estimated longevity of existing content and collateral will be identified by detailing benefits outlining each asset's value, as well as how it will be repurposed and optimized.

Our strategy will focus on **increasing brand awareness, educating the public of new features, and increasing business awareness.**

How will we do it?

We will use a value-based approach providing a practical, logical, organic-driven and paid engagement. This approach will establish connections and ultimately a solid brand value, which will create a bank of insight that we will leverage to better inform customers and enhance their decision making.

In addition to the multi-platform development, our team will create marketing tools such as animated graphics, video, and infographics to best present the TXShare Program. These materials will be made with input and final approval from stakeholders before public distribution.

We will then attend all communication meetings to maintain an accurate account of your existing publishing schedule, editorial calendar, and review your current social media data.



STEP 4

Develop advertising/media budget

We believe a mix of offline and online media will build the awareness needed to drive brand awareness. Broad reach alone cannot do the job. Customized, branded content coupled with dynamic messaging, key targeting and the help of micro-influencers will make sure your media dollars have an epic impact.



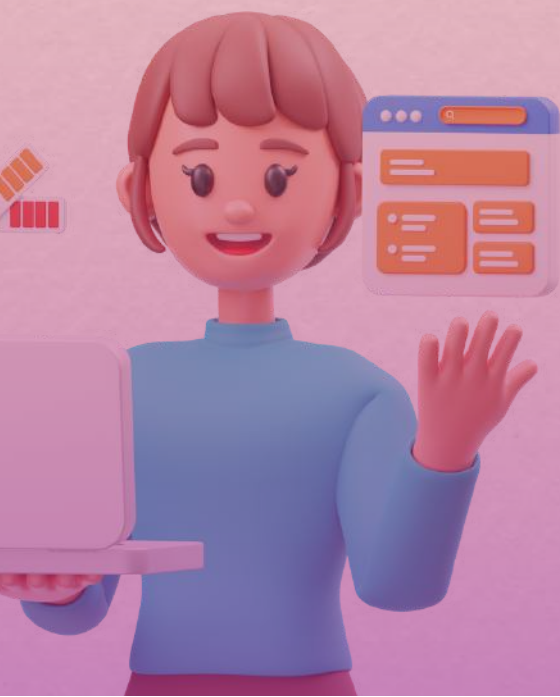
STEP 5

Develop graphic designs, videography, and photography and other necessary creative

Once the marketing strategy is approved, the agency will develop graphics, and creative upon request. We will use the information gathered in the previous steps to identify, messaging tone, and graphic standards in ensuring that the brand stays intact, and that subsequent advertising and collateral materials can be created seamlessly.

OVERALL PROCESS

FOR SOCIAL MEDIA CAMPAIGN DEVELOPMENT



OVERALL PROCESS FOR SOCIAL MEDIA CAMPAIGN DEVELOPMENT



Outlined below is a step-by-step “to task” process for getting a social media campaign strategy in place that builds a compelling narrative for NCTCOG’s TXShare Program in its pursuit of increasing audience engagement and producing compelling and complementary content across various social media platforms.

We never approach such strategic projects as one-dimensional exercises sprinkled with random follower insights. Rather, we use our proven process, which is based on three principles:

- Powerful brands work best when accompanied by a compelling digital presence that is
- consistently tuned-in and connects with your followers often and through all the brand’s touchpoints.
- This consistency must stem from conviction and clarity about the brand’s goals throughout the organization.
- Though powerful brands must be singular in focus, they must also be multidimensional and dynamic.

Our proposal is comprised of three steps and possibly three additional "contingency steps" depending on the learning from Step 1: Social Media Audit and the needs of TXShare.

SOCIAL MEDIA POSITIONING & CAMPAIGN DEVELOPMENT

Step 1: Brand Audit

Positioning

STRATEGY DEVELOPMENT

Step 2: Content Vision

Positioning

Defined Virtual Brand Personality

CONTENT CREATION

Step 3: Tagline and Usage with Logo

Brand Style Guide

CONTINGENCY STEPS (OPTIONAL)

Positioning Validation Research

Renaming and Naming Architecture

Logo Refresh

Step 1: Audit

We recommend conducting a thorough social media audit before conducting any primary research or campaign recommendations. To be fully prepared to make content decisions, we need to develop a deep and insightful understanding of the distinct perspectives on the TXShare brand: The Organization, the Category, and the Customer.

PERSPECTIVE

We'll first need an understanding of TXShare's strengths, weaknesses, core values, opportunities, and challenges. We will begin with a meeting led by your designated brand leadership team to orient us about its key features and benefits. Next, we'll digest existing research/data provided by the NCTCOG and use that learning to further explore the insider's perspective. This may involve a series of one-on-one interviews and roundtable/ townhall-like discussions with the various stakeholder groups.

We anticipate leading up to five one-on-one interviews and one roundtable/town hall-like discussion with TXShare leadership. These interviews illuminate how brand stakeholders view TXShare now and what they envision for the future, thus helping establish an understanding of consistency for the meeting.

Social Media Audit

We will create a channel role document that describes how each social media channel contributes to your customer experience in this planning process. Each customer is at a different buying stage by platform, from Facebook to Twitter.

We will prioritize each platform and align TXShare's messaging strategy accordingly. Each channel will be distinct but designed to complement each of the other platforms to ultimately educate about the offerings and raise TXShare's profile in the customer's mind.

Various metrics will be evaluated, including:

- Review analytics by social media channel
- Consolidate social media links, profiles, videos, photos, and reviews
- Define brand goals
- Prioritize brand objectives
- Establish relevant governance practices and guidelines
- Define activities
- Set relevant measures
- Evaluate social media bios

Positioning

Using the information gathered in Step 1: Social Media Channel Audit, we will next develop and solidify positioning and avatar definitions. The positioning ideas and avatar definition will help us to facilitate decision-making and define content strategy.

Each defined position and avatar will consist of an overall description of the target buying group (attitudinally, not demographically), a most compelling benefit, key personality traits, and user affiliation.

Within each concept, we will show how the proof points/brand pillars will vary based on the various target audiences (i.e. community vs. tourism). We will also develop a loose "mood board" for each of these positions and avatar that capture the visual and verbal sentiment and their reasoning for following and supporting your social media channels.

It is assumed the research would/could include:

- Organizational needs and perceptions.
- Competitive landscape (awareness, usage, consideration, experiences, perceptions).
- Identification of most compelling content, hashtags, and keywords.
- Identification of the organization's most compelling features/offerings/attractions.
- Development of content categories and identification of target audience.

We will review primary and secondary factors and determine which messaging approaches most overcome specific barriers. A number of other analyses will be run to help identify opportunity in other categories:

- Derived importance to identify key category drivers.
- Engagement analysis to determine which attributes are “owned” by which brands and which areas are not currently claimed.
- Analysis to identify differences between important drivers and brand perceptions.

Here, we would be vetting various features and benefits of the EAA, measuring both the importance of each attribute and the perceived accuracy of each attribute describing the organization.

Step 2: Strategy Development

B A S Media will use the information gathered from the previous step to prepare a comprehensive strategy plan using key audit findings, alternative positioning, and research as a backdrop for the final recommendations. The findings will be used to create and define the various elements of your content strategy. Internally, we will discuss numerous options, then narrow/refine the selection of content alternatives and goals to the top three for campaign development. B A S Media will first present a detailed overview of the key insights gathered during the previous phases. Then, our social media team will moderate and participate in a brainstorming with a select group of stakeholders (no more than 8-10 is optimal) to discuss the defined strategies for The TXShare Program:

CONTENT VISION

At the core of any strong campaign is a clear brand vision that defines your long-term strategic direction. Great visions are simple, compelling, and crystal clear. Done correctly, they drive everything a brand will do, from marketing to employee training to cultural event planning to resource allocation.

POSITIONING

This will clarify how we want the various target audiences to think about TXShare and how we plan to differentiate it in the marketplace through social media. With the positioning identified, we will articulate the avatars (those ideal prospects we want to draw into the brand), the competitive content, and the most compelling and beneficial topics.

DEFINED VIRTUAL BRAND PERSONALITY

This provides important guardrails for TXShare's brand voice. It represents the set of human traits we want followers and TXShare employees to associate with the brand and its social media channels. A likable personality will be required to establish an emotional connection between the brand and its followers. The defined virtual brand personality becomes a strategic cornerstone that is reinforced with each touchpoint, from every piece of digital collateral to every social media channel. It provides a consistent lens through which to judge communications, helping you identify who you are, what you say, and how you say it.

Step 3: Content Creation

We will create and define your social media presence through showcasing location, education, building virtual connections and sharing the key talking points, goals and initiatives gathered from TXShare stakeholders during Step 1: Comprehensive Strategy Plan. We will use key audit findings, alternative positioning, and research as a backdrop for monthly recommendations provided in a detailed brief.

Our initial content plan will use high-level goals and metrics established during the previous steps to maximize TXShare's organic social media presence. This twelve-month strategy plan is curated with the goal of growing your audience, building brand awareness, fine-tuning your digital presence, and defining the program's voice across social media.

We do this by creating the necessary content map for upcoming campaigns, promotions, events, holidays, etc. We will identify posting cadence and what content your ideal avatar prefers.

Content creation deliverables:

- Preparation of a monthly content calendar
- Content calendars will be presented one month in advance to ensure alignment and approval for the TXShare social media management team
- Bi-monthly hashtag discovery
- Bi-monthly keyword discovery
- Captions for all posts to include SEO-optimized keyword for optimal post performance
- Share researched and recommended posting cadence
- Transfer of all content monthly to the automation platform of your choice (if you do not have one, B A S Media will provide you with recommendations)*
- Two Facebook posts per week
- Two Instagram posts per week
- Two Twitter posts per week
- Two LinkedIn posts per week
- Content production, planning, and management of all production shoots
- Work closely with NCTCOG and TXShare staff to ensure factual, creative, brand continuity, and mission-driven content is uniform across all social channels

To illustrate, sample production and content brief review the graphics below:

Content Delivery and Planning:

Prompt Brief examples

Facebook

March Prompts

	Prompts	Posting date	
1	Loop 9 opening announcement	3/1	<input type="checkbox"/>
2	The Epic (now open on Sundays)	3/3	<input type="checkbox"/>
3	3 Soft Opening (March 8 -9)	3/7	<input type="checkbox"/>
4	EpicWaters (event announcement)	3/9	<input type="checkbox"/>
5	Gallery 2960 (current exhibit)	3/11	<input type="checkbox"/>
6	EpicTrails (informative post)	3/13	<input type="checkbox"/>
7	CNP Event posts	3/15	<input type="checkbox"/>
8	YouTube promo (promote channel and current video)	3/17	<input type="checkbox"/>
9	Loop 9 (now open)	3/19	<input type="checkbox"/>
10	The Epic workouts (membership)	3/20	<input type="checkbox"/>
11	Bolder (informative post)	3/22	<input type="checkbox"/>
12	The Bridge (informative post)	3/24	<input type="checkbox"/>
13	PlayGrand (informative post)	3/27	<input type="checkbox"/>
14	Record at The Epic (informative post)	3/29	<input type="checkbox"/>
15	The Epic Membership (informative post)	3/31	<input type="checkbox"/>

Month: **March 2023**

Instagram

March Prompts

	Prompts	Posting date	
1	Loop 9 (opening soon)	3/1	<input type="checkbox"/>
2	ECGP soft opening (event announcement)	3/3	<input type="checkbox"/>
3	EpicTrails (informative post)	3/6	<input type="checkbox"/>
4	Bolder (informative post)	3/8	<input type="checkbox"/>
5	Gallery 2960 (current exhibit showcase)	3/10	<input type="checkbox"/>
6	EpicWaters (event announcement)	3/12	<input type="checkbox"/>
7	Loop 9 (now open)	3/14	<input type="checkbox"/>
8	CNP-Vendor Market	3/16	<input type="checkbox"/>
9	The Epic open on Sundays now	3/18	<input type="checkbox"/>
10	The Epic (workouts, informative post)	3/20	<input type="checkbox"/>
11	The Epic membership (informative post)	3/22	<input type="checkbox"/>
12	The Bridge (informative post)	3/24	<input type="checkbox"/>
13	PlayGrand (informative post)	3/28	<input type="checkbox"/>
14	Record at The Epic (informative post)	3/30	<input type="checkbox"/>
15	YouTube promo (promote channel and current video)	3/31	<input type="checkbox"/>

Month: **March 2023**

Instagram Reels

March Prompts

	Reel Prompt	Posting date	
1	CNP (location feature)	3/2	<input type="checkbox"/>
2	Gallery 2960	3/4	<input type="checkbox"/>
3	Loop 9 (food and venue)	3/7	<input type="checkbox"/>
4	Bolder Blaster Arena	3/9	<input type="checkbox"/>
5	Spring Break to do (showcase EW, Bolder, & The Epic)	3/11	<input type="checkbox"/>
6	ECGP (showcase multiple locations in the district)	3/15	<input type="checkbox"/>
7	Epic membership (educate the audience)	3/17	<input type="checkbox"/>
8	EpicWaters Lazy River	3/21	<input type="checkbox"/>
9	Bolder Climbing Wall	3/23	<input type="checkbox"/>
10	EpicTrails	3/25	<input type="checkbox"/>
11	Loop 9 Happy Hour	3/27	<input type="checkbox"/>
12	EpicWaters Slide (GoPro)	3/29	<input type="checkbox"/>
13	Be Epic (EpicTrails, Bolder Wall, FlowRider, Pickleball)	3/30	<input type="checkbox"/>
14	FOMO (ECGP) (use trending audio to support location highlights)	3/31	<input type="checkbox"/>
15	CNP (Game and Eat)	4/1	<input type="checkbox"/>

Month: **March 2023**

***Each month, BASM will provide the TXShare staff with a detailed platform-specific brief detailing the recommended posts. This brief will include theme, posting dates, and any other relevant information.**

Content Production:



Social Media Production Brief

EpicCentral March 2023

Our Vibe

Fun, vibrant, and energetic portrayal of ECGP and customers from all walks of life. We want special moments and connections from an array of people at different times utilizing different areas of the entertainment district.

Location 1

Location	
Date	
Time	
Contact Person	



Request and Filming Requirement and Location

Location	
Date	February 16, 2023
Time	10:30 AM
Contact Person	Ameerah Saine

Vertical Video 16:9

- ☐ Flowerider
- ☐ Lazy River
- ☐ Slides
- ☐ Kids area
- ☐ Cabana
- ☐ Arcade
- ☐ Water splash from bucket
- ☐ Guests in the waiting area
- ☐ Bar Footage

Photo 1:1 Ratio

- ☐ Flowerider
- ☐ Lazy River
- ☐ Arcade in use
- ☐ Slide in use
- ☐ Bar toast

Request and Filming Requirement and Location

Month: March 2023



Production Brief

Month: March 2023



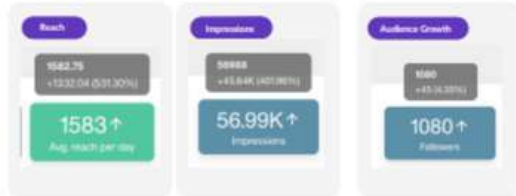
Production Brief

***Upon proposed-prompt approval, BASM will manage, plan, and execute a monthly or quarterly shoot to ensure brand consistency.**

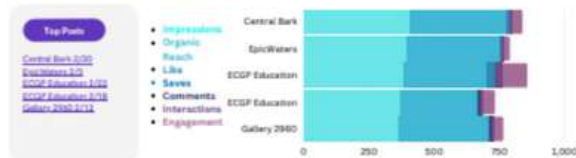
Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	1	2	3	4
<div> <div>Asking podcasters! We're sharing how you can leverage inspiration for...</div> <div>10:00 AM</div> </div> <div> <div>You want your new podcast to be the most binge-worthy sensation, right?</div> <div>10:00 AM</div> </div> <div> <div>Building a successful podcast is all about reaching new listeners that are...</div> <div>5:00 PM</div> </div> <div> <div>Digital Marketing Podcasts and Podcasts...</div> <div>5:00 PM</div> </div>	<div> <div>We're here to help you make those podcasting dreams a reality! That's...</div> <div>9:00 AM</div> </div> <div> <div>3:00 PM</div> </div>	<div> <div>Feeling inspired to put yourself out there on your new podcast? Don't wait! It's...</div> <div>9:00 AM</div> </div> <div> <div>Building a successful podcast is all about reaching new listeners that are...</div> <div>10:30 AM</div> </div> <div> <div>Podcast Delivery: Introducing Podcastable Podcasts...</div> <div>5:00 PM</div> </div> <div> <div>Time to stop sitting on that podcast idea! Our very own Ameerah Saine...</div> <div>5:00 PM</div> </div>	<div> <div>Starting a podcast can be intimidating, but don't let that hold you back!...</div> <div>10:30 AM</div> </div> <div> <div>Small business owners, listen up! Our Social Media Campaign Guide is...</div> <div>5:00 PM</div> </div>	<div> <div>If there's one thing that's more important than anything else when it...</div> <div>9:00 AM</div> </div> <div> <div>Podcasting Tips: Podcasting for Podcasters...</div> <div>4:00 PM</div> </div> <div> <div>Want to boost your podcast's popularity? SEO is the way! Here...</div> <div>5:00 PM</div> </div>		
5	6	7	8	9	10	11
<div> <div>Show art, the cherry on top of your podcast! We're doing this all the...</div> <div>9:00 AM</div> </div> <div> <div>10:00 AM</div> </div> <div> <div>Show Title: Podcasting for Podcasters...</div> <div>10:00 AM</div> </div>	<div> <div>To thank your drive, presence and... at a time! Our Social Media...</div> <div>9:00 AM</div> </div> <div> <div>3:00 PM</div> </div> <div> <div>If there's one thing that's more important than anything else when it...</div> <div>5:00 PM</div> </div>	<div> <div>Starting a podcast can be intimidating, but don't let that hold you back!...</div> <div>9:00 AM</div> </div> <div> <div>Podcasting 101: Show the world we're talking about how to...</div> <div>10:30 AM</div> </div>	<div> <div>Time to stop sitting on that podcast idea! Our very own Ameerah Saine...</div> <div>9:00 AM</div> </div> <div> <div>Writing a Social Media go hand in hand. Master the art of storytelling to...</div> <div>5:00 PM</div> </div>	<div> <div>Maximizing your podcast's visibility starts with choosing the right category...</div> <div>9:00 AM</div> </div> <div> <div>Decision time for your podcast - what's the delivery story? Join us on...</div> <div>10:00 AM</div> </div>		



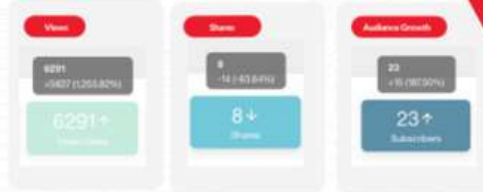
Instagram: February 2023



Post Performance



YouTube

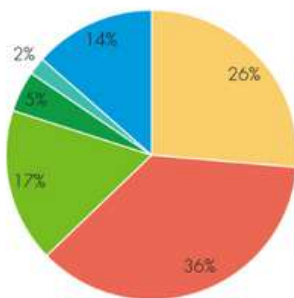


Post Performance

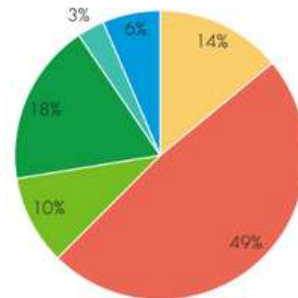


Ad Reporting Examples:

SPEND BY TACTIC



IMPRESSIONS BY TACTIC



Digital Video Paid Social Streaming Audio
 Digital Display (Prospecting) Digital Display (Retargeting) Print

FLOW THROUGH ANALYSIS

	Digital Test Media Spend	Print Test Media Spend	Total Test Media Spend	DMA Media Share	DMA Sales Share	Weekly AUV Twitter 26	Weekly AUV Roku	6 WEEKS SPWAV	% Lift Payback Media	50%	6 WEEKS SPWAV	% Lift Payback Media	50%	BASM Chicken Fajita Projection
TRIM 1														
CPW	\$ 81,034	\$ 13,613	\$ 94,717	21.2%	23.4%	\$ 12,409	6	\$ 877.01	1.47%	0.9%	\$ 194.47	1.33%	0.2%	0.2%
W1/W2	\$ 15,000	\$ -	\$ 15,000	2.7%	5.0%	\$ 16,991	1	\$ 495.00	1.10%	2.4%	\$ 131.33	0.78%	1.0%	2.7%
Philly	\$ 15,000	\$ -	\$ 15,000	2.7%	5.0%	\$ 16,991	2	\$ 765.00	1.09%	2.1%	\$ 465.67	0.72%	1.4%	2.3%
TV - Fox CPW	\$ 18,000	\$ -	\$ 18,000	5.9%	8.1%	\$ 14,121	5	\$ 560.00	0.52%	1.0%	\$ 103.33	0.61%	1.2%	2.5%
TRIM 2														
CPW Roku	\$ 6,484	\$ 2,282	\$ 8,766	2.8%	3.2%	\$ 48,338	8	\$ 548.63	1.11%	2.0%	\$ 164.42	0.75%	1.2%	0.7%
DC/Baltimore	\$ 18,200	\$ -	\$ 18,200	3.3%	4.8%	\$ 48,717	7	\$ 475.00	1.03%	2.0%	\$ 400.00	0.92%	1.0%	2.4%
Grand Rapids	\$ 5,000	\$ -	\$ 5,000	1.0%	1.0%	\$ 10,861	3	\$ 505.00	0.90%	1.8%	\$ 131.33	0.62%	1.2%	1.7%
New England	\$ 25,000	\$ -	\$ 25,000	5.1%	5.0%	\$ 10,056	4	\$ 490.00	1.10%	2.4%	\$ 411.33	0.70%	1.0%	2.0%
TRIM 3														
Atlanta	\$ 11,000	\$ 2,400	\$ 13,400	4.3%	5.7%	\$ 36,863	18	\$ 569.79	1.11%	3.1%	\$ 179.86	1.01%	2.1%	1.0%
AZ	\$ 10,400	\$ -	\$ 10,400	3.8%	2.3%	\$ 45,414	12	\$ 600.00	1.10%	3.0%	\$ 433.33	1.30%	3.2%	2.0%
Chicago	\$ 9,100	\$ 1,548	\$ 10,648	4.3%	5.7%	\$ 36,540	15	\$ 492.40	1.09%	3.9%	\$ 194.93	1.13%	1.3%	1.1%
Delaware	\$ 3,000	\$ 2,000	\$ 5,000	0.8%	1.1%	\$ 47,470	8	\$ 725.63	1.14%	1.1%	\$ 489.75	1.20%	2.1%	2.0%
Indy	\$ 4,000	\$ 2,000	\$ 6,000	1.9%	2.1%	\$ 42,727	12	\$ 743.33	1.10%	3.0%	\$ 494.22	1.01%	2.4%	2.0%
NC	\$ 5,000	\$ 1,000	\$ 6,000	2.3%	2.4%	\$ 30,791	19	\$ 419.88	1.10%	2.0%	\$ 117.92	0.86%	1.5%	2.2%
TRIM 4														
All Other	\$ 11,000	\$ 9,183	\$ 20,183	7.2%	8.3%	\$ 39,318	13	\$ 434.65	1.08%	2.1%	\$ 184.40	0.72%	1.4%	2.0%
AB/TV	\$ 4,000	\$ -	\$ 4,000	1.3%	2.2%	\$ 42,863	30	\$ 792.00	0.70%	1.1%	\$ 166.67	0.51%	1.0%	1.0%
CO	\$ 7,000	\$ 1,087	\$ 8,087	2.4%	4.3%	\$ 42,264	12	\$ 289.82	0.89%	1.4%	\$ 232.55	0.40%	0.9%	2.0%
DMC	\$ 1,000	\$ -	\$ 1,000	0.3%	1.0%	\$ 17,099	10	\$ 210.00	0.60%	1.1%	\$ 165.67	0.45%	0.9%	1.0%
Chapman	\$ 4,000	\$ -	\$ 4,000	1.3%	2.0%	\$ 38,670	14	\$ 210.00	0.61%	1.3%	\$ 165.67	0.43%	0.9%	1.0%
CMC	\$ 5,000	\$ 2,400	\$ 7,400	2.4%	0.7%	\$ 36,363	17	\$ 370.40	0.60%	2.0%	\$ 240.93	0.67%	1.0%	1.7%
								\$ 107.46	1.20%	2.1%	\$ 198.48	0.84%	1.7%	

*BASM will provide a monthly report which will reflect:

- Ad spending
- Analytics
- Summaries
- Recommendations
- Receipts and ad spending projections

Portfolio



Company Profile

EpicCentral is a 172-acre entertainment district located in the heart of the Dallas-Fort Worth Metroplex off George W. Bush Tollway (Highway 161). Reflecting innovation and community investment, EpicCentral is home to the Grand Prairie Public Safety Building, EpicWaters Indoor Waterpark, the Summit Recreation Center for adults 50 and over, The Epic, Play Grand Adventures—an all-inclusive playground, dining, and entertainment venue.

Amenities include five lakes, a grand lawn, a boardwalk, and paid sites for future retail opportunities.

Project Objective

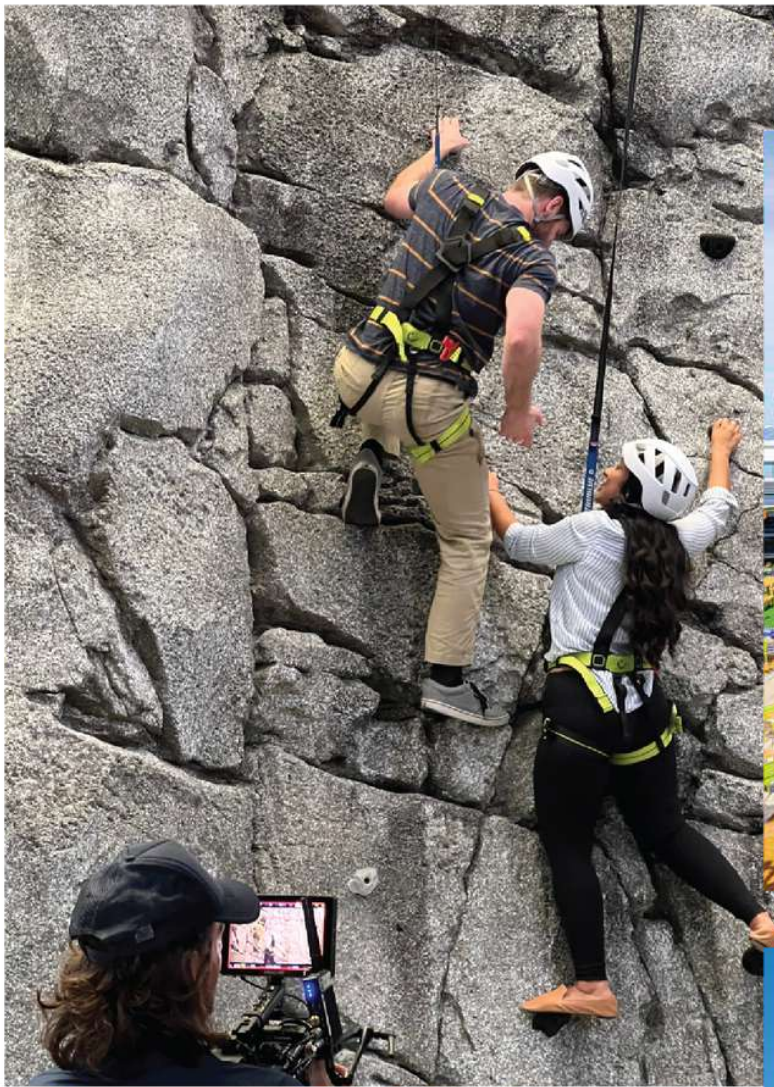
In 2021, B A S Media partnered with PYRO to create a new brand strategy and story for EpicCentral's brand vision, brand positioning, brand personality, and brand affiliation to target their audience as they strive to be a Top 5 destination in DFW.

Challenges

EpicCentral offers something for everyone: from an indoor waterpark nominated for Best Waterpark for Families in DFW Child's Best for Families Reader Survey, to arts and recreation, it's worthy of being on anyone's bucket list.

Some of the challenges they were facing included:

- Identifying customer segment personas
- Lack of new brand strategy concepts
- Prioritizing features to identify the greatest draws
- Identifying the most persuasive brand strategy





B A S Media and PYRO developed an experience-led strategy using what makes EpicCentral unique. We did this by delving deep under the skin of EpicCentral, immersing ourselves in the lives of the people and culture.

The EpicCentral brand strategy started with:

- Logo Refinement—We incorporated creative ideas for color and icon exploration.
- Image Assessment Research—We coded, documented, and launched our resident survey, then added it to the questionnaire.
- Brand Activation Workshop—We had a day-long workshop with key stakeholders and fine-tuned the brand messaging and personality.
- Tagline Review—To make EpicCentral's tagline more memorable and appealing, we adapted it to follow different style rules that gave it an independent identity from EpicCentral's logo.

This formed the basis of our strategic storytelling for EpicCentral and positioning as an experience-first destination.

Together, we went the extra mile to understand the place better. Because of this, we were able to build a strategy and brand story for EpicCentral that not only reflected the desires of future travelers but also resonated with the EpicCentral community itself.

Consistency, conviction, and connection led to the development of a brand strategy that helped uncover common ground among its visitors and instill an emotional connection to Texas and beyond. B A S Media and PYRO achieved this by focusing on distinct talking points.

We wanted the message to target the essence of a traveler's dream: **unbelievable attractions, and unforgettable memories, unlike anything out there.**

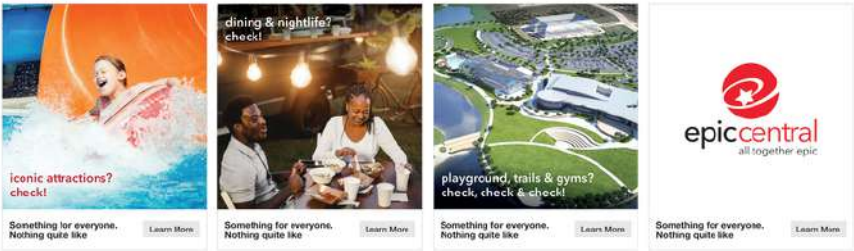
photography standards

In our photography, we always show a diverse cross-section of guests engaging in fun activities. Shots are designed to capture expressions of joy – especially those that happen in during moments of connection with family and friends.

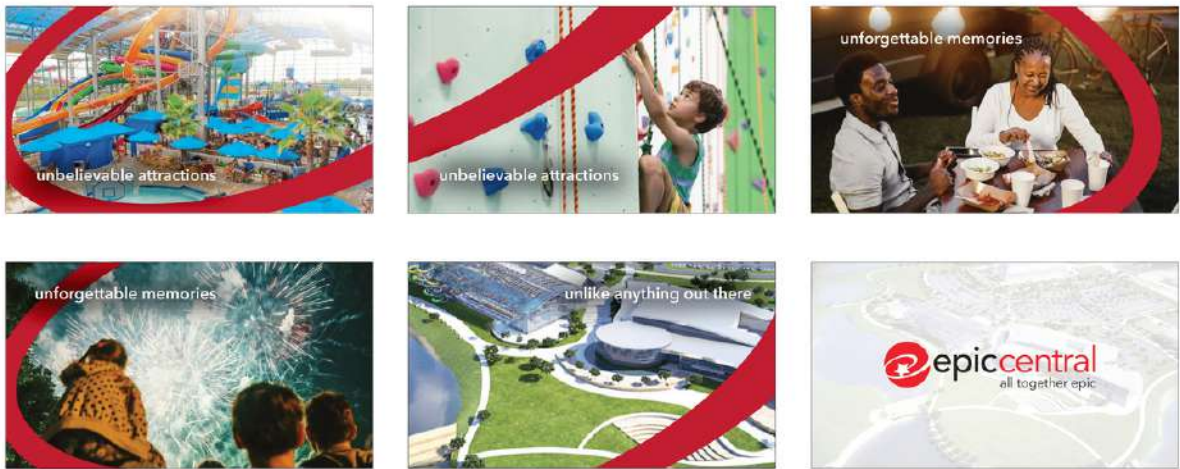
Our images should feel like they are moving, even though they are static. Colors should be bright and fairly saturated. Night scenes should be well-lit so colors (and people's expressions) can pop.



social



video



Visuals are FPO

digital display



Headlines and red graphics would animate into place over still images.

swag



letterhead &
business card



outdoor

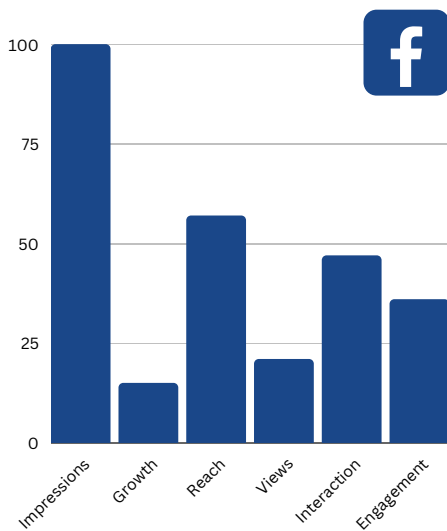


Facebook

Facebook data over five-month period since we took over:

1. Increased Impressions by over 100%
2. Growth rate increased by 15%
3. Average reach per post increased by 57%
4. Profile views increased by 21%
5. Interaction increased by 47%
6. Engagement increased by 36%

 Industry standard is 3% across all categories



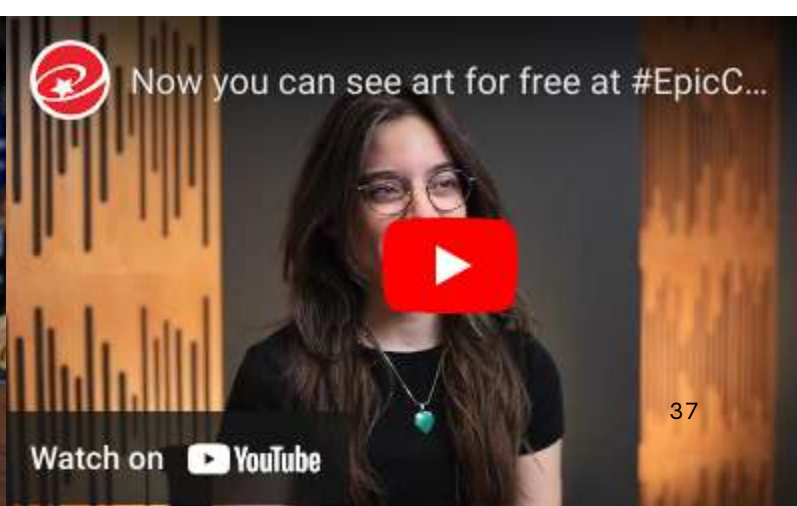
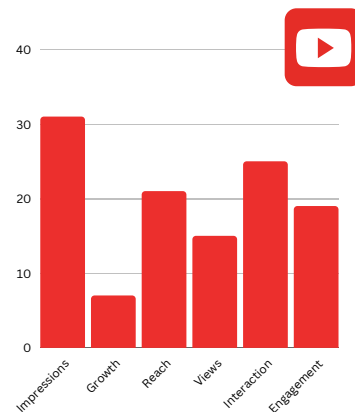
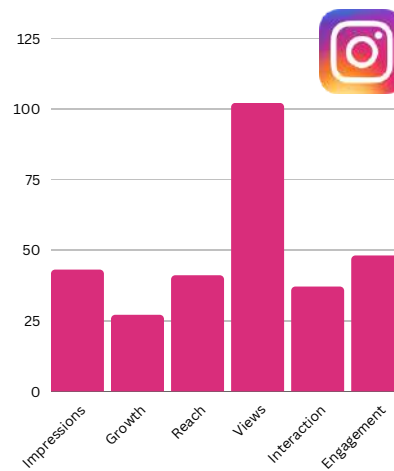
YouTube

1. Increased Impressions by 31%
2. Growth rate increased by 7%
3. Average saves per post increased by 21%
4. Interaction increased by 15%
5. Views increased by 25%
6. Engagement increased by 19%

Instagram

1. Increased Impressions by 43%
2. Growth rate increased by 27%
3. Average reach per post increased by 41%
4. Profile views increased by 102%
5. Interaction increased by 37%
6. Engagement increased by 48%

 Industry standard is 3% across all categories



Pasqually's

Social Media

B A S Media's findings provided direction for how to establish the most precise and effective social media campaign and implementation plan for Pasqually's initiative, ongoing B2C promotions, and overall brand development.

B A S Media crafted a social media and influencer campaign, as well as compelling social media graphic designs and captions, which were needed to showcase the new brand messaging and values of Pasqually's Pizza & Wings.

Influencer Campaign

B A S Media identified influencers to align with Pasqually's core demographics and brand voice, managed all internal communication, and organized content strategy and schedules to optimize influencer publishing.

With this fresh messaging strategy and communications plan development, Pasqually's would be able to:

- Utilize a clean, inviting layout, further establishing Pasqually's Pizza & Wings as the kid in town offering delicious, affordable options for pizza and wings
- Boost brand awareness
- Educate users about Pasqually's Pizza & Wings
- Display Pasqually's as a conscious brand that provides excellent service and delicious food for the masses at an affordable rate

HOW IT WORKS:
Pasqually's Pizza & Wings™ is giving away one year of free pizza to one lucky winner and five \$25 gift cards to five runner-ups.

Pasqually's
PIZZA • WINGS

STEP #1
Use a video or a photo, let your creativity flow.

Share an image or short video depicting you in the future if you were to win free Pasqually's Pizza for one year.



Pasqually's
PIZZA • WINGS

STEP #2
Upload to your social media

Upload your video or photo to Facebook or Instagram (each story frame or photo must tag @realpasquallys and use the hashtag #LifeWithPasquallys).



Pasqually's
PIZZA • WINGS

#
STEP #3
Use the hashtag

Like, follow, and share your post with Pasqually's page: @realpasquallys and use these hashtags to enter: #LifeWithPasquallys #PasquallysPizza



Pasqually's
PIZZA • WINGS


AND THE WINNER IS...

Vote for your favorite video now!

Vote for your favorite photo now!

STEP #4
Vote!

The Pasqually's team will narrow down the top choices and share them at: www.pasquallyspizza.com where fans will cast their votes.



Pasqually's
PIZZA • WINGS

HOW IT WORKS:
Pasqually's Pizza & Wings™ is giving away one year of free pizza to one lucky winner and five \$25 gift cards to five runner-ups.

STEP #1
Use a video or a photo, let your creativity flow.

Share an image or short video depicting you in the future if you were to win free Pasqually's Pizza for one year.

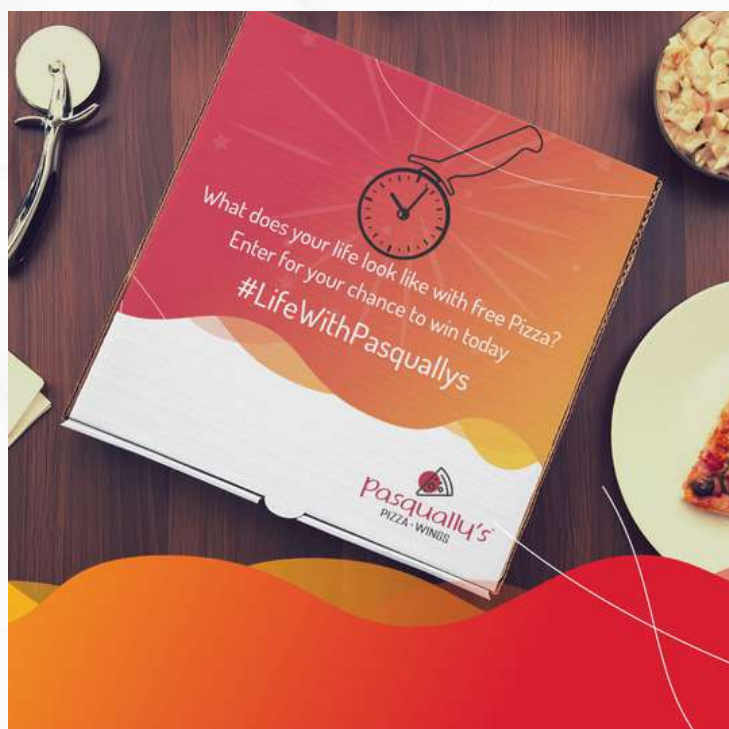


Pasqually's
PIZZA • WINGS

STEP #2
Upload to your social media

Upload your video or photo to Facebook or Instagram (each story frame or photo must tag @realpasquallys and use the hashtag #LifeWithPasquallys and #PasquallysPizza).

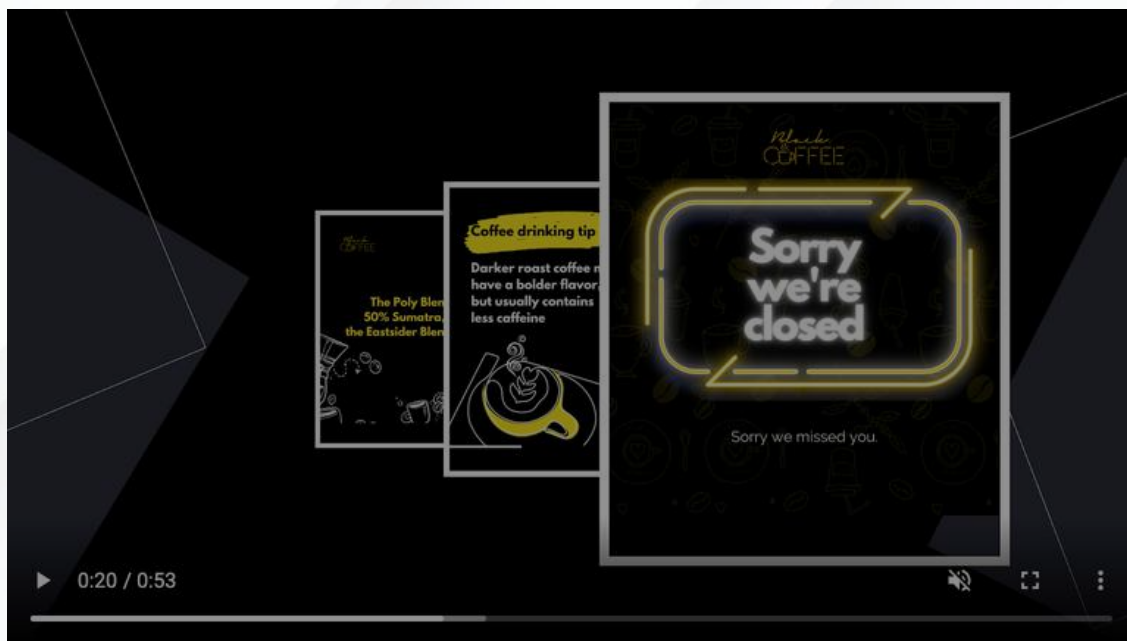




Company Profile



Black Coffee found itself in the throes of a debilitating global pandemic just three months after their official launch. B A S Media came in to secure the fledgling company's place in the DFW market by bolstering brand awareness and fostering their relationship with the local community.



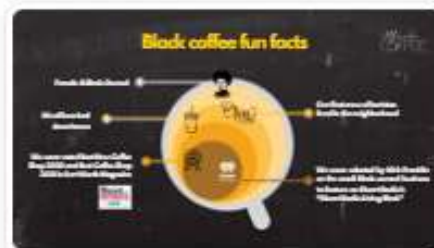
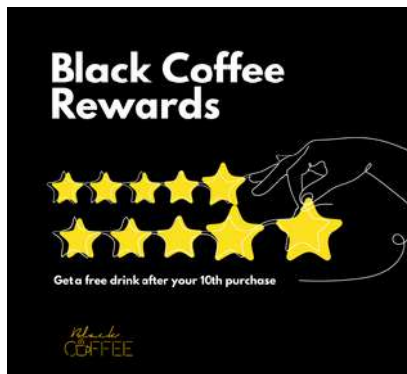
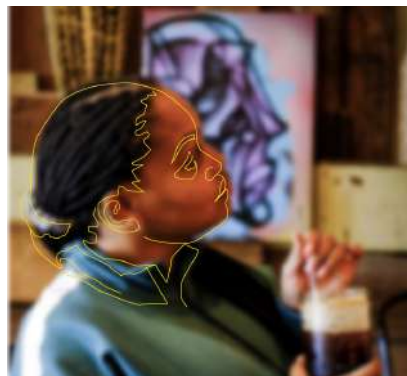
Web Design

Black Coffee needed to update its website better to reflect its unique brand values and youthful messaging. By integrating top-performing keywords, visually striking video, and precise verbiage and graphics, BASM strategized a website that would not only align with Black Coffee's brand, but also captivate an audience.

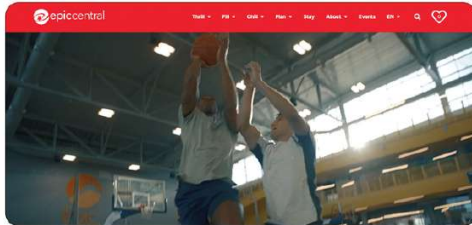
Results

Over six months, Black Coffee experienced a:

- 65% increase in digital traffic
- 38% increase in revenue
- 25% increase in social media followers
- Several press features
- Boosted traffic by 25%



WEBSITE DESIGN



EpicCentral

epiccentral.com

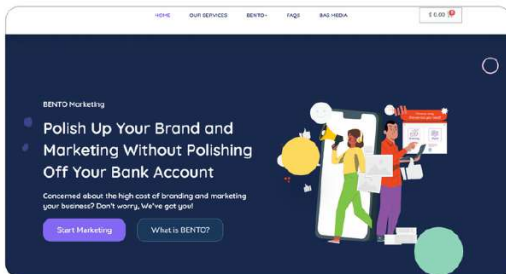
Visit



eshop LEDVANCE

shop.ledvance.com

Visit



BENTO Marketing

bentomarketing.net

Visit



Lamp Finder LEDVANCE

lampfinder.ledvance.com/en/int/

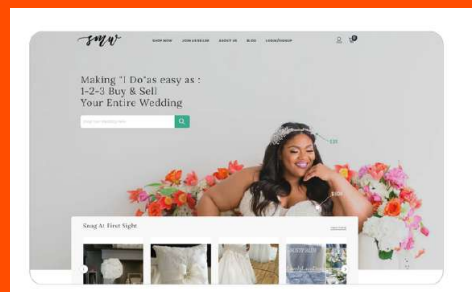
Visit



WD Mystiks

wdmystiks.com

Visit



Snag My Wedding

snagmywedding.com

Visit



Black Coffee

blackcoffeeuw.com

Visit

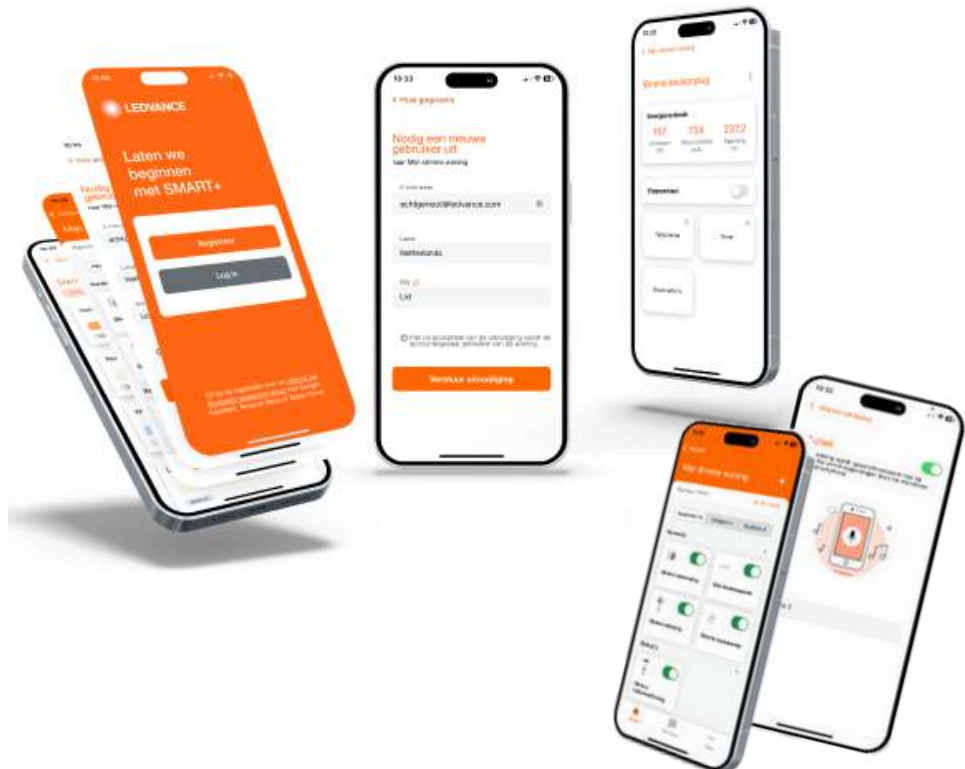
Jejalin apps

Visit



LEDVANCE
Smart +

Visit



Tab E:

References



References

VisitDallas**Veronica Torres-Hazley****Director of Sales and Marketing****469-744-8168**

B A S Media is an agency you can depend on; during my tenure at VisitDallas, I relied heavily on them to develop, plan, and strategize our membership and DEI programming. Having them as a trusted resource allowed me the freedom to focus on other projects yet still meet deadlines and KPIs within our organization.

CEC Entertainment, LLC (Chuck E. Cheese)**Sabeina Harris****Office Premise Brand Manager****214-507-2010**

Launching a new brand in the middle of a global pandemic is not something that I would recommend, but if you must, I can say that B A S Media is the agency you want to help you reach the finish line. Ameerah and her team were top-notch and helped us create the content, strategy, campaign, and audience we needed to boost brand awareness. During my tenure at CEC, I worked with several agencies, but none of them over-delivered the way Brunch and Slay did. I highly recommend their services.

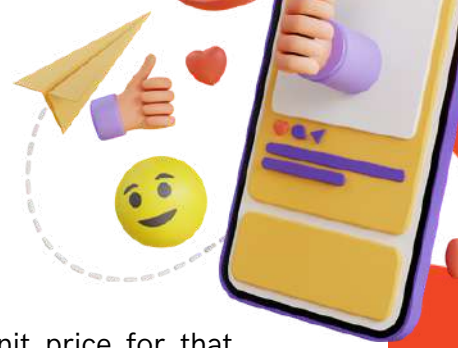
Grand Prairie Parks & Recreation**Kelly Eddlemon****Marketing Supervisor****972-237-8339**

Working with B A S Media has been a great experience. We have worked together for over two years, and their professionalism is welcomed and makes them easy to work with, which is hard to find. They are dependable and innovative. They go above and beyond to over deliver for us continuously.

Tab F:

Proposal Pricing





1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one (1), exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer should show the range of the lowest price and cite the areas to which the prices apply. See Page 4 or add rate table.

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility, and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.

Labor Category for GSA Schedule	Hourly Rate: Year 1	Hourly Rate: Year 2	Hourly Rate: Year 3	Hourly Rate: Year 4	Hourly Rate: Year 5
Project Manager	\$76.00	\$78.28	\$80.62	\$83.03	\$85.52
Account Coordinator	\$80.75	\$83.17	\$85.66	\$88.22	\$90.86
Creative Director	\$142.50	\$143.58	\$146.75	\$151.15	\$155.68
Senior Designer	\$80.75	\$83.17	\$85.66	\$88.22	\$90.86
Graphic Designer**	\$74.10	\$76.32	\$78.60	\$80.95	\$83.37
Production Artist	\$66.50	\$68.49	\$70.54	\$72.65	\$74.82
Marketing Consultant	\$104.50	\$107.63	\$110.85	\$114.17	\$117.59
Marketing Assistant	\$40.85	\$42.07	\$43.33	\$44.62	\$45.95
Digital Media Analyst	\$57.00	\$58.71	\$60.47	\$62.28	\$64.14
Digital Media Specialist **	\$95.00	\$95.72	\$97.85	\$100.78	\$103.80
SEO/SEM Specialist	\$104.50	\$107.63	\$110.85	\$114.17	\$117.59
Sr. Market Research Analyst	\$185.25	\$190.80	\$196.52	\$202.41	\$208.48
Research Assistant	\$38.95	\$39.24	\$40.11	\$41.31	\$42.54
Content Strategist	\$72.20	\$74.36	\$76.59	\$78.88	\$81.24
Copywriter	\$90.25	\$92.95	\$95.73	\$98.60	\$101.55
Copy Editor	\$61.75	\$63.60	\$65.50	\$67.46	\$69.48
Senior Web Developer	\$90.25	\$92.95	\$95.73	\$98.60	\$101.55
Digital Strategist	\$104.50	\$107.63	\$110.85	\$114.17	\$117.59
Digital Programmatic Specialist	\$118.75	\$122.31	\$125.97	\$129.74	\$133.63
PPC/Keyword Analyst	\$90.25	\$90.25	\$92.95	\$95.73	\$98.60
UI/UX Designer/Analyst	\$125.00	\$128.75	\$132.61	\$136.58	\$140.67
Social Media Coordinator	\$76.00	\$76.18	\$78.46	\$80.81	\$83.23
Print Production Manager	\$130.00	\$133.90	\$137.91	\$142.04	\$146.30
Email Marketing Strategist	\$81.00	\$83.43	\$85.93	\$88.50	\$91.15
Event Specialist	\$120.00	\$123.60	\$127.30	\$131.11	\$135.04

Tab G:

Required

Attachments

**ATTACHMENT I:
INSTRUCTIONS FOR PROPOSALS COMPLIANCE AND SUBMITTAL**

Compliance with the Solicitation

Submissions must be in strict compliance with this solicitation. Failure to comply with all provisions of the solicitation may result in disqualification.

Acknowledgment of Insurance Requirements

By signing its submission, Offeror acknowledges that it has read and understands the insurance requirements for the submission. Offeror also understands that the evidence of required insurance may be requested to be submitted within ten (10) working days following notification of its offer being accepted; otherwise, NCTCOG may rescind its acceptance of the Offeror's proposals. The insurance requirements are outlined in Section 6.04.

Name of Organization/Contractor(s):

Brunch and Slay, LLC DBA B A S Media

Signature of Authorized Representative:

Ameerah Saine

Date: 11/17/23

**ATTACHMENT II:
CERTIFICATIONS OF OFFEROR**

Name of Organization/Contractor(s):

Brunch and Slay, LLC DBA B A S Media

Signature of Authorized Representative:

Ameerah Saine

Date: 11/17/23

**ATTACHMENT III:
CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS**

This certification is required by the Federal Regulations Implementing Executive Order 12549, Debarment and Suspension, 45 CFR Part 93, Government-wide Debarment and Suspension, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668, 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned certifies, to the best of his or her knowledge and belief, that both it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency;
2. Have not within a three-year period preceding this contract been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or Local) transaction or contract under a public transaction, violation of federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification, or destruction of records, making false Proposals, or receiving stolen property;
3. Are not presently indicated for or otherwise criminally or civilly charged by a government entity with commission of any of the offense enumerated in Paragraph (2) of this certification; and,
4. Have not within a three-year period preceding this contract had one or more public transactions terminated for cause or default.

Where the prospective recipient of federal assistance funds is unable to certify to any of the qualifications in this certification, such prospective recipient shall attach an explanation to this certification form.

Name of Organization/Contractor(s):

Brunch and Slay, LLC DBA B A S Media

Signature of Authorized Representative:

Ameerah Saine

Date: 11/17/23

**ATTACHMENT IV:
RESTRICTIONS ON LOBBYING**

Section 319 of Public Law 101-121 prohibits recipients of federal contracts, grants, and loans exceeding \$100,000 at any tier under a federal contract from using appropriated funds for lobbying the Executive or Legislative Branches of the federal government in connection with a specific contract, grant, or loan. Section 319 also requires each person who requests or receives a federal contract or grant in excess of \$100,000 to disclose lobbying.

No appropriated funds may be expended by the recipient of a federal contract, loan, or cooperative agreement to pay any person for influencing or attempting to influence an officer or employee of any federal executive department or agency as well as any independent regulatory commission or government corporation, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with any of the following covered federal actions: the awarding of any federal contract, the making of any federal grant, the making of any federal loan the entering into of any cooperative agreement and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.

As a recipient of a federal grant exceeding \$100,000, NCTCOG requires its subcontractors of that grant to file a certification, set forth in Appendix B.1, that neither the agency nor its employees have made, or will make, any payment prohibited by the preceding paragraph.

Subcontractors are also required to file with NCTCOG a disclosure form, set forth in Appendix B.2, if the subcontractor or its employees have made or have agreed to make any payment using nonappropriated funds (to include profits from any federal action), which would be prohibited if paid for with appropriated funds.

**LOBBYING CERTIFICATION
FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS**

The undersigned certifies, to the best of his or her knowledge or belief, that:

1. No federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an officer or employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal loan, the entering into of any cooperative Contract, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative contract; and
2. If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, and or cooperative contract, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying”, in accordance with the instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers and that all sub-recipients shall certify accordingly.

Name of Organization/Contractor(s):

Brunch and Slay, LLC DBA B A S Media

Signature of Authorized Representative:

Ameerah Saine

Date: 11/17/23

**ATTACHMENT V:
DRUG-FREE WORKPLACE CERTIFICATION**

The Brunch and Slay, LLC DBA B A S Media (company name) will provide a Drug Free Work Place in compliance with the Drug Free Work Place Act of 1988. The unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited on the premises of the Brunch and Slay, LLC DBA B A S Media (company name) or any of its facilities. Any employee who violates this prohibition will be subject to disciplinary action up to and including termination. All employees, as a condition of employment, will comply with this policy.

CERTIFICATION REGARDING DRUG-FREE WORKPLACE

This certification is required by the Federal Regulations Implementing Sections 5151-5160 of the Drug-Free Workplace Act, 41 U.S.C. 701, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668 and 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned subcontractor certifies it will provide a drug-free workplace by:

Publishing a policy Proposal notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the consequences of any such action by an employee;

Establishing an ongoing drug-free awareness program to inform employees of the dangers of drug abuse in the workplace, the subcontractor's policy of maintaining a drug-free workplace, the availability of counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed on employees for drug violations in the workplace;

Providing each employee with a copy of the subcontractor's policy Proposal;

Notifying the employees in the subcontractor's policy Proposal that as a condition of employment under this subcontract, employees shall abide by the terms of the policy Proposal and notifying the subcontractor in writing within five days after any conviction for a violation by the employee of a criminal drug abuse statute in the workplace;

Notifying the Board within ten (10) days of the subcontractor's receipt of a notice of a conviction of any employee; and,

Taking appropriate personnel action against an employee convicted of violating a criminal drug statute or requires such employee to participate in a drug abuse assistance or rehabilitation program.

Name of Organization/Contractor(s):

Brunch and Slay, LLC DBA B A S Media

Signature of Authorized Representative:

Ameerah Saine

Date: 11/17/23

**ATTACHMENT VI:
CERTIFICATION REGARDING DISCLOSURE OF CONFLICT OF INTEREST**

The undersigned certifies that, to the best of his or her knowledge or belief, that:

“No employee of the contractor, no member of the contractor’s governing board or body, and no person who exercises any functions or responsibilities in the review or approval of the undertaking or carrying out of this contract shall participate in any decision relating to this contract which affects his/her personal pecuniary interest.

Executives and employees of contractor shall be particularly aware of the varying degrees of influence that can be exerted by personal friends and associates and, in administering the contract, shall exercise due diligence to avoid situations which give rise to an assertion that favorable treatment is being granted to friends and associates. When it is in the public interest for the contractor to conduct business with a friend or associate of an executive or employee of the contractor, an elected official in the area or a member of the North Central Texas Council of Governments, a permanent record of the transaction shall be retained.

Any executive or employee of the contractor, an elected official in the area or a member of the NCTCOG, shall not solicit or accept money or any other consideration from a third person, for the performance of an act reimbursed in whole or part by contractor or Department. Supplies, tools, materials, equipment or services purchased with contract funds shall be used solely for purposes allowed under this contract. No member of the NCTCOG shall cast a vote on the provision of services by that member (or any organization which that member represents) or vote on any matter which would provide a direct or indirect financial benefit to the member or any business or organization which the member directly represents”.

No officer, employee or paid consultant of the contractor is a member of the NCTCOG.

No officer, manager or paid consultant of the contractor is married to a member of the NCTCOG.

No member of NCTCOG directly owns, controls or has interest in the contractor.

The contractor has disclosed any interest, fact, or circumstance that does or may present a potential conflict of interest.

No member of the NCTCOG receives compensation from the contractor for lobbying activities as defined in Chapter 305 of the Texas Government Code.

Should the contractor fail to abide by the foregoing covenants and affirmations regarding conflict of interest, the contractor shall not be entitled to the recovery of any costs or expenses incurred in relation to the contract and shall immediately refund to the North Central Texas Council of Governments any fees or expenses that may have been paid under this contract and shall further be liable for any other costs incurred or damages sustained by the NCTCOG as it relates to this contract.

Name of Organization/Contractor(s):

Brunch and Slay, LLC DBA B A S Media

Signature of Authorized Representative:

Ameerah Saine

Date: 11/17/23

CONFLICT OF INTEREST QUESTIONNAIRE
For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

Brunch and Slay, LLC DBA B A S Media

2 ☐ Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

n/a

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐

Yes

☒

No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

☐

Yes

☒

No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

N/A

6 ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7

Ameerah Saine
Signature of vendor doing business with the governmental entity

11/17/23

Date

**ATTACHMENT VII:
CERTIFICATION OF FAIR BUSINESS PRACTICES**

That the submitter has not been found guilty of unfair business practices in a judicial or state agency administrative proceeding during the preceding year. The submitter further affirms that no officer of the submitter has served as an officer of any company found guilty of unfair business practices in a judicial or state agency administrative during the preceding year.

Name of Organization/Contractor(s):

Brunch and Slay, LLC DBA B A S Media

Signature of Authorized Representative:

Ameerah Saine

Date: 11/17/23

**ATTACHMENT VIII:
CERTIFICATION OF GOOD STANDING
TEXAS CORPORATE FRANCHISE TAX CERTIFICATION**

Pursuant to Article 2.45, Texas Business Corporation Act, state agencies may not contract with for profit corporations that are delinquent in making state franchise tax payments. The following certification that the corporation entering into this offer is current in its franchise taxes must be signed by the individual authorized on Form 2031, Corporate Board of Directors Resolution, to sign the contract for the corporation.

The undersigned authorized representative of the corporation making the offer herein certified that the following indicated Proposal is true and correct and that the undersigned understands that making a false Proposal is a material breach of contract and is grounds for contract cancellation.

Indicate the certification that applies to your corporation:

X The Corporation is a for-profit corporation and certifies that it is not delinquent in its franchise tax payments to the State of Texas.

_____ The Corporation is a non-profit corporation or is otherwise not subject to payment of franchise taxes to the State of Texas.

Type of Business (if not corporation):

☒ Sole Proprietor

☐ Partnership

☐ Other

Pursuant to Article 2.45, Texas Business Corporation Act, the North Central Texas Council of Governments reserves the right to request information regarding state franchise tax payments.

Brunch and Slay, LLC DBA B A S Media
(Printed/Typed Name and Title of Authorized Representative)

Ameerah Saine
Signature

Date: 11/17/23

**ATTACHMENT IX:
HISTORICALLY UNDERUTILIZED BUSINESSES, MINORITY OR WOMEN-OWNED OR
DISADVANTAGED BUSINESS ENTERPRISES**

Historically Underutilized Businesses (HUBs), minority or women-owned or disadvantaged businesses enterprises (M/W/DBE) are encouraged to participate in the solicitation process. Representatives from HUB companies should identify themselves and submit a copy of their certification.

NCTCOG recognizes the certifications of both the State of Texas Program and the North Central Texas Regional Certification Agency. Companies seeking information concerning HUB certification are urged to contact:

State of Texas HUB Program
Texas Comptroller of Public Accounts
Lyndon B. Johnson State Office Building
111 East 17th Street
Austin, Texas 78774
(512) 463-6958
<http://www.window.state.tx.us/procurement/prog/hub/>

Local businesses seeking M/W/DBE certification should contact:

North Central Texas Regional Certification Agency
624 Six Flags Drive, Suite 100
Arlington, TX 76011
(817) 640-0606
<http://www.nctrca.org/certification.html>

Submitter must include a copy of its minority certification documentation as part of this solicitation.
If your company is already certified, attach a copy of your certification to this form and return with your proposal.

Indicate all that apply:

- ☒ Minority-Owned Business Enterprise
☒ Women-Owned Business Enterprise
☒ Disadvantaged Business Enterprise

ATTEST TO Attachments of Certification:

Ameerah Saine

Authorized Signature

Ameerah Saine

Typed Name

11/17/23
Date

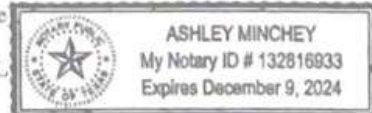
Subscribed and sworn to before me this 17 day of NOVEMBER (month), 2023 in

Plano (city), Collin (county), Texas (state)

Ashley Minchey

Notary Public in and for Collin (County),
State of Texas

SEAL



Commission expires: 12/09/2024

ATTACHMENT X

NCTCOG FEDERAL AND STATE OF TEXAS REQUIRED PROCUREMENT PROVISIONS

The following provisions are mandated by Federal and/or State of Texas law. Failure to certify to the following will result in disqualification of consideration for contract. Entities or agencies that are not able to comply with the following will be ineligible for consideration of contract award.

**PROHIBITED TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT
CERTIFICATION**

This Contract is subject to the Public Law 115-232, Section 889, and 2 Code of Federal Regulations (CFR) Part 200, including §200.216 and §200.471, for prohibition on certain telecommunications and video surveillance or equipment. Public Law 115-232, Section 889, identifies that restricted telecommunications and video surveillance equipment or services (e.g., phones, internet, video surveillance, cloud servers) include the following:

- A) Telecommunications equipment that is produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliates of such entities).
 - B) Video surveillance and telecommunications equipment produced by Hytera Communications Corporations, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliates of such entities).
 - C) Telecommunications or video surveillance services used by such entities or using such equipment.
 - D) Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, Director of the National Intelligence, or the Director of the Federal Bureau of Investigation reasonably believes to be an entity owned or controlled by the government of a covered foreign country.
- The entity identified below, through its authorized representative, hereby certifies that no funds under this Contract will be obligated or expended to procure or obtain telecommunication or video surveillance services or equipment or systems that use covered telecommunications equipment or services as a substantial or essential component of any system, or as a critical technology as part of any system prohibited by 2 CFR §200.216 and §200.471, or applicable provisions in Public Law 115-232 Section 889.

☒ The Contractor or Subrecipient hereby certifies that it does comply with the requirements of 2 CFR §200.216 and §200.471, or applicable regulations in Public Law 115-232 Section 889.

SIGNATURE OF AUTHORIZED PERSON:

Ameerah Saine

NAME OF AUTHORIZED PERSON:

Ameerah Saine

NAME OF COMPANY:

Brunch and Slay, LLC DBA B A S Media

DATE:

11/17/23

-OR-

☐ The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of 2 CFR §200.216 and §200.471, or applicable regulations in Public Law 115-232 Section 889.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:

DISCRIMINATION AGAINST FIREARMS ENTITIES OR FIREARMS TRADE ASSOCIATIONS

This contract is subject to the Texas Local Government Code chapter 2274, Subtitle F, Title 10, prohibiting contracts with companies who discriminate against firearm and ammunition industries.

TLGC chapter 2274, Subtitle F, Title 10, identifies that "discrimination against a firearm entity or firearm trade association" includes the following:

- A) means, with respect to the entity or association, to:
- I. refuse to engage in the trade of any goods or services with the entity or association based solely on its status as a firearm entity or firearm trade association; and
 - II. refrain from continuing an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association; or
 - III. terminate an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association.

B) An exception to this provision excludes the following:

- I. contracts with a sole-source provider; or
 - II. the government entity does not receive bids from companies who can provide written verification.
- The entity identified below, through its authorized representative, hereby certifies that they have no practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and that they will not discriminate during the term of the contract against a firearm entity or firearm trade association as prohibited by Chapter 2274, Subtitle F, Title 10 of the Texas Local Government Code.

☒ **The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 2274, Subtitle F, Title 10.**

**SIGNATURE OF AUTHORIZED
PERSON:**

Ameerah Saine

NAME OF AUTHORIZED PERSON:

Ameerah Saine

NAME OF COMPANY:

Brunch and Slay, LLC DBA B A S Media

DATE:

11/17/23

-OR-

☐ **The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 2274, Subtitle F, Title 10.**

**SIGNATURE OF AUTHORIZED
PERSON:**

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:

BOYCOTTING OF CERTAIN ENERGY COMPANIES

This contract is subject to the Texas Local Government Code chapter 809, Subtitle A, Title 8, prohibiting contracts with companies who boycott certain energy companies.

TLGC chapter Code chapter 809, Subtitle A, Title 8, identifies that “boycott energy company” means, without an ordinary business purpose, refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations with a company because the company:

- I. engages in the exploration, production, utilization, transportation, sale, or manufacturing of fossil fuel-based energy and does not commit or pledge to meet environmental standards beyond applicable federal and state law; and
- II. does business with a company described by paragraph (I).

The entity identified below, through its authorized representative, hereby certifies that they do not boycott energy companies, and that they will not boycott energy companies during the term of the contract as prohibited by Chapter 809, Subtitle A, Title 8 of the Texas Local Government Code.

☒ The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON:

Ameerah Saine

NAME OF AUTHORIZED PERSON:

Ameerah Saine

NAME OF COMPANY:

Brunch and Slay, LLC DBA B A S Media

DATE:

11/17/23

-OR-

☐ The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:



JUSTICE

EQUITY

DIVERSITY INCLUSION INTEGRATION

Marketing has no borders, and neither does B A S Media.

Our team spans the globe and brings diverse backgrounds, cultural appreciation, and understanding to our clients' needs. Our team spans three continents and seven time zones.

We are fluent in four languages, and we lean on one another to provide the most impactful marketing practices for our clients.

**b a s
media**



WE BELIEVE...

Representation matters, which is why we actively seek employees that reflect our global environment.

Connecting with our clients on a deep level allows us to embrace their brands personally and truly serve their ideal customers. Embracing and crafting our client's global reach is paramount.

We are a Veteran, Woman, Minority-Owned business that has the certifications to back it up. Our VSOB, WOSB, and HUB certifications are current, and we take pride in knowing that our clients benefit from our insight, unmatched industry experience, and diverse backgrounds.

Thank you for allowing B A S Media the opportunity to submit a proposal in response to the Request for Proposal (RFP) for TXShare.

**b a s
media**

www.basmedia.net

