

01/10/17

Spoooner Youth Hockey Association

Proposal and Scope of Work
Strategic Marketing Plan and Promotional Document

Rationale

The Spoooner Youth Hockey Association, a 501(c)(3) corporation is seeking funding for design elements (project) necessary to develop a multi-use outdoor sports venue in the City of Spoooner. A strategic marketing plan will seek to identify the marketing opportunities, strategies and approaches for seeking external project funding and support.

Strategic Marketing Plan - Scope of Work

The Northwest Regional Planning Commission will prepare a strategic marketing plan for SAYHA in accordance with standard practices and procedures. The plan will focus on four key elements as outlined below:

- **Organizational and Project Goals**
This element will clearly identify the organizational and project goals and establish a vision for implementation.
- **Identification and Prioritization of Funding Needs**
This element will document the itemized funding requirements necessary to implement the project and prioritize (schedule) funding components needed to implement the project.
- **Identification of POTENTIAL Funding Sources Based on Prioritized Needs**
This element will identify a range of potential funding sources which will be used to establish a financial plan. Element will include an examination of public funding grant sources and private/philanthropic sources including, but not limited to foundations, charitable organizations, businesses and individuals.
- **Fundraising Strategy**
This element will identify the specific tasks, activities and resources needed and establishes a timetable for achieving funding goals.

COST ESTIMATE: \$8,700

Promotional Document - Scope of Work

The Northwest Regional Planning Commission will prepare a promotional document for SAYHA in accordance with standard practices and procedures. A promotional document will define and describe the proposal, clearly articulate project needs and benefits to the community and regional area. This document would be intended to serve as a key marketing piece to inform potential donors and to build public/private support and capacity for the project. The 10-20 page document will be concise, visually appealing and informative.

Proposed Content

- **Organizational Profile (Message)**
Concise summary of key background information about the organization (brief history, membership, resources and capacities)
- **Community Profile (Message)**
Concise summary of background, demographic data and trends.
- **Project Profile (Message)**
Concise summary of key background elements of project design.
- **Project Proposal Benefits and Outcomes (Vision)**
This element will concisely identify and document the need for the project, anticipated impacts and benefits to the community and region.
- **Project Cost Elements**
This element will clearly articulate costs associated with project design.

COST ESTIMATE: \$7,200