

City of Racine

November 30, 2012

Refer to:

Finance & Personnel Committee
Cable Television Commission
Committee of the Whole

Subject:

\$10,000 Sponsorship Donation to CAR25

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CITY TREASURER



Donation Offer:

City of Resident Chase Hendrix, President & CEO of AdEasel (Adaptive Easel, LLC), has offered a \$10,000 sponsorship donation on behalf of his company to the City of Racine in professional services, marketing programs and technology applications to support CAR25.

AdEasel is full-service marketing & advertising agency based in Chicago and Des Moines since 1999, with local representation in Racine. Mr. Hendrix has over 15 years experience in media and PEG television, is the former Chairman of the Racine Cable Television Commission, and will be available upon request to make a short presentation (5-10 minutes), in addition to answer any questions about the \$10,000 sponsorship donation offer to CAR25.

Chase Hendrix
422 West Blvd.
Racine, WI 53405
262.632.6822 – Home
773.590.8212 – Mobile

Enclosed: Proposed Outline of \$10,000 Sponsorship Donation to CAR25

Dear City & Community Leaders,

In a goodwill effort to build positive community and business partnerships, my company and I would like to offer our support by donating services and solutions that will yield immediate and extensive cost savings for Racine, and greater sustainability for CAR25, Racine's local community access resource.

Specifically, we would like to offer a minimum \$10,000 donation in professional services, marketing programs, and technology applications to help save money for the City of Racine, and to develop new community information services and programs that will equally benefit all residents, businesses, and local organizations.

I would like to further pledge that upon successful implementation of these programs, that my company and I will propose another larger donation in partnership with other local providers that are also willing to donate their services and resources to expand efforts to serve the greater community and the City of Racine.

I am currently President & CEO of AdEasel, a full-service marketing and advertising agency based in Chicago and Des Moines since 1999, and I moved here to Racine with my wife in 2004 to raise our family in a smaller community closer to her family. AdEasel works with clients around the globe, and are expanding our agency to other local markets as well, including targeted verticals in Racine/Kenosha/Milwaukee, and are currently seeking qualified designers & developers in the area for contract, part-time and full-time employment opportunities.

Our agency has worked with hundreds of clients on thousands of projects, including such brands and companies as Blue Cross Blue Shield, State Farm, Progressive, Navistar International, Harley-Davidson, Northwestern University, University of Iowa, Drake University, City of Chicago, Chicago Loop Alliance, World Discount Telecommunications, Body-Solid, Careers in NonProfits, Hospice of America, First Degree, and many more.

Upon moving here, I volunteered to serve on the Racine Cable Television Commission which was a wonderful experience and I truly appreciate all of the support the Common Council provided along the way. In my time volunteering on the Commission, I worked closely with City & community leaders, local and industry cable providers and PEG associations, and directly with CAR25 to successfully: develop and implement a 5-year growth strategy; write and update programming policies & procedures; expand Time Warner coverage and services (on a fair and equitable basis); bring AT&T U-Verse services to our community (on a fair and equitable basis); help negotiate the state franchise agreement with Milwaukee and other municipalities; create the CAR25 production studio on the 3rd Floor of the City Annex Building for all government personnel, public residents, local businesses & organizations to use; increase the number of local producers and locally-produced programs, increase government programming including

Common Council and Committee of the Whole meetings; address all community questions and concerns and including the Digital TV transition; implement updated video server solutions coordinating with cable providers & manufacturers; create live broadcast and emergency messaging capabilities; and most recently initiate online video on demand streaming of CAR25 programs.

CAR25 is an incredible resource to our City government and our entire community. It is already operating at a much lower cost than other similar cities like Kenosha. This proposed donation will help continue to build upon that success, and will help to ensure even greater cost savings and more opportunities for our community on an equal basis, including new small business, non-profit, youth and senior programs.

Thank you for all of your hard work for our community, and I hope that you consider our generous offer to be a part of the solution to building a more connected community here in Racine.

Sincerely, with great admiration and appreciation,

Chase M. Hendrix
422 West Blvd., Racine, WI 53405
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773.590.8212 – Mobile
Chase@AdEasel.com

Basic Donation Requests and Requirements:

1. CAR25 Links and Banners Updated on City Web Site (Less than 15 minutes of work)
2. Basic forwarding setup on CAR25.org (Less than 15 minutes of work)
3. Approval of All Web and Marketing Policies and Terms by Cable Television Commission
4. Approval of Select Content by Cable Television Commission (or Sub-Committee)
5. All Other Work will be Directly Approved by Scott Nelson at CAR25 (additional changes may be requested with approval from the Cable Television Commission within donated budget)
6. Temporary Access to PEG Central Account (Optional)
7. Temporary Access to Social Media Accounts for Setup and Customization (Optional)
8. Proportional Sponsorship Credit on Web Site, Marketing & TV Bulletin Board

*Any requests beyond the donation budget may be considered, but cannot be guaranteed.

CAR25 Corporate Sponsorship Services Donation: Est. \$10,000

Web & Marketing Programs Sponsored by AdEasel to Benefit City of Racine & CAR25

CAR25 has identified needs and opportunities for rebranding and developing an integrated marketing program. AdEasel is a full-service marketing & advertising agency with offices in Chicago and Des Moines, serving clients throughout the Midwest and internationally, with local representation here in Racine. AdEasel has offered to provide the City of Racine and CAR25 with a sponsorship package valued at an estimated \$10,000 to help create new programs for the community.

CAR Re-Branding & Messaging: 15 - 20 Hours // \$1,500 - \$2,000

Rebranding CAR25 Cable Access Racine Channel 25 to CAR – Community Access Racine, Logo Development/Refinement, Creation of Branded Community-Based Programs and Services, and Updated Messaging for Target Audiences

Web UX & UI Design: 15- 30 Hours // \$1,500 - \$3,000

(UX/UI) Web User Experience & Interface Design, along with Producer Profiles and Customization of PEG Central

Web Development & Programming: 20 - 25 Hours // \$2,000 - \$2,500

Custom Development, Programming & Integration, including Basic Mobile Web Site and Browser Detection

Content & CMS Integration: 20 - 25 Hours // \$2,000 - \$2,500

Authorized Web Administration Tools to Update Online Content, and Integrated Marketing Applications

Search & Social Marketing Programs: 15 - 20 Hours // \$1,500 - \$2,000

Search Engine Optimization, Search Marketing, and Social Media Integration & Customization

Email Marketing & Newsletter: 15 - 20 Hours // \$1,500 - \$2,000

Email Marketing Applications, Custom HTML Email Templates, List Management & Distribution

Web Hosting & Management: Ongoing // 18 Months

Dedicated Web Hosting, Configuration, Scalable Storage & Bandwidth Capabilities, and Management Updates

Program Timeline: 3 – 6 Months (Design & Development) // 18 Months (Management & Marketing)

100% Services Donation (up to \$10,000) will be provided to City of Racine and CAR25 by Adaptive Easel, LLC.

Additional services may be available at 100% Services Donation or discounted rates.

Chase Hendrix

President & CEO

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