



Florida Sports Foundation
Awareness and Engagement
Strategic Communications Proposal

Prepared by:

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Bono Communications & Marketing, L.L.C.
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Background

The Florida Sports Foundation is a 501 (C) 3 non-profit corporation that serves as the official sports promotion and development organization for the state of Florida. The staff members promote and develop professional, amateur, recreation sports, and physical fitness opportunities that produce a thriving Florida sports industry and environment.

The organization's mission and vision are to provide grants to support events that bring visitors to Florida; to produce and distribute recreational sports and spring training guides for in-state and out-of-state tourists; and to organize the annual Sunshine State Games and the Florida Senior Games.

One way the corporation supports its mission is promoting the sales of professional sports teams, NASCAR, Olympic Spirit and Tennis license plates. Specialty plate funds are used to support youth and amateur athletes and sports tourism activities throughout the State. The Florida Sports Foundation helps market the license plates to ensure the program's success by meeting ongoing sales requirements.

The Foundation also is responsible for amateur sporting events, including the Sunshine State Games and the Florida Senior Games. The first is an Olympic-style festival program for amateur athletes of all ages and skill levels. The second is dedicated to encouraging and promoting healthy lifestyles and competition for Florida's seniors age 50 and above.

The Florida Sports Foundation is looking to hire a communications professional to assist with the following:

- To tell the story of the corporation's specialty license plate program and its benefits
- To create awareness and increase participation in the Sunshine State Games and the Florida Senior Games.
- To connect with the community, media, partners, etc., to encourage more support, awareness, and involvement with specialty plates and amateur sporting events.
- To drive residents to the corporation's website to increase sales and engagement
- To partner with existing efforts to increase awareness, sales, and engagement

Michelle Bono, president and CEO of Bono Communications & Marketing, LLC, is pleased to provide this proposal in response to these needs.

About Bono Communications & Marketing, LLC

Michelle Bono founded Bono Communications & Marketing in 2008, providing marketing, engagement, media coverage, training, and strategic communication for government, for-profit, and non-profit organizations throughout Florida. The company was incorporated as a Florida Limited Liability Corporation in February 2016.

Before launching Bono Communications & Marketing, LLC, Michelle was an award-winning communicator for local governments in Virginia, Colorado, and Florida, with the last 20 years with the City of Tallahassee as the Director of Communications and Assistant to the City Manager. Her business is certified as a woman-owned and small business enterprise.

Examples of campaigns and outreach by Michelle and Bono Communications include:

- Creating a nine-month citizen engagement process for the City of Ormond Beach that led to record-setting participation by residents to guide the city's Strategic Plan. The process was named the best in the state by the Florida League of Cities.
- Leading a grass-roots engagement by neighbors along Highway 30A in Fort Walton Beach to protect a pristine property near a treasured Dune Lake slated to be turned into a high-density rental project. The comprehensive communications strategy resulted in a major home developer completely re-doing the proposed project to meet the desires of the residents and community.
- Creating and implementing a comprehensive strategy to increase the number and level of contributions for a program to benefit the homeless called Change for Change. The program encouraged city of Tallahassee utility customers to make a monthly contribution on their utility bills, which doubled in both number and amount following the campaign.

The focus of Bono Communications is to understand the client's desired outcomes and create a strategy that delivers those results within the available budget. Michelle Bono has experience and success at identifying hard-to-reach audiences, building relationships, and producing measurable results.

Scope of Service

If selected for this work, Michelle Bono, CEO of Bono Communications & Marketing, L.L.C., will provide the following from February 1, 2022, to December 31, 2022:

- Development of a communications strategic plan to identify key messages, target audiences, objectives, strategies, and outcomes to deliver the desired results for both the license plate program and amateur sports program.

License Plate Program deliverables:

- One story each quarter, for a total of four stories, that helps drive home the key messages identified by the organization and consultant in the strategic communications plan. These can be presented as news releases, with follow-up with

key reporters in targeted areas, and/or opinion pieces printed in key media throughout the state.

- Two print/digital message pieces that can be utilized on social media and/or print publications to further the key messages. The consultant will develop the copy and idea content with the graphic artwork and actual implementation done by the Florida Sports Council staff.
- Two short video messages that deliver the key messages that can be utilized on social media, the foundation's website, etc. The consultant will create the script and video story with the Sports Council staff providing videography, editing, and distribution.

Amateur Sports Program deliverables:

- Four stories presented as news releases and/or opinion pieces as described above. This will include ~~one~~ announcements for the Sunshine State Games and one for the Florida Senior Games.
- Written remarks to be utilized in presenting a tourism award at the Florida Recreation and Park Association's Annual Conference. (Michelle Bono annually partners with FPRA as a trainer, facilitator, and presenter.)
- Two short video messages (one for the Sunshine State Games and one for the Florida Senior Games), with the consultant creating the script and video story, while sports council staff provide the videography, editing, and implementation.
- A program book letter that delivers the messages identified by the corporation.
- Written remarks to be used by the organization at another critical event, as identified by the organization.

Pricing

The value of the work requested is estimated at \$27,000, with minimal editing/revisions. In support of the corporation as a not-for-profit organization, Bono Communications and Marketing, LLC, proposes to provide the services for a monthly retainer of \$2,000. This would total \$22,000 throughout the project period of February 1, 2022, to December 31, 2022.

It is also recommended that research using existing databases be conducted to better understand motivations and actions that lead to buying a specialty plate. Research related to amateur sports events would also be of great benefit. Any work in this regard or other outreach endeavors would be at an additional fee or hourly rate. *Also, at times additional services outside the scope of this project may be requested and will be billed as a separate project at an additional fee or hourly rate.*

Billing

Upon approval of the proposal, a monthly invoice for the agreed-upon stipend would be submitted, with payment due within 30 days to Bono Communications & Marketing, L.L.C., 3493 Gardenview Way, Tallahassee, FL 32309.

Federal Employer Identification #81-1586317

M. Mitchell Bono
Bono Communications/CEO

2-4-2022
Date

Angela S. S. S.
Florida Sports Foundation/CEO

2/22/2022
Date