



MAGNITUDE

Response to:
Pacers Sports & Entertainment
Request for Proposal

DELIVERBIGTM
SALES & MARKETING

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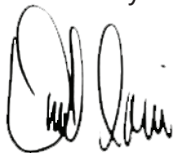
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Introduction

We've worked together in some capacity for ten seasons, making this an interesting process for us. Our entire team has a very strong relationship with the Pacers and the people that are a part of the organization, many of whom we consider friends. Whatever the outcome of this process, we will remain proud of our relationship, proud of what's been accomplished and remain committed to supporting the organization.

The most exciting parts of this RFP for us is the inclusion of the other Pacers Sports and Entertainment brands, as well as the larger budget. Our organization has been responsible for most of what you listed on the scope of work for the Pacers and BLF brands for the last seven seasons. Our contract for services has remained unchanged for our entire working relationship while the amount of work continued to grow. We have always valued this relationship and been excited to be a part of the PS&E family, so we viewed the budget as fixed and a part of how things worked. We've had those discussions over the years too and that's been confirmed. With this RFP, there is the chance to expand to the other brands as well as align the money with the work. What this creates is the opportunity to expand our marketing and creative team to relieve the pressures we experience when the budget doesn't match the work.

We considered not responding to your request. Most RFPs don't favor the incumbent. But, ultimately, we love working with PS&E, we value the relationship and it's a part of our identity – take one step in our office and you know that. We've been taking a financial hit for years, been a paying sponsor, and always heavily push all our other clients to become paying sponsors and season ticket holders to prove it. Our track record on doing the work and being a committed partner is well established. The increased budget will allow us to expand our team to accommodate the additional brands and expand skills to better support your activities. The expertise is here to be the partner you are looking for on brand strategy and the daily execution of your diverse scope of work across multiple platforms and brands. And, we know the people involved and there won't be an investment on your part to get us up to speed. We are ready to work, ready to build, and you can trust us. Thank you for considering us.

A handwritten signature in black ink, appearing to be 'D. Quinn'.



SECTION 1

Agency Description

Agency Description

1. Agency's name and contact information and Internet URL.
Include name, title, email address and direct telephone number of the individual who will serve as the agency's primary contact.

Magnitude, LLC

811 W. Main Street, Suite 200
Carmel, IN 46032
MagnitudeAgency.com

Primary Contact

David Cain, President
David.Cain@MagnitudeAgency.com
cell: 317.407.8521



"The partnership that we have is very unique, in my opinion. We have lots of vendors coming to our industry, consulting with us, and they never really feel like they have the passion and the commitment to our company that we have found with Magnitude."

Bill Estes, President
Bill Estes Automotive

View Bill's full message at MagnitudeAgency.com/Pacers

Agency Description

2. Description of your agency including its philosophy, unique point-of-difference, position in marketplace, strongest capabilities or service niches.

Who is Magnitude?

Magnitude is a full-service marketing agency based in Indiana. While we've been described as a digital agency and a technology company, we understand traditional media and believe all activity is rooted in a message that is easy to understand and act on. Magnitude is a modern (marketing, advertising, creative, mobile, search, social) agency for a modern world.

We don't consider ourselves the hero of your story, we are your guide. We describe ourselves as doers who are guided by strategy and motivated by making a difference. We are comfortable with strategy, adept at concept and ideation and can execute on all aspects of creative development and media.

We are always available and don't limit creativity by counting hours. We do understand how long things take, but we don't want any relationship to feel driven by the hours it takes. We want the same things as you, success – long term brand value, greater fan engagement, more inbound sales leads, and consistent creative across multiple platforms. You can trust us with your brands.

Agency Description

Unique Points of Differentiation

Business First

We approach everything with a 'business first' or 'strategy first' mentality. In the best-case relationship, we have a seat at the table to understand business objectives and strategy then match everything to that path. We are unique in that we are led by business people, not artists. And, while art is important, the longer vision is always enhanced by solid strategies and the leadership to understand and follow that path.

Neuroscience Filter

Our perspective is also through the filter of neuroscience. This concept is deeply rooted in our strategic recommendations, messaging, and creative execution. Neuroscience is a set of principles that get attention and create action. People are motivated by pains and fears and they act according to instincts. We understand how to talk to the part of the brain that creates actions and drives decisions.

History Together

We met in 2010. We came on board as your marketing partner to focus on online renewal and the Bankers Life Fieldhouse website. After two seasons, our relationship grew and continued to grow. We now have working relationships (and institutional knowledge) with marketing, ticket sales (premium, groups, season ticket holders, and single game ticket sales), sponsorship, operations, ticket logistics, basketball operations, retail, Bankers Life Fieldhouse, and guest experiences. For two seasons we worked with the Indiana Fever. We know the people, we've worked on all the projects, and we have a proven history of always being available and being a part of the Pacers family. We value loyalty in our business – with employees and customers – and we value our relationship with you.

Agency Description

Our Position in the Marketplace

We compete with no one and everyone. As the world of marketing becomes more fragmented, there is a company offering a specialized service for everything. We have been building for years a business model that puts all services under one roof and owns those resources from concept to execution, so we don't answer to anyone else's priorities or timelines. We are super-recruiters looking in every market for the best people to execute and expand our skills. We believe the outcomes are better when all of the services are integrated. If you are working with five groups now, hiring one group that will then sub-contract with four others doesn't solve anything, it just takes you further away from the answers. Our position in the market – we are the best kept secret ready to breakthrough.

Our Strongest Capabilities or Service Niches

We started as a digital agency when digital wasn't a thing. Digital is now part of the growing list of buzz words that litter the marketplace. Our strongest capabilities are still in digital – anything online – web strategies, web concepts, and digital advertising (paid social, paid search, and programmatic). We also are very strong in brand messaging and positioning using our neuro-messaging approach.

We continue to expand our service offerings, and most recently, in 2017 have included traditional media buying. We deliver full-service so if we can't do it, we never say 'no' we ask 'how'. We are a customer-centric company with a solutions mindset.

Agency Description

3. Description of your agency's commitment and involvement in the community.

Indiana is our home and we remain committed to the community.

We contribute up to \$100,000 a year to non-profits that need help – increasing donor contributions, updating collateral, new strategies for fundraising, or messaging. We receive countless requests for pro bono work, so we've developed a matching funds program to help those groups we feel are serious about a partnership rather than just a handout. In addition to our agency program, individually we encourage (time off work, etc.) and reward individual or company involvement.



"We've just really developed a great working relationship between our two companies. They helped us develop an app for our clients, that has let us really communicate with them at a much higher level and create a whole different level of experience. It's something we wouldn't have thought to do on our own. So, I think the relationship, as it's developed, has gotten nothing but better and I see it lasting a long time."

Gary McNutt, President
Wedgewood Building Company

View Gary's full message at MagnitudeAgency.com/Pacers

Agency Description

4. Organization structure: office locations; number of full-time employees showing the breakdown by function (management, account service, creative, planning/research, media, promotion, interactive, admin./financial, production, etc.).

Office Location

811 W Main Street, Suite 200
Carmel, IN 46032
(willing to expand)

Employees

We have 14 full time employees that are either already on staff or have been extended offers recently to join our team. Our plan is to grow as an organization and we'd love to do that with Pacers Sports & Entertainment as a partner. We are prepared to hire additional team members within 60 days of being awarded the contract.

Breakdown

Management

David Cain
Katie Terrell
JC Trombley

Strategy & Concept

David Cain
Ian Repp*

Account Service & Media

Katie Terrell
Alison Barnes
Lauren Jones

Design

Danielle O'Donohue
Chris Williams
Mariah Hicks

Studio

JC Trombley
Josh McDowell*

Interactive

Jordan Wilson
Theresa Hardy*

Admin / Financial

Susan Denstorff
Bob Campbell

* Offers pending outcome of RFP award.

Agency Description

5. Agency fee billing breakdown by client

(i.e. # of clients billing \$1,500,000 or more, \$750,000 to \$1,500,000, \$250,000 to \$750,000, and \$100,000 to \$250,000, \$50,000 to \$100,000 and \$20,000 to \$50,000, less than \$20,000).

Agency Fee Breakdown by Client

\$1.5M+	1 client
\$750k-1.5M.....	1 client
\$250k-750k.....	1 client
\$100k-250k.....	2 clients
\$50k-100k.....	5 clients
\$20k-50k.....	0 clients
<\$20k.....	0 clients

NOTE: Does not include pro bono work or non-recurring project work.



“Our lead generation is up over 50% from this same period last year. The only difference is that we have hired Magnitude to handle that for us. It had made a dramatic difference in our business.”

Bill Brosius, President
William Gordon Group

[View Bill's full message at MagnitudeAgency.com/Pacers](https://MagnitudeAgency.com/Pacers)

Current Clients

6. Current client list, their tenure and projects worked.

The following pages represent a list of our current clients, including their tenure and projects:

Indiana Pacers

Client Since 2008

- Historical and current
- Projects include development of assets, such as:
 - Concept and design of season theme
 - Development of season theme style guide
 - Implementation of the style elements throughout all assets
 - Development of all single game promotional assets, including concept and design of web graphics, social graphics, outdoor elements, signage and advertisements
 - Concept and development of renewal campaign and all supporting elements including various audience specific versions of the website, corresponding print pieces, ticket central artwork and social media assets
 - Concept and production of television ads and digital video ads
 - Design of print ads in various publications, including daily ads in the IndyStar
 - Design of daily digital boards promoting the next game
 - Design of entry pavillion artwork including banners and box office signage
 - Concept and design of vehicle wraps as needed
 - Design of paid social media advertisement graphics
 - Design of all Game Night Special graphics promoting Team Store sales
 - Management of PacersTeamStore.com and FeverTeamStore.com, including website hosting and monthly PCI compliance audits resulting in continuous server upgrades
 - Concept, design, development and execution of a recruitment campaign

Current Clients

Bill Estes Automotive

Client Since 2017

- Bill Estes Chevrolet
- Bill Estes Ford
- Bill Estes Chevy-Buick-GMC
- Bill Estes Chrysler-Dodge-Jeep-Ram
- Projects include development of all assets, such as:
 - Projects include development of all assets, such as:
 - Concept and design of the new brand message: Estes Earns It
 - Implementation of the new brand elements throughout all assets
 - Concept and development of monthly sales themes
 - Creation of all assets for monthly campaigns (including website graphics, social graphics, programmatic display graphics and corresponding landing pages, in-store signage)
 - Concept and production of all television ads running on both broadcast, cable and digital
 - Design of all print ads in various publications
 - Execution, management and ongoing optimization of all Google Adwords campaigns
 - Design, execution, and management of all paid social campaigns
 - Execution, management and optimization of both display and video programmatic campaigns
 - Planning, review and execution of all media spends, including broadcast, cable, radio, print and digital
 - Design and production of HR resources for team including career fair branded assets and signage, employee onboarding materials and an internal communication system
 - Design of branded vehicle wraps
 - Design of service brochures, service menus and television screens in service area
 - Development of Estes Cares brand, launch of EstesCares.com and all corresponding assets
 - Design and HTML development of weekly email campaigns
 - Photography of new staff for websites and social media
 - Production of videos for social media
 - Development of Pacers sponsorship assets
 - Brand management across all four locations and within the guidelines of all eight brands

Current Clients

United Animal Health

Client Since 2007

- Projects include development of all assets, such as:
 - Company and product brochures
 - Website concept, design, development and ongoing maintenance, including content updates
 - Concept, design and development of company internal communication platform
 - Design and execution of internal corporate emails
 - Concept, design, production and management of all trade show booths, printed materials and video assets
 - Production of monthly video messages to the company from leadership
 - Design of all print ads in various publications
 - Execution, management and ongoing optimization of all Google Adwords campaigns
 - Design, execution, and management of all paid social campaigns
 - Concept and design of all product packaging
 - Concept and design of branded truck wraps
 - Production of brand videos for both external purposes (i.e. website and social media) and internal purposes (i.e. national sales meetings and shareholder meetings)
 - Concept and development of the Corporate Culture Playbook
 - Design of all presentations, both external for sales purposes and internal for national sales meetings, etc.
 - Concept and production of a 30-minute history video
 - Design of all materials for the annual Shareholder's Meeting, including all presentations and the Annual Report
 - Event planning and management of the Annual Shareholder's Meeting, including all technical audio / video support

Current Clients

Wedgewood Building Company

Client Since 2016

- Projects include development of all assets, such as:
 - Logo modernization
 - Concept and development of new brand message and message guide
 - Brand message training to Wedgewood team members
 - Implementation of new brand message across all materials and platforms
 - Website restructure and content updates
 - Sales collateral including updated brochure and sales handouts
 - Design of monthly print advertisements
 - Production of a client testimonial video
 - Execution, management and ongoing optimization of all Google Adwords campaigns
 - Design, execution, and management of all paid social campaigns
 - Design of all print mailing materials
 - Production of brand message video
 - Photography of new homes
 - Concept, design and development of Client Onboarding App
 - Development of Pacers sponsorship assets

Bankers Life Fieldhouse

Client Since 2010

- Projects include:
 - Design and development of BankersLifeFieldhouse.com
 - Weekly meetings with Bankers Life Fieldhouse events team
 - Website maintenance, including all content updates, new event announcements (in coordination with PR team and social team), press release postings and design of new graphics and pages, as needed

Current Clients

Ice Miller LLP

Client Since 2016

- Projects include development of all assets, such as:
 - Design and production of all monthly content campaigns which include digital and print advertisements, campaign landing page design and HTML development and corresponding campaign video
 - Design of all print advertisements (multiple per week)
 - Design and updates of additional brand assets, including letterhead, invitations, and event programs
 - Concept and design of campaign topic guide booklets

William Gordon Group

Client Since 2017

- Projects include development of all assets, such as:
 - Execution, management and ongoing optimization of all Google Adwords campaigns
 - Design, execution, and management of all paid social campaigns
 - Design and development of campaign landing pages
 - Planning and execution of digital video campaigns
 - Concept and production of social video assets
 - Design and development of corporate website

eCepticle

Client Since 2017

- Projects include:
 - Design of presentation pitch document
 - Development of website enhancements

Current Clients

Finecraft Builders & Pyatt Builders

Client Since 2017

- Projects include development of all assets, such as:
 - Design and development of the Finecraft Builders corporate website
 - Design and development of Pyatt Builders corporate website (in progress)
 - Design and development of the Pyatt and Finecraft Homeowners portal website
 - Concept and design of all office interior display signage
 - Execution, management and ongoing optimization of all Google Adwords campaigns
 - Design, execution, and management of all paid social campaigns
 - Planning and execution of digital video campaigns
 - Concept and production of social video asset

Mid America Clinical Laboratories

Client Since 2018

- Projects include:
 - New product name concept and logo development
 - Product message and positioning creation
 - Architecture and design of corporate website
 - Development of corporate brand messaging (in progress)
 - Execution, management and ongoing optimization of Google Adwords campaigns related to the new product
 - Design, execution, and management of paid social campaigns for the new product
 - Execution, management and optimization of programmatic display campaigns for the new product

Clients

7. Accounts won in the past two years

Bill Estes Automotive

Ice Miller

WGG – William Gordon Group

Finecraft Builders, Pyatt Builders

Mid America Clinical Laboratories (MACL)

eCeptacle

8. Accounts lost or resigned over the past two years and explain why the account has moved

First Lady Foundation – Worked with Karen Pence and the First Lady Foundation. The account relationship ended when Mike Pence was elected Vice President and Karen Pence moved on to be the Second Lady of the United States.

At any time, we have roughly 8-12 projects being done for project-based clients. These projects are for a specific purpose and have a beginning and end date with no intent to continue. Project clients contact us on an as-needed basis for project needs and most have been working with us off and on for many years. Project costs are generally within a range from \$10,000 to \$100,000. Project clients are not agency clients and do not have a monthly billing or regular strategy sessions, instead they are project based. We have only included agency clients in this response.

9. Number and percentage of business-to-business clients vs. business-to-consumer clients

30% business-to-business – 3

70% business-to-consumer – 7

NOTE: Does not include pro bono work or non-recurring project work.

10. Current client account(s) that could be in potential conflict with PS&E and its properties.

None. We've been the agency for the Pacers and Bankers Life Fieldhouse and, therefore, have turned down any request to become involved with groups that sell any tickets in our market. We have worked with other sports clients outside of the market, many introduced to us by the Pacers or the NBA (best practices group).

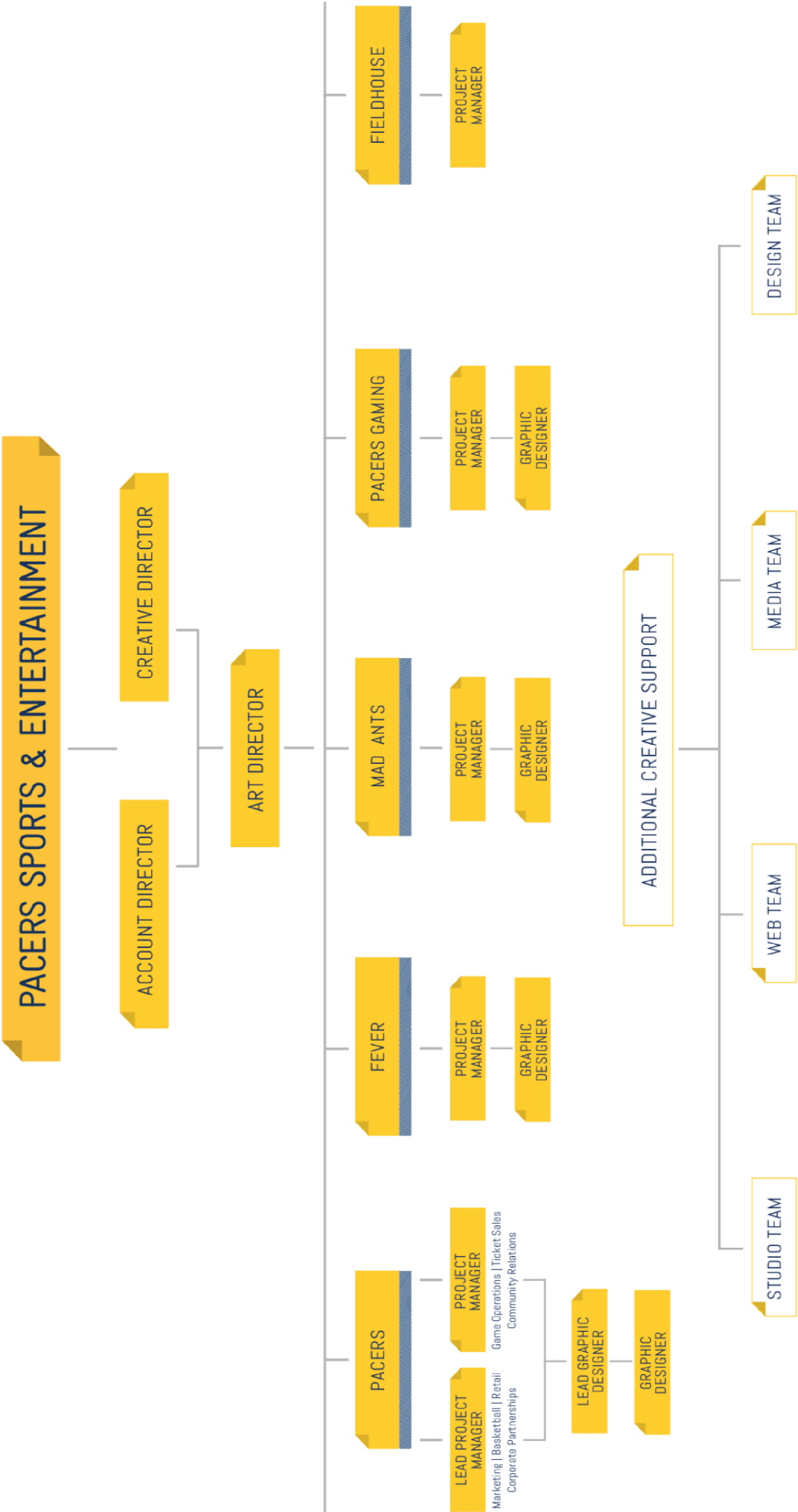
SECTION 2

Account Management

Firm Organization

1. Please describe the way your firm organizes or would organize account teams for clients with multiple brands/teams such as PS&E and how each brand is served. Include titles, short biographies, reporting structure relationships, seniority levels, location and other pertinent data. Also include details on any portion of our ask that would be outsourced.

Proposed Account Structure



Leadership Biographies

DAVID CAIN

David Cain is the part of the dynamic Magnitude team serving as its president. David spent the eight years as president and chief operating officer of MediaSauce. During that time, MediaSauce was named one of Inc Magazine's fastest growing privately held companies and the 15th fastest growing media company in the nation. During his tenure, MediaSauce grew to a multimillion-dollar enterprise that employed seventy people providing marketing services to a national client base.

David has served as an adjunct instructor at Indiana University for fifteen years and authored a weekly syndicated column on marketing topics for Current Publishing, a ten-newspaper publication group reaching over 150,000 Indiana households. David also served as an expert and technical editor for The Social Media Bible. He was recognized as Indy's Best and Brightest in Technology. David has always had a passion for sports – being actively involved in Magnitude's sports group. David resides in Carmel, Indiana and has two daughters Zoe and Jacqueline.

KATIE TERRELL

Katie Terrell is a critical part of the Magnitude leadership team. She thrives on the crazy fast pace of agency life and the diverse work across multiple platforms. This Butler grad's work ethic leaves others in awe. Armed with a degree in public relations and advertising, Katie began her career with Community Hospital. She found her way to her ideal spot in 2007 when she joined MediaSauce and then spearheaded the transition to Magnitude shortly thereafter. Katie advanced quickly in the organization because of her easy going, hard-working style. She is currently responsible for operations and capacity management at Magnitude.

Most know her too as the main point of contact for the Indiana Pacers and Bankers Life Fieldhouse relationships from the 2012-13 season to today. Aside from the Pacers, Katie has led nearly all of Magnitude's sports related projects. She lives in Westfield but is downtown at BLF at least twice a week.

JC TROMBLEY

JC is named after JC Tremblay, famed 5-time Stanley Cup Champion. JC is an avid sports fan, devoting his career to sports marketing/creative. JC is a Purdue University graduate whose first job was creating arena graphics for Purdue Athletics.

In 2007, JC moved to Innovative in Indianapolis and focused on projects such as the Super Bowl Bid, team introduction videos for the Indiana Pacers and Indiana Fever, and broadcast animation for the NASCAR Hall of Fame. In 2013 he accepted a role at Indianapolis Motor Speedway Productions (IMSP), where he was responsible for all animation work for the Speedway and IndyCar, as well as a portfolio of other clients, including the Hoosier Lottery and Eskenazi Health. JC runs Magnitude's studio group and is a part of the leadership team. A huge Pacers and Blackhawks fan, JC lives in Fishers with his wife Sara, and two children, Luke and Emmy.

Leadership Biographies

CHRIS WILLIAMS

Chris is a graduate of The Herron School of Art and Design for his undergraduate, continuing to complete his Masters in Fine Arts. He is our senior designer and a true career artist that has devoted his life to design. He loves sports and we recruited him to Magnitude to work on the Pacers' account.

Chris previously worked at Innovative, Stardust, and in New York at the Life-Long Friendship Society. While there, Chris worked with Coke, Ford, Microsoft and more. He also worked with multiple TV & Film networks like MTV, VH1, TNT, and SyFy Network.

Chris has been Magnitudes' lead designer for the Indiana Pacers account for the past five and a half years. He has worked on other sports projects with New Era and the Super Bowl Bid with other companies. He is a fan of the Indiana Fever and other teams like the Indianapolis Indians and the Indiana Pacers. Chris currently resides in Camby, Indiana with his wife.

JORDAN WILSON

Jordan Wilson runs the Interactive and Web Service Group for Magnitude. He's a code ninja, understanding all coding languages and is brilliant at knowing the best route to produce flawless internet assets. In his spare time, Jordan is a gamer. He codes interactive games and develops tools that make video games. While Jordan works, he simultaneously works on gaming tools.

Jordan has been in the marketing business for a decade and has been coding for fifteen years. He has seen the ins and outs of all trends of the web and watched them recycle, so he always knows what's new and next. He's built the Pacemates' voting website, the season ticketholder renewal website, the premium website, and the database acquisition online components. Jordan is a top ten developer in the Midwest, we trust him with any problem online.

DANIELLE O'DONOHUE

Danielle received her Bachelor of Science in Journalism Graphics from Ball State University. She began as an intern with our team while continuing to receive her Masters of Arts in Digital Storytelling from Ball State. She's a team player and is our Art Director.

After interning, Danielle started full-time at Magnitude as a designer, promoted to Senior designer and then to Art Director. She specializes in web and interaction design. Danielle has been very involved as a designer for the Indiana Pacers account over the years. She currently resides in Fishers with her husband and two children.

Leadership Biographies

ALI BARNES

Ali is a Ball State grad majoring in Journalism with a concentration in Advertising & Public Relations and a Minor in Communication. Ali has a passion for digital media. Her love for social media is obvious by her activity and willingness to drive forward with new, innovative ideas on how to advance initiatives. She's energetic, knowledgeable and not afraid of anything. Her background also includes print media.

Ali grew up in Indiana but left after college to work for NBC Universal in Chicago selling digital and print to both agencies and clients directly. She worked with Modern Luxury Publishing for CS Magazine as an Account Executive and with YP as an Account Manager. She also spent time selling broadcast and digital for the PyeongChang 2018 Olympic Winter Games. In addition, she was responsible for premium NBC sports-related content, that included the NFL, Kentucky Derby, Notre Dame Football, NHL, Olympics, IndyCar series, and the golf channel, while at NBC Universal.

Ali joined the Magnitude team as a Digital Strategist with responsibilities that include traditional media buying. She's a digital savant and represents the commitment to growing the skills of our agency. Ali just purchased a house in downtown Indianapolis within walking distance to the Fieldhouse.

MARIAH HICKS

Mariah Hicks is a graduate from the Herron School of Art & Design. She previously worked for the Indianapolis Colts. Her entire experience in design is sports related and that is the reason she was recruited to Magnitude.

Mariah is a huge supporter of all local Indianapolis teams. She happily attends any sporting event because she loves being immersed in the crowd, energy, and atmosphere. Being a Colts cheerleader for the past six seasons, Mariah knows how to entertain and engage fans. This experience helped her gain a multitude of marketing and field research experience with fans. Mariah is from a small town in Indiana, but currently resides in Westfield.

If [awarded this contract](#), we would add up to nine people to the team with specific skills to support the expanded services. Positions we would add include a creative director, additional project managers, additional designers, a Drupal developer, and a semi-dedicated studio resource. We have identified and extended contingent offers to a creative director, a developer and the studio resource. All three people have extensive experience, with much of it in sports marketing. Two are being recruited from outside our market and plan to relocate within 90 days. We would also be open to establishing a satellite office downtown. The remaining needed positions would be hired within 60 days as well, making us ready for the start of the agreement in August. We have leads for those additional positions, all with sports related experience.

Billing and Rates

2. PS&E is accustomed to operating on well-defined managed and cost controlled budgets. Please do the following:

1. Define how your firm sets budgets, manages invoices and modifies client budgets
2. Explain your rate structure
3. Billing methods
4. Out-of-pocket expenses including travel

Budgets and Invoices

The agency model has shifted. The model used to look a lot like a law firm, where invoicing was based on hours and hours were based on touches and time. We have shifted that model to be outcome focused. We want to add value. We expect to add value. And we expect to be paid for the value we add. So, we spend less time trying to understand how to maximize hours and increase productivity and efficiency and we spend more time trying to understand how we add value to our customers, how we add value to the relationship and how we create new opportunities that otherwise weren't there.

We set budgets by estimating the time for each related activity and multiplying that by a weighted average agency rate. That sets a preliminary budget. We then convert that to a range because we know that for different projects with various situations there are more or less revisions than expected.

Generally speaking, we prefer agency relationships to be on a retainer even though it's technically not a retainer... it's more or less 'average monthly billing'. We estimate the budgets on all the given projects we are going to execute over a period of time. We then identify a range in budget for those projects, and we divide that by the term/time and then turn that into a monthly "retainer" number.

We review and adjust those budgets bi-weekly by reviewing the over and under on individual projects. We then reconcile those on a monthly or quarterly basis. We invoice the monthly number and manage invoices through our centralized accounting service.

Billing and Rates

Budgets and Invoices (continued)

That said, we also don't want to limit creativity by micromanaging hours. So we understand and appreciate in any relationship that we really sell outcomes, not hours. We are in the business of producing outcomes that make a difference for an organization, rather than micromanaging hours and limiting team members' creativity. We stay within budgets regardless.

Our Rate Structure

Billing rates are interesting. Obviously they're tied to the person and their compensation/salary, but we take a unique view on rates. We understand and believe that rates have to be tied to value. So rather than taking a person's total compensation package and their desk rate and adding a multiplier to it to create a billable hour, we look at it and say, "How qualified is this person to add value and contribution to the account relationship?"

We bill using a weighted average agency rate of \$135/hour for all services. Higher valued talent, director level, have billable rates above \$250/hour factoring in their higher compensation. However, as an average, our hourly rate is \$135 for all services. Our business model is one that has fewer people that are more senior in experience, so we don't break out services by rate, we consider the average works out fair. Right or wrong, once we establish a working relationship and budget, we do about anything needed to be successful and don't look at every ask as a way to increase our fees.



"We trusted Magnitude to guide us through a rebrand of ourselves. And then ultimately, what we're really excited about, most recently, is that we've made a huge shift to a digitally focused marketing approach with them."

Zak Estes, Vice President
Bill Estes Automotive

Billing and Rates

Billing Methods

We prefer a monthly invoice that represents the total annual contract (estimated by project hours x average rate LESS any variable costs) divided by 12 months. Since this is an estimate, it also seems reasonable to set aside 10 percent of the contract amount and reconcile that on a quarterly basis by accounting for project work during that term or rolling term.

Out-of-Pocket

Outside costs are estimated / quoted in advance, agreed to by both parties, and invoiced as a direct pass through (complete transparency and no markup) or paid by us with invoices provided for reimbursement.

3. Based on your experience and the information we have included, provide an idea of agency fees for each of the key deliverables.

Please see the following two pages for budget breakdown.

Budget estimates for Pacers and BLF are based on actual historical hours as shown in Appendix A.

Campaign / Initiative	Pacers	Fever	Mad Ants	Gaming	BLF	
VISION						
Long-term creative vision, including recommendations on messaging and imagery each year	100	50	50	40	0	
Brand books, including brand positioning and multi-season creative usage guidelines of all logos and assets	150	50	50	0	0	
MARKETING & SALES						
Season Campaign Thematic & Style Guide	75	65	65	25	0	
In-arena artwork, including banners, box office, and plazas	175	75	50	0	0	
Schedule Announcement Campaign (pocket schedule, schedule holder, desktop/mobile wallpapers, print ads), Pocket Schedules, Holders & Program Ads	65	45	45	20	0	
Season lead-up media assets (TV, Print, In-Arena, Website, Out of Home)	60	30	30	0	0	
NBA/WNBA Draft Campaign Media Assets (Print, In-Arena, Website, Out of Home)	30	15	0	8	0	
Pacemates Voting Campaign (print, digital video, and website)	75	0	0	0	0	
Two In-ARENA Fan Zones (banners and staircase graphics per section)	30	0	0	0	0	
Opening Night Campaign (design of all elements including print ads, posters, signage, and digital assets)	30	15	0	0	0	
Black Friday/Cyber Monday Campaign (design of all elements including print ads, posters, signage, and digital assets)	40	0	0	0	0	
Holiday Campaign (design and execute look and print/digital assets)	60	0	0		0	
All-Star Campaign (website & digital assets to support)	25	0	0	0	0	
Post-Season/Thank You Campaign	60	0	0	0	0	
digital billboard templates, print/digital/TV assets for single games, social media assets)	250	65	0		0	
Gametime Programs	350	125	0	0	0	
Playoff Activation	see variable cost breakout					
Season Ticket Holder Renewal Campaign (concept development, website development, print renewal guide, follow-up collateral, print/digital assets to support)	180	50	0	0	0	
Season Ticket Holder Event Artwork (e.g. STH parties, select-a-seats, rookie draft night)	30	15	0	0	0	
New Sales Campaign (concept development, online experience design, sales sheets)	40	20	0	0	0	
Group Sales Collateral (development of brochure, website, order forms, fundraising collateral, sales sheets)	80	25	0	0	0	
B2B Sales & Marketing, including static and video content	20	0	0	0	0	
Media Day (all day photo/video shoot of team to use in collateral)	125	75	0	0	0	
All Non-Physical Advertising/Media Assets Outside the Arena	35	15	0	0	0	
DIGITAL / SOCIAL						
Creating Social Media Ads for Marketing Campaigns	65	45	0	0	0	
Website maintenance and updates, including graphics	100	65	75	0	0	
Executing new season theme across web and social branding	80	40	0	0	0	

Campaign / Initiative	Pacers	Fever	Mad Ants	Gaming	BLF	
Creating Website Graphics for Marketing Campaigns	75	35	0	0	0	
Sourcing Images for Social Media Ads	75	35	0	0	0	
Editing for Longer Digital Video Features	130	60	0	0	0	
GAME OPERATIONS						
In-Arena Video Open and Legacy Videos	350	200	200	0	0	
In-Arena LEDs	80	50	0	0	0	
COMMUNITY RELATIONS						
Event Advertising, Flyers, Brochures	50	30	0	0	0	
Call-A-Pacer Photo Cards	25	25	0	0	0	
Pacers/Fever Cares website	30	25	0	0	0	
BASKETBALL OPERATIONS						
Internal Logos as Needed	75	0	0	0	0	
Media Guide	75	0	0	0	0	
Player/Team Autograph Cards	15	0	0	0	0	
Franchise History Books	75	0	0	0	0	
Recruitment Campaigns	see variable cost breakout					
RETAIL						
Team Retail Websites and BLF.Com	160	90	40	25	240	
specials	140	50	40	0	0	
SPECIAL LONG-TERM EVENTS / PROJECTS						
New Uniform Unveils Over Next 4 Years	50	0	0	0	0	
Pacers Connection Logo and Family/Player Handbook	60	0	0	0	0	
BLF Naming Rights Conversion and 2021 All-Star Game related material	0	0	0	0	100	
Rebranding of Pacers Cares, Fit Like A Pro, Other Signage TBC	100	0	0	0	0	
Fever 20th Anniversary Campaign, Style	0	50	0	0	0	
Mad Ants 15th Anniversary Campaign,	0	0	50	0	0	
Fieldhouse 20th Anniversary Campaign,	0	0	0	0	50	
OTHER BANKERS LIFE FIELDHOUSE EVENTS						
Special Program Ads	0	0	0	0	20	
Creative for Concert Flyers	0	0	0	0	100	
Lightbound Courtside Club Flyers	0	0	0	0	100	Rate
Congratulatory Ads for Concert Artists	0	0	0	0	30	\$135
Creative for Box Office Signage	0	0	0	0	100	
Subtotal Hours	3,895	1,535	695	118	740	6,983
Cost Allocation	\$525,825	\$207,225	\$93,825	\$15,930	\$99,900	\$942,705
Brand	PACERS	FEVER	MAD ANTS	GAMING	BLF	TOTAL
ADDITIONAL ITEMS (HISTORICALLY DONE BUT NOT INCLUDED IN RFP SCOPE)						
Sales Rep Media Day (+ photography)	50	30	0	0	0	
Hickory Execution	60	0	0	0	0	
Season Ticket Artwork	60	47	0	0	0	
Vehicle Wraps	20	0	0	0	0	
12 Days of Christmas	40	0	0	0	0	
TV Commercials / digital video spots	125	50	0	0	0	
Corporate Holiday Card / Video	0	0	0	0	25	
Website Hosting (Gear and BLF.com)	see below - hard costs for server and redundancy					
PCI Compliance Maintenance	58	0	0	0	62	
Concessions	10	0	0	0	0	
Employee Event Invitations	20	0	0	0	0	
	443	127	0	0	87	657
Subtotal Additional Items	\$59,805	\$17,145	\$0	\$0	\$11,745	\$88,695
Website Hosting (Gear and BLF.com)	\$12,000	\$0	\$0	\$0	\$12,000	\$24,000
Subtotal Additional Items w/Server Costs	\$71,805	\$17,145	\$0	\$0	\$23,745	\$112,695
Grand Total w/Additional Items (hours)	4,338	1,662	695	118	827	7,640
Grand Total w/Additional + Server Costs	\$597,630	\$224,370	\$93,825	\$15,930	\$123,645	\$1,055,400
VARIABLE COST ITEMS - NOT INCLUDED ABOVE						
Recruiting Campaign (basketball ops)	0-800 hours		VARIABLE: # of players, significance of campaign			
Playoff Activation	0-400 hours		VARIABLE: # of rounds (100 hrs/round)			



SECTION 3

Agency Capabilities & Approach

Capabilities

1. State the agency's overall capabilities related to our needs and which areas of the RFP scope they are proposing to cover.

We are responding to the entire RFP scope. We've outlined our historical experience and feel very strongly we are in the best position to be your partner for everything. We view this RFP as a chance to restructure our relationship to improve on the solid foundation we have together. There are only a few projects in the scope we haven't done. However, we have working knowledge on all subjects and this would allow us to grow together without ever missing a beat, deadline, or opportunity.



"Magnitude has been influential in our brand strategy and in our market strategy and have really brought a unique perspective, and outside view, to our organization, to help us think differently and more creatively. We've been together for over ten years, and I think there continues to be great opportunities for them to have an impact on our business."

Doug Webel, Ph.D., President & CEO
United Animal Health

View Doug's full message at MagnitudeAgency.com/Pacers

Capabilities

MAGNITUDE EXPERTISE

Brand Strategy

Brand essence, messaging, promises and positioning

Brand Development

Logo development, brand launch strategy and brand adoption training

Marketing & Sales Planning

Marketing approach plan, budget recommendations, quarterly campaigns / initiatives / activities and recommendations on how to attract, connect and convert traffic and leads

Concept & Ideation

Ideation sessions and concept development

Creative Production

Graphic design, user experience, 3-D and studio animation, kinetic typography, motion graphics, video production, web design, web architecture and web development / coding

Traditional Media Buying

Broadcast, cable, radio and outdoor planning and placement

Digital Media Buying

Programmatic display, remarketing and video planning, placement and optimization

Paid Search (SEM)

Google AdWords strategy, management and optimization

Paid Social (SMM)

Facebook, Instagram, LinkedIn, Snapchat and YouTube strategy, management and optimization

AREAS OF RFP SCOPE

Brand & Strategy

- Long-term brand and creative visions

Administrative Services

- Presentations to client teams
- Weekly coordination meetings with client teams
- Monthly reports to client teams
- Public affairs and relations

Digital Media Services

- Online content creation
- Website maintenance and updates

Graphic Design Services

- Season campaign, playoffs thematic and style guides
- Traditional and out-of-home print
- Franchise history books
- Free agency recruitment campaigns
- Logos and promotional material

Imagery Services

- Acquisition and sourcing of photography imagery
- Creation of illustrated imagery

Video Production & Editing Services

- Concept development
- Video production and shoots
- Pre and post-production tasks

Sports Experience

2. Please provide agency experience in working with a sports organization and explain what issues might arise from working with a sports organization and how those would be addressed. If prior experience, please provide client names, project timeframe and type of project, as well as if that company is still a client.

Sports is dynamic, just like the game itself, the field requires quick responses at the highest level. You must be able to push the ball forward, always be ready, and be on top of your game. The biggest issues with a sports organization are the speed of the assignments (less notice than traditional B2B or B2C), the feedback/revision timelines (quick and often after business hours), and the diverse audience groups (vastly diverse stakeholders with different interests). We have historically addressed this by hiring people that are passionate about sports. Sports is a way of life for some. We all know the person that doesn't like sports. They don't understand what it's all about. They have other interests. For those of us that live and breathe sports, like an athlete, we will stop at nothing to get the job done. Practice, routine, repetition and raising the bar – we do it all for the passion. This is not an industry, this is a way of life. We combat the issues by preferring fans as employees. Over the last 10 years, we've assembled some super fans. The next few pages list sports clients we've worked with over the years. Most are project based and many were referred to us by the Pacers or the NBA.



"Since we've started working with Magnitude, things have been turned around quickly, the response is terrific, I even get emails at 6, 7 or 8 at night, responding to me. No other company I have ever worked with has handled things this way.

It's a terrific relationship."

Bill Brosius, President

William Gordon Group

Sports Experience

Indiana Pacers, 2008-present

- Full service, agency of record
- Design and development of full range of marketing assets

Bankers Life Fieldhouse, 2011-present

- Promotion of concerts / events
- Development and maintenance of website

Carmel Fest, 2011-present

- Development and maintenance of website
- Other collateral to support Carmel's Festival

Marlin Jackson and Fight for Life Foundation, 2015-present

- Development of brand message
- Related collateral to support the various community events

Playbook Management, 2016-present

- Development of brand message
- Promotion of company to NBA athletes for representation
- Development of various marketing material for NBA athlete clients of the company

Indiana Fever, 2009-2010, and misc projects 2012-2015

- Concept, development, and launch of fan acquisition project
- Concept, design and development of Opening Night promotion
- All Decade Microsite
- Development and creative execution of recruitment campaign
- Digital banner ads

Minnesota Timberwolves, 2013-2014

- Development of online fan portal
- Development of online renewal campaign

Indiana Bicentennial, 2016-2017

- Development of website
- Promotional collateral for Indiana's Bicentennial celebration

New York Knicks, 2010-2013

- Development and creative execution of recruitment campaign
- Development of online renewal campaign

Sports Experience

New York Rangers, 2010-2013

- Development of online renewal campaign

Ponoco Raceway, 2011-2013

- Development of online renewal campaign

New Era Tickets, 2011-2013

- Development of website
- Partnership for renewal campaigns with New Era customers

Radio City Rockettes, 2010-2011

- Microsites for Holiday campaigns

Radio City Music Hall, 2010-2011

- Concept and development of renewal campaign

Madison Square Gardens, 2010-2012

- Development of suite renewal campaign
- Development of suite ordering program

Levy Restaurants, 2009-2010

- Front-end design of web commerce platform
- Design of advertisements inside of web commerce platform

Northwestern University, 2012-2013

- Concept, development and launch of fan acquisition project

Indiana Sports Corp., 2009-2012

- Promotion materials (including video series) for Corporate Challenge

Sports Indiana, 2009 - 2012

- Development of website

Torch Relay, 2014-2016

- Development of engagement collateral for the Torch Relay

Simon Youth Foundation, Masquerade Ball, honoring Larry Bird, 2011

- Development of the theme
- Development of invitations to the event

Creative Process

3. If you have no experience in sports & entertainment, how will your team educate themselves?

Not applicable.

4. What is your approach to brand and creative development, and what evaluation measures are imposed during your process to ensure that the thinking generated, and solutions presented can best serve the interests of the client?

Brand and creative development is still a people product, there is nothing automated. And, we believe there is no single right or wrong process. We don't think of the development process as linear. Instead, it is a collection of ingredients. Our process to brand and creative development involves all these ingredients in a non-linear way. To ensure the thinking and solutions best serve the interest of the client, we test. We have an informal group of fans that represent each segment of our fan base – super fan, family fan, corporate fan, and casual fan – that will weigh in, when requested, to offer opinions.

5. Discuss how your agency produces its best creative work. Please speak to the coordination between your account management, planning, creative teams and discuss any best practices that you feel your agency is using in this regard.

We eliminate layers. We are a smaller team of highly compensated people with a lot of experience. We collaborate. We enjoy an open-concept environment inspired with sports. We communicate always. We were a large agency prior (over 65 people). We've matched the revenue of the large agency with this smaller group. We are small, but we are mighty. We welcome the chance to take on larger groups.

(continued on next page)

Creative Process

5. continued...

Every role understands every role. Account service can design, can edit video, and they understand coding. Our designers are trained on sales. Everyone must, at least, understand everything. Imagine the manager of an auto shop that can't explain how the carburetor works, it doesn't work. We want our talent to be the Michael Jordan of their craft, but what makes Jordan great, is he understands more than just his thing. He gets the bigger picture.

We collaborate on everything and routinely update on work in progress.

6. Please describe the processes and tools your firm employs to evaluate and measure results of your marketing communications efforts, if any. Please be specific as to overall program /campaign measurement.

We love our jobs. Why? Because effective marketing campaigns are critical to the success of any business. What we do not only matters, but ultimately determines the success of our clients. What we do really moves the needle, and showing the value we bring to clients is important to us. Time is money, so confirming we're using ours wisely, for both ourselves and our clients, is No. 1 on our priority list every day.

Our process to evaluate and measure results of marketing and advertising communication efforts is tailored to each specific client and campaign pending the goal(s), however, the framework is always the same. Both traditional outbound marketing and advanced inbound marketing tactics require three core steps for campaign measurement.

(continued on next page)

Measurement

6. continued...

1. Campaign Planning
 - a. Goal(s)
 - b. Creative Strategy
 - c. User Experience

The fundamental constant variable for marketing and advertising campaigns is to generate traffic, which transition into qualified leads, and ultimately, drive sales. This initial step determines whether a campaign should primarily drive awareness, engagement or conversions.

From there, the creative components and complete user experience (including the total number of steps, etc.) are clearly defined. Compelling creative and a seamless user experience with minimal steps and as little friction as possible are key to creating our high-performing campaigns.

2. Campaign-Specific Tracking
 - a. Call Tracking Numbers
 - b. Pixel Tags
 - c. Landing Page(s)

Tracking campaign performance data via dedicated call tracking numbers, pixel tags and landing page analytics is pertinent to measuring a campaign's success, and ultimately, the ROI for our clients. These granular details determine how optimizations are made throughout each campaign flight to ensure clients are spending money where they should be in order to reach their goals as fast as possible. Not only are these tracking methods implemented at the start of each campaign, but they're monitored on a daily or weekly basis depending on the complexity of the campaign.

Measurement

6. continued...

3. Key Performance Indicators (KPIs) + ROI Measurement
 - a. Review Goal(s)
 - b. Set Benchmark Metrics
 - c. Set Client Expectations

Prior to each campaign launch, we determine a client's KPIs and benchmark metrics in order to accurately judge the campaign's success. In doing so, we review their goal(s) and are sure to align their expectations accordingly. Clear communication from the start lays a solid foundation for each client's positive experience of partnering with us. Whether measuring brand lift, engaged time, visitor loyalty, etc., this step is an absolute necessity.

Lastly, several tools in our arsenal drive the success of our campaign measurement process as we use most of them on a daily basis, including: Wordstream, Google Analytics, ReportGarden, Sprout Social, Hotjar, Media Monitors and WideOrbit.

Like we said before: we love our jobs. Marketing is fluid and constantly changing, and we know how important it is to keep up. Because we always bring our A game, our clients do too, and we have the campaign measurement process and tools to prove it.



SECTION 4

Agency Experience

Creative Vision Case Studies

1. Present up to three creative vision and/or creative development case studies from other clients

BILL ESTES AUTOMOTIVE

Bill Estes Automotive Group approached us to work together on development a new message in the market. Their current positioning statement, "A Better Way to Drive", had been around for 15 years and was created originally with the intent of differentiating the Bill Estes brand from dealers in the market. Bill and his executive team asked us to review his brand, look at their current message, understand their business and their operation, and develop a new message to refresh their organization. It was very important to Bill and the team that their new message was not only relatable to the audience, but also matched the culture of the organization and his business philosophy.

We began by explaining our philosophy on branding: neuroscience. We set out to determine what pains a car buyer experiences in a typical transaction. What did we find everyone had in common? That nobody trusts a car dealer. Our positioning recommendation was to go right at the buyer's pains. We developed messaging and subsequently launched an integrated ad campaign centered around the new message of "Estes Earns It" and "A Different Kind of Dealer."

"Nobody trusts a car dealer, but at Estes, we're a different kind of dealer. A dealer that earns your trust, your respect, and your business."

Every brand makes a promise to perform. With Bill Estes Automotive, having eight brands at four locations, they earn your business. That message has been in the marketplace for 12 months and the response has been overwhelming. Some anecdotal feedback, to Bill directly, but mostly quantifiable in the form of increases in traffic, leads, and sales.

TOUCHPOINTS

branding, monthly sales campaigns, brand style guide, brand messaging, email, broadcast, cable, digital outdoor, permanent outdoor, print, paid social display & video, programmatic display & video, digital ads, search/PPC/SEM, social influencer marketing, Hulu, streaming video, video on demand, pre-roll / mid-roll, vehicle wraps, showroom collateral, experiential collateral, event marketing

Creative Vision Case Studies

bill estes
AUTOMOTIVE

Bill Estes Chevrolet
Sponsored · 🌐

Like Page

It's May and the deals are here! We're celebrating Race Month with 500 Deals... all for you!
The best prices of the year are at Bill Estes Automotive.



500 Deals of May bill estes
AUTOMOTIVE

500 Deals of May at Bill Estes Automotive
Shop now for the best prices.

[Shop Now](#)

[Like](#) [Comment](#) [Share](#)

[BILLESTESCHEVY.COM](#)



Creative Vision Case Studies

UNITED ANIMAL HEALTH

Our relationship with the United Animal Health began in 2007. United Animal Health was formerly known as JBS United – a rename and rebrand we created and launched in 2018. United is a \$750 million business that has four separately branded wholly or partially owned subsidiaries. The company employs more than 325 people and is one of the most respected animal nutrition and health companies in the United States.

United originally approached us to help them modernize their sales approach and digitize their sales process. Specifically, they had a new product launch approaching and had invested over 30% of their net worth, or \$60 million, in the project and they were looking to take it to market.

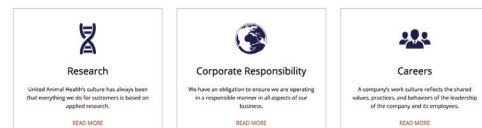
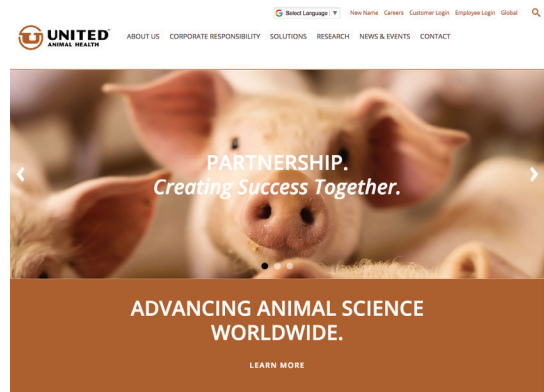
Over the course of the last ten years we have expanded the relationship to become their agency of record for both the parent company and their four subsidiaries – located in Milwaukee, Des Moines, and Indiana. We handle everything from A to Z for United from strategy, to creative, to execution and media buys / placement. We also are responsible for their tradeshow, including branded experiences, advertising / event promotions, and customer events.

We work actively with each business unit and, much like our suggested structure with the Pacers relationship, they all roll up into one strategic account director position that oversees how all of those integrate and execute as one.

TOUCHPOINTS

branding, brand messaging, email communications, print, paid social display & video, programmatic display & video, digital ads, search/PPC/SEM, social influencer marketing, vehicle wraps, branded collateral, trade show booths and collateral, event planning and marketing

Creative Vision Case Studies



Creative Vision Case Studies

INDIANA PACERS

Magnitude has worked with the Indiana Pacers in some capacity since 2008. We started as a digital partner for the organization and evolved into a more full-service relationship. For the last two seasons, we've not been involved with creating the season theme and, therefore, the partnership has changed some making our role more of a creative partner than a full-service partner.

Still, in our current role, we support all elements of marketing and are involved with all other departments/groups (sponsorship, ticket sales, game ops, basketball ops, and retail). Prior to the introduction of Translation who took over season theme, we were responsible for creation of the season theme on an annual basis, developing the style guide, launching that guide with all additional partners, and then executing the look throughout the season in all channels.

As a team, we were a part of the creation of the brand essence, "Indiana's Game. Indiana's Team" and integration of that essence into the brand message. We were also involved in the development of the "Gold Swagger" and the following "Blue Collar, Gold Swagger" themes. Annually, we would represent both of those themes throughout the creative elements.

We understand the fast-paced nature of the sports industry and align team members to be available any hour of any day as needed. We are committed to the Pacers as a team and look forward to growing together.

TOUCHPOINTS

branding, brand style guide, television, digital outdoor, permanent outdoor, print, paid social display & video, digital ads, vehicle wraps, sales collateral, experiential design

Creative Vision Case Studies



In Addition

2. Include any other information you believe would be important for us to consider.

Multiple Brand Experience

Through our relationships with Bill Estes Automotive and United Animal Health, we have extensive experience managing an account with multiple brands. Bill Estes Automotive has four store locations, each with an individual brand, and between the four locations they sell eight car makes with multiple models. Likewise, United Animal Health has multiple brands in various out-of-state locations under the parent brand. Each brand is managed individually, but all team members report to one account director to ensure brand consistency.



“Magnitude does a great job working with us to stay focused on each and every department, while also pushing our overall brand strategy forward. It’s challenging, at times, and very demanding, but being in a retail business, each and every day matters. Selling another car and servicing another car matters that day, while also controlling our overall brand message towards the Indianapolis community.”

Zak Estes, Vice President
Bill Estes Automotive

View Zak’s full message at MagnitudeAgency.com/Pacers

Client References

3. List at least three clients among your present roster who we might call as a reference for your capabilities and services.

Bill Estes Automotive

Bill Estes, President, 317-850-9599

Zak Estes, Vice President, 317-903-8700

Wedgewood Building Company

Gary McNutt, President, 317-716-5716

William Gordon Group

Bill Brosius, President, 317-361-3191

APPENDIX A

Magnitude's Actual
Experience with Scope of Work

Campaign / Initiative	Actual 2013-14 Creative Hours	Actual 2014-15 Creative Hours	Actual 2015-16 Creative Hours	Actual 2016-17 Creative Hours	Actual 2017-18 Creative Hours
BRAND STRATEGY, POSITIONING, AND CREATIVE VISION					
Long-term creative vision, including recommendations on messaging and imagery each year	x	x	x	x	x
Brand books, including brand positioning and multi-season creative usage guidelines of all logos and assets	162	208	182	x	x
MARKETING & SALES					
Season Campaign Thematic & Style Guide	86	123	99	108	76
In-arena artwork, including banners, box office, and plazas	201	255	204	171	193
Schedule Announcement Campaign (pocket schedule, schedule holder, desktop/mobile wallpapers, print ads), Pocket Schedules, Holders & Program Ads	79	101	69	71	86
Season lead-up media assets (TV, Print, In-Arena, Website, Out of Home)	97	144	43	56	62
NBA/WNBA Draft Campaign Media Assets (Print, In-Arena, Website, Out of Home)	x	x	43	39	32
Pacemates Voting Campaign (print, digital video, and website)	72	219	355	87	99
Two In-ARENA Fan Zones (banners and staircase graphics per section)	56	26	9	x	x
Opening Night Campaign (design of all elements including print ads, posters, signage, and digital assets)	88	36	16	17	33
Black Friday/Cyber Monday Campaign (design of all elements including print ads, posters, signage, and digital assets)	49	77	45	34	37
Holiday Campaign (design and execute look and print/digital assets)	77	169	54	33	68
All-Star Campaign (website & digital assets to support)	10	37	29	18	36
Post-Season/Thank You Campaign	56	93	15	60	31
digital billboard templates, print/digital/TV assets for single games, social media assets)	234	253	105	153	245
Gametime Programs	x	x	x	x	x
Playoff Activation (theme and playoff related collateral and materials, including mag stands, playoff tickets and covers, media guide cover, game giveaway shirts, cheer cards, print ads, online, banners etc.)	320	60	104	132	117
Season Ticket Holder Renewal Campaign (concept development, website development, print renewal guide, follow-up collateral, print/digital assets to support)	230	162	179	98	139
Season Ticket Holder Event Artwork (e.g. STH parties, select-a-seats, rookie draft night)	x	x	x	x	x

New Sales Campaign (concept development, online experience design, sales sheets)	20	13	45	33	19
Group Sales Collateral (development of brochure, website, order forms, fundraising collateral, sales sheets)	78	25	33	43	76
B2B Sales & Marketing, including static and video content	x	474	75	13	18
Media Day (all day photo/video shoot of team to use in collateral)	12	26	24	32	40
All Non-Physical Advertising/Media Assets Outside the Arena	x	x	x	x	x
DIGITAL / SOCIAL					
Creating Social Media Ads for Marketing Campaigns	x	x	x	x	43
Website maintenance and updates, including graphics	x	x	x	x	x
Executing new season theme across web and social branding	45	78	93	63	71
Creating Website Graphics for Marketing Campaigns	43	30	51	49	67
Sourcing Images for Social Media Ads	x	x	93	84	75
Editing for Longer Digital Video Features	x	x	91	x	135
GAME OPERATIONS					
In-Arena Video Open and Legacy Videos	x	x	x	x	x
In-Arena LEDs	x	56	74	93	80
COMMUNITY RELATIONS					
Event Advertising, Flyers, Brochures	x	x	x	x	x
Call-A-Pacer Photo Cards	x	x	x	x	x
Pacers/Fever Cares website	x	x	x	x	x
BASKETBALL OPERATIONS					
Internal Logos as Needed	x	x	26	x	132
Media Guide	x	x	x	x	x
Player/Team Autograph Cards	x	x	x	x	x
Franchise History Books	x	x	x	141	97
Free Agency Recruitment Campaigns (highlight videos, VR tours, magazine designs, ad design, book designs, documentary, commercials, voiceover scripts, technology integration/design)	594	762	311	261	14
RETAIL					
Team Retail Websites and BLF.Com	93	116	104	293	328
specials	x	x	146	121	139
SPECIAL LONG-TERM EVENTS / PROJECTS					
New Uniform Unveils Over Next 4 Years	x	x	x	x	143
Pacers Connection Logo and Family/Player	x	x	x	x	x
BLF Naming Rights Conversion and 2021 All-Star Game related material	x	x	x	x	x
Rebranding of Pacers Cares, Fit Like A Pro, Other Signage TBC	x	x	x	x	x
Fever 20th Anniversary Campaign, Style and Design	x	x	x	x	x
Mad Ants 15th Anniversary Campaign, Style and Design	x	x	x	x	x

Fieldhouse 20th Anniversary Campaign, Style and Design	x	x	x	x	x
OTHER BANKERS LIFE FIELDHOUSE EVENTS					
Special Program Ads	x	x	x	6	11
Creative for Concert Flyers	x	x	x	x	x
Lightbound Courtside Club Flyer for All Concerts	x	x	x	x	x
Congratulatory Ads for Concert Artists	x	x	x	4	7
Creative for Box Office Signage	x	x	x	x	31
ADDITIONAL ITEMS					
Sales Rep Media Day (+ photography)	x	53	35	59	x
Hickory Execution	x	x	91	29	97
Season Ticket Artwork	54	41	51	73	57
Fan Jam	4	13	4	6	13
Vehicle Wraps	x	x	7	13	23
Family Night Collateral	21	15	7	14	19
12 Days of Christmas	x	31	19	45	57
Fan Appreciation Night	12	21	6	10	10
TV Commercials / digital video spots	158	232	59	194	154
Corporate Holiday Card / Video	x	x	32	14	12
Concessions	x	x	12	19	9
Employee Event Invitations	x	x	x	13	17
	2,951	3,948	3,040	2,802	3,248
140	\$413,140	\$552,670	\$425,600	\$392,280	\$454,720



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