

REQUEST FOR PROPOSAL

Contact:

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Long Leaf Opera
PO Box 2683
Chapel Hill, NC 27515

About us:

Long Leaf Opera presents a festival of American opera each year in June. We were founded in 1998 and are full professional members of Opera America, the association of leading opera companies. We are the only opera company in the country solely dedicated to opera originally written in English.

Our competition:

1. Opera Company of North Carolina
2. Other cultural arts events taking place at the same time as our festival

In five years, we want:

1. our festival to be a national cultural arts destination
2. people to think of Long Leaf Opera when they think of American opera
3. to be financially independent of our one primary donor
4. to fill Memorial Hall for every performance

In the past, we have worked with:

1. Koroberi
2. Carl Johnson Advertising

Those responsible for guiding the project:

The Executive Director and the Board of Directors Marketing and Communications Committee

We are looking for:

“Out of the box” thinking for an “out of the box” opera company

Your minimum tasks are:

1. Conduct market research to determine perceptions, market segments and target markets, then position our offer
2. Organize and maintain media lists of local and regional contacts
3. Draft press releases to distribute to media
4. Pitch stories for regional and national media
5. Develop and coordinate advertising and promotions
6. Develop and design direct mail and brochure distribution

Our annual budget is:

\$25,000 not including media buys, printing, postage, etc

Last year, we spent on media buys:

\$9,000 plus \$4,000 for a direct mailing

Our time line is:

Now until completion of festival, June 29 2007

Your proposal is due to Long Leaf on:

1 November 2007

Thank you and please call if you have any questions.