

# Request for Proposal for Branding and Marketing Campaign

for the

## AMERICAN ASSOCIATION OF COMMUNITY THEATRE

AACT National Office  
Julie Angelo, Executive Director  
1300 Gendy St  
Fort Worth TX 76107-4036  
817.732.3177  
Toll Free 866.Our.AACT (687.2228)  
Fax 817.732.3178  
[info@aact.org](mailto:info@aact.org)  
[www.aact.org](http://www.aact.org)

### Background

The American Association of Community Theatres (AACT) is the ***national voice of community theatre***, representing the interests of its constituents which are all community theatres across the United States and armed services overseas, and all the people who support them.

The History of Community Theatre in the United States  
Let There be Art by Twink Lynch (excerpts)

*Two important ideas emerge during a study of community theatre roots. The first has to do with the importance of our field. In 1968 Robert Gard, Martin Balch and Pauline Temkin wrote: "Community Theatre occupies a peculiarly important position in the American theater picture. It is the largest, by far, of the theater's numerous segments, and has the best chance of reaching the average citizen and family. In the bigger cities its clientele is the neighborhood; in smaller ones, a fair cross section of the stable, educated population; and to countless localities not served by the professional or the educational theater, it offers the only opportunity to see live drama....It engages more people in theatrical activity, albeit part-time, than all the rest of the American theatre put together, including schools and colleges." (Theatre in America: Appraisal and Challenge, 1968).*

*The second important idea is that this incredible opportunity to impact our communities brings a responsibility with it. It is apparent from reading the literature that theatre professionals have been holding community theatres accountable to the ideal of theatre **as an art form** and not just a form of recreation and social intercourse.*

*Enter ACTA/AACT whose mission is to foster and encourage the development of, and commitment to, the highest standards by community theatres through the U.S., including standards of excellence for production, management, governance, community relations and service. Through newsletters, workshops, professional conferences, and its acclaimed Festival of American Community Theatre – and now through electronic networking and communication – AACT has had a profound influence on community theatre-as-art for more than 40 years.*

AACT has its roots in the National Association of Community Theatre (NACT), an organization founded in the 1950's. In 1958 the American Community Theatre Association (ACTA) was founded and later became a division of the American Theatre Association (ATA). In February 1986 ACTA disassociated with ATA to become AACT, an independently incorporated organization. AACT, founded by ten past presidents of ACTA, adopted all past officers, award recipients, festival activities, and other aspects of ACTA and NACT as part of its history.

Festivals of American Community Theatre (FACT) started in 1969 as a way to select a show for the World Festival in Monaco and have been continued by AACT under the name of AACTFest in odd-numbered years with some participants going on to international festivals all over the globe.

In 1997 AACT's membership exceeded 1,000 and a tenth region – for overseas military members – was created and the AACT logo was adopted. Also in 1997 the AACT Board pulled AACT's growing educational programs together under a vice president for education. AACT sponsors the Full Time Community Theatre Directors Conference held by the University of Wisconsin in November of odd-numbered years. In 2002 AACT initiated an Artistic Directors Conference and an Education Directors Conference, which continue to be held biennially. In June 2005, AACT held its first national Community Theatre Management Conference designed to include part time and volunteer managers. This conference was repeated in 2007. AACT has held a series of fundraising conferences conducted by professional fundraising consultants. Fundraising was the subject of AACT's first virtual seminar in January 2006.

AACT is governed by a board of directors, representing diverse areas of the country and diverse types and sizes of community theatres. The governing body consists of the ten officers on the Executive Committee, nine board members-at-large, and ten regional representatives. The staff includes an Executive Director and a small staff located in Fort Worth Texas.

The board of directors meets twice annually in June/July and February. The Executive Committee meets in the fall. Meetings are scheduled in various

section of the country with the intention of encouraging and strengthening the regional and state organizations.

### **SCOPE OF SERVICES**

Specifically, AACT requires the following services:

- Organizational identity development, to include new logo and motto. This would also include incorporating logo/identity into the design of letterhead, envelopes, website and other outreach material.
- Creation of initial marketing collateral.
- Newsletter, brochure and flyer templates.
- Web-ready logo art-work
- Development of a communications plan to inform the community theatre world and individuals who participate in community theatre of the services and benefits provided by AACT. Define the actions needed to reach each segment of our constituents and membership.

### **PROJECT SCHEDULE**

In order to meet our commitment to a June 2009 adoption and implementation of our organizational identity and new logo and motto, the following timeline will be followed:

June 2, 2008	Proposals are submitted by interested firms.
September 15, 2008	AACT Marketing comm. & staff recommends firm.
Oct. 31-Nov. 2, 2008	Executive Committee meets in Bloomington MN to finalize agreement and work begins.
February 2009	Presentation of brand strategy, identity, communications plan and key messages to Board and Staff.

### **Contact**

If you have any questions regarding these specifications, please contact Julie Angelo, AACT office, at [info@act.org](mailto:info@act.org) or Carole Ries at [carole@topekacivictheatre.com](mailto:carole@topekacivictheatre.com).

**AACT**  
**1300 Gendy St**  
**Fort Worth TX 76107-4036**  
**817.732.3177**  
**Toll Free 866.Our.AACT (687.2228)**  
**Fax 817.732.3178**  
[info@act.org](mailto:info@act.org)

***Proposal Deadline***

The deadline for receiving proposals is 1:00 pm on Monday, June 2, 2008. Firms shall submit three (3) sets and one (1) unbound original of the proposal or one (1) electronic version of the proposal to:

Carole Ries  
Topeka Civic Theatre & Academy, Inc.  
3028 SW 8<sup>th</sup> Ave  
P O Box 4793  
Topeka KS 66604-0793  
785.357.5213  
[carole@topekacivictheatre.com](mailto:carole@topekacivictheatre.com)

***Proposal Guidelines***

Proposals shall include:

- Examples of previous work done for clients in the areas of branding, identity, and marketing.
- Information about the firm's design philosophy and how it approaches challenges surrounding branding and identity.
- Breakdown of project phases and delivery schedule.
- Price list for various services, preferably in menu-style

***Limitations & Capacities***

AACT is a non-profit association governed by volunteers located all over the country. The board and committees meet three – four times a year. The Marketing Committee and the Executive Director will work directly with the successful bidder through conference calls in order to expedite the process. There will be an opportunity in October/November 2008 to work with the Executive Committee. Opportunities to meet onsite and work directly with staff would be at the national office in Fort Worth, TX.

***Award of Contract***

The award shall be made to the responsive and responsible agency whose proposal is the best combination of price and design quality. The firm's willingness to meet the timeline will also be considered.

Discussions **may** be conducted with the most qualified bidder for the purposes of clarification of requirements and revisions **may** be permitted after submission, and prior to award, for the purposes of obtaining best and final offers.

***Rejection of Proposals***

AACT reserves the right to reject any or all proposals submitted in response to the Request for Proposal (RFP) process.