



*Water Tower Partners
Proposal for Carrollton TX
May 7, 2015*

A. LETTER OF TRANSMITTAL

Dear Sir or Madam,

My name is Kevin Bryant and I am one of two founding partners of Water Tower Partners located in Roswell, Georgia. We are a municipality, local government marketing firm that's sole purpose is to assist our clients in their pursuit of creating positive programs in and around their community with the ultimate goal of enhancing their citizens' daily lives. Although our firm is young in its existence, we have over fifty years combined experience in the sports and entertainment marketing world. Our focus over those years has been largely in sponsorship procurement strategies from both the property and brand side. We have been fortunate to work with properties such as the Olympic Games, World Cup, NASCAR, Southeastern Conference, NCAA, BASS and numerous entertainment properties. Our entry in to the municipality/local government arena has been driven from feedback we have received from various brands and their desire to be active in local communities. As we heard this initial feedback we researched this concept of localized or community marketing for over a year and decided to make an entry in to this area, thus Water Tower Partners was created.

Water Tower Partners is excited to have the opportunity to present our RFQ response to you today. My partner, Abby, and I have a rich history in marketing, brand management and sponsorship procurement. We feel that we are a good fit for the City of Carrollton as you consider strategic corporate partnerships as a part of your economic development strategy. The two people on our team that will be representing Water Tower Partners are:

Kevin Bryant
Water Tower Partners, LLC
Managing Partner
12 Norcross Street
Suite 101A
Roswell, Georgia 30075
404-372-9324

Abby Port
Water Tower Partners, LLC
Managing Partner
12 Norcross Street
Suite 101A
Roswell, Georgia 30075
770-827-3081

Our management team has read through the general conditions and specifications for the RFQ and we have a clear understanding of the scope of services and the planning and execution processes that it will take for us to be successful.

We are prepared to present a plan to you that will support your scope of:

- A. Review and identify tangible and intangible assets for sponsorship/partnership opportunities
- B. identify and prioritize revenue generation opportunities
- C. Assist the City in developing a marketing partnership policy.
- D. Assist the City in developing a strategic plan to fulfill the goal of achieving alternate sources of revenue generation that is sensitive to community values.
- E. Review of existing City contracts to identify revenue opportunities.

As we have entered the municipality marketing space we feel our thinking of what really works for brands in communities has separated our agency from our competitors. We are not an agency focused on scoreboard logos and one-off sponsorship deals. We are providing a service that helps our clients position themselves as different, by way of approaching the market focused on sustainability programming and true partnerships as opposed to a gold/silver/bronze typical sponsorship. We also believe in a "fewer and bluer" partnership strategy that focuses on marriage minded brands that want a seat at the table with the city and can integrate their brand into thoughtful strategic programming that truly impacts citizens' lives.

It is our intention to present the City of Carrollton with a go-to-market plan and strategy including a target list, asset categorization and pricing, and a sales presentation. The original marketing plan does not include a clear road map for the City to pursue a partnership program.

Thank you for including Water Tower Partners in the City of Carrollton's RFQ process. We look forward to your feedback and questions as we push this process forward.

Sincerely

Kevin Bryant
Water Tower Partners, LLC
12 Norcross Street
Suite 101 - A
Roswell, Georgia 30075
www.Watertower-partners.com
770. 769. 5101 - office
404. 372. 9324 - mobile

B. DETAILED WORK HISTORY

City of Roswell

Steve Stroud

617 Atlanta Street, Suite 100

Roswell, Georgia 30075

678-823-4004

CORPORATE SPONSORSHIP PROGRAM ASSESSMENT

2014-2015

Cornerstone Support

Paul Mcrainie

70 Mansell Court, suite 250

Roswell, Georgia 30076

770-587-2440

BRAND MANAGEMENT, STRATEGIC PLANNING

2013-2014

Shriners Hospitals for Children

Marlena Kline

2900 Rocky Point Drive

Tampa, Florida 33607

SPONSORSHIP PROCUREMENT STRATEGY

2012-2013

Action Sports Media

Gordon Whitener

2035 Lakeside Centre Way, suite 175

Knoxville, Tn. 37922

770-329-6299

SPONSORSHIP STRATEGY, MEDIA SALES

2010-2013

Colonial Life Insurance Company

Tom Bise

PO Box 1365

Columbia, SC 2922

800-325-4368

CORPORATE HOSPITALITY, NAMING RIGHTS EVALUATION

2012-2013

Regions Bank

Paul Hodges

1900 Fifth Avenue North

Birmingham Alabama 35203

CORPORATE HOSPITALITY

2010-2012

C. HISTORY OF FIRM

Water Tower Partners, LLC was launched in April 2014 to cultivate the under-served and rapidly growing segment of municipal corporate sponsorship development. Through our current municipal clients, brand relationships, and extensive research we have developed a strong understanding of the needs from both brands and municipalities. Although Water Tower Partners is a relatively new agency, our experience is much deeper. Both principals of the company have over 20 years each of experience in the realm of sponsorship and branding. Through our experience and knowledge, we created Water Tower Partners to focus on the municipal and community government segment of sponsorship development.

We have completed full assessments for the cities of Roswell, GA and Milton, GA. We are currently under contract with the City of Roswell as their corporate partner procurement agency. We have strategic relationships with the Georgia Department of Tourism, the Georgia Municipality Association (GMA), and The Association of County Commissioners of Georgia (ACCG). We currently have several pending proposals in the process of approvals with other cities and counties. As one of the only agencies that is solely dedicated to corporate partnerships at the local government level, we are constantly reminded of the demand for this service from both municipalities and brands. We have strategically limited our growth to ensure that our clients receive the best service possible and that we are able to deliver more than we promise.

Water Tower Partners, LLC is fully independent.

D. STAFF RESUMES

KEVIN R. BRYANT

340 Todwick Drive • Roswell, GA 30075 • 770-993-6718 • k-bryant@charter.net

Sports & Event Marketing/Consulting/Municipality Marketing

Focused, results-oriented professional qualified by a highly successful 30-year career. Proven success identifying and capturing market opportunities and developing strategic partnerships to increase revenues and improve profits.

PROFESSIONAL EXPERIENCE

Co-Founder and Managing Partner

Water Tower Partners

9/12 – present

- Creator of a boutique municipality firm with a focus on corporate partnership procurement strategies for local governments and municipalities.

Owner and Managing Partner

AIM Marketing Solutions

5/10 – 9/12

- After merging bLinc Sports and AIM, my role as a managing partner was focused on new business and team member on the SunTrust, UPS, Shriners Hospitals and Stanley Tool Business.

President/Founder

bLinc Sports

4/07 – 4/10

- Created bLinc Sports in 2005. We are national sports marketing agency focused on consulting, event management and experiential hospitality. I am responsible for all phases of business operations including strategy, development and fulfillment.
- Clients include Shaw Flooring, Advanced Auto, Casa Havana Cigars, Colonial Insurance and the Tony Dungy Foundation.

Vice President

Omnicom/SportsMark

1/05 – 3/07

- Charged with launching a new Southeast regional office for Radiate Sports, a division of Omnicom. My time at Omnicom was spent working with several different agencies within the company that included GMR and SportsMark. I was responsible for the development and management of the Atlanta office and provide superior base elements for the companies key clients. My focus was consulting/retainer work and developing new sponsorship programs to help diversify SportsMark's hospitality business.
- Secured the Coca Cola Beijing Olympic hospitality business.
- Created the AIG Minor League baseball program.

Executive Vice President

Host Communications

10/94 – 5/04

- Created first Southeast Region National Sales Office.
- Managed sales and marketing staff of thirteen people.

- Responsible for key account sales for all of Host Properties. National Sales Team manages all sales efforts over twenty properties that produced forty million dollars in sales last year.
- Created individual customer marketing material and enhanced corporate material, which improved sales presentations and closings.
- Cultivated a positive and polished corporate climate, elevating external corporate image through employee training, operational event procedures and sales team leadership.
- Developed and produced national sales plan for company's product line including the NCAA, SEC, Big XII and the Music City Bowl.

ASSOCIATE ATHLETIC DIRECTOR

Georgia Institute of Technology

7/83 - 9/94

- Assisted Athletic Director in planning and developing marketing plans for all Georgia Tech Team Sports.
- Planned, promoted and supervised sponsor and promotion activities for Georgia Tech sports teams.
- Created first ever Corporate Sponsor program that increased from one hundred thousand dollars to three million dollars annually in ten years.
- Youngest Associate Athletic Director in the Atlantic Coast Conference.
- Supervised and developed sales plan for season ticket sales for all of Georgia Tech's revenue producing sports.

SALES MANAGER

Hyatt Hotels

St. Thomas, USVI

Atlanta, Georgia

1981 - 1983

- Established and maintained corporate customer relationships, thereby increasing corporate sales significantly.
- Formulated and implemented comprehensive annual marketing plan to maximize sales and minimize expense.
- Recruited and hired to expand the Sports and Entertainment market within Hyatt Hotels that resulted in incremental room nights.
- Developed outstanding capacity to comprehend management at a sales team and clearly communicative company growth throughout strategic planning and forecasting.

EDUCATION

University of North Carolina at Charlotte

Bachelor of Arts, History

Abby Port

Experience

2014 – Present

Water Tower Partners

Roswell, GA

Co-Founder/Partner

Water Tower Partners, LLC, was established with the objective of engaging the private sector in building and maintaining integrated partnerships that advance the goals of municipalities in need of additional revenue streams.

2011 – 2014

Eye On You, LLC.

Woodstock, GA

Founder/Partner/CEO

Developer and distributor of Eye On U Bands.

- 269% increase in revenue and a 678% growth in profit from 2011 to 2012.
- Profitable in 2nd quarter of operation.
- Product sold in over 200 retail locations in the first eight months of operation including a corporate agreement with Learning Express Toys.
- Featured in March 2012 Parenting Magazine as “the next up and coming trend for kids”.
- Responsible for design, patent, and manufacturing of the product.
- Created all packaging, POS displays, marketing collateral, and PR materials
- Designed website and online store.
- Negotiated contracts with retailers and manufacturer in China.

2007 – 2011

Red Koala, Inc.

Woodstock, GA

Founder/CEO

Graphic design based business focused on customized digital graphics and personalized digital art.

- Selected from over 5,500 applicants to receive a \$25,000 business grant from Yahoo! and Carolyn Keptcher.
- Featured in the Wall Street Journal, Atlanta Journal Constitution, Entrepreneur.com, and many other publications and media outlets.
- Profitable in the first year of business and merged with another successful business by the fourth.

2005 - 2007

JDC Marketing Group

Norcross, GA

Senior Account
Director

Full service marketing agency focused on developing fully leveraged sponsorship and activation programs to insure clients make an impact in the outdoor marketplace and capitalize on the brand loyalty of the outdoor consumer. Reported to the Vice President of Marketing on all aspects of our client accounts including program development, activation, and measurement.

- Grew the Coca-Cola account from retail promotions to a national Vault branded affinity marketing program including sponsorships, hospitality, interactive cross country simulator tour, and media.
- Instrumental in securing the Brown-Forman account including angler sponsorship and on and off-premise promotions.

2002 – 2005

CBS Broadcasting, Inc.

New York, NY

Manager, NCAA

Marketing

CBS Sports contractually owned the broadcasting and marketing rights of the NCAA, including the Men's and Women's Final Fours and 86 additional championships. Co-managed the largest sports sponsorship deal in history, \$575 Million, 11-year, Coca-Cola NCAA sponsorship and media package.

- Reviewed for compliance and provided feedback on behalf of the NCAA and CBS on all national, regional, and local Coca-Cola promotions and creative.
- Directed all aspects of the Men's and Women's Hoop City events as it relates to the Coca-Cola, POWERade, and Minute Maid elements including branding, signage, interactives, tickets, vendor issues, retail involvement, local market activation, and in-market exposure.
- Responsible for Coca-Cola, DASANI, and POWERade ad placements in 145+ NCAA Championship Publications.

1999 - 2001

Host Communications, Inc.

Roswell, GA

Manager, NCAA

Marketing

Promoted to the Director of Marketing for the collegiate division of this \$125 million global sports and affinity marketing company. Provided marketing-related services for over 20 collegiate institutions and conferences. Worked with Fortune 500 companies to achieve their marketing objectives through strategically designed marketing platforms. Reported to the Executive Vice President of Sales and Marketing.

- Directly impacted revenue of more than \$3 million annually in sponsorships agreements.
- Assisted in the development and implementation of sales and marketing plans which achieved increasing profitability targets.
- Implemented tools to assist the sales force in prospecting and closing sales in a more efficient and effective manner, including databases and industry resources.
- Created customized marketing platforms based on client needs.
- Facilitated market research for the purpose of lead generation including but not limited to property demographics and market segment appeal.
- Developed and maintained a sales and marketing intranet web page.

Education

08/97-06/99

Georgia State University; Atlanta, GA
Masters of Science - Sports Administration, 1999
Area of Focus: Sports Marketing and Promotion

Atlanta, GA

08/93-06/97

University of Georgia; Athens, GA
Bachelor of Business Administration, 1997
Major: Marketing

Athens, GA

E. WORK PLAN OUTLINE

- a. Review and identify tangible and intangible assets and events for sponsorship/partnership opportunities

Through an exhaustive assessment process, Water Tower Partners will provide the City of Carrollton with a strong understanding of the assets available and more importantly the assets best suited for inclusion in a partnership proposal. We will conduct interviews with key staff in areas such as Parks and Recreation, Cultural Arts, Business Development, Green Initiatives and Sustainability committees. These interviews will provide us with the information necessary to build a strategic partner platform around the available assets. We will provide results and analysis of the interviews performed. This process will lead to the development of an exhaustive asset database and strategy for organizing assets into packages.

- b. Identify and prioritize revenue generating opportunities

While identification of the assets is vital to the development of a partnership/sponsorship program, how those assets are priced and packaged is just as important to the success of the program. Water Tower Partners will use current market data and trends to strategically price potential assets and package them in a way to maximize their value. We will emphasize year round partnerships that involve assets across various City owned venues and departments. For example, a car manufacturer may be a title sponsor of a festival while also working with the City to provide more EV charging stations at popular parks. Our goal is to ensure that each partner is providing a benefit to the City while enhancing the quality of life for its citizens in addition to generating incremental revenue for the City.

Water Tower Partners will create a database of assets including pricing and recommended go-to-market strategies to ensure the assets are attractive to brands and potential partners. Each asset will be weighted and a value assigned based on the potential return for the corporate partner. The values will be generated by analyzing current market trends. We will also advise the City on additional creative ideation of new elements.

- c. Assist the City in developing a marketing partnership policy

Water Tower Partners has extensive knowledge in sponsorship program development from the property perspective. We have assisted dozens of collegiate properties and several municipalities in their quest to engage corporate partners. Through our municipal clients, we have a thorough understanding of the processes required to change policy and ensure plans and proposals are in sync with the City's brand and revenue strategies. We will assist the City in creating policy that will sustain the partnership program.

- d. Assist the City in developing a strategic plan to fulfill the goal of achieving alternate sources of revenue generation that is sensitive to community values.

As part of the assessment, we will provide an analysis of our findings and specific recommendations on moving forward with a partnership program including next steps and identifying criteria for ROI, while refining measurement and evaluation techniques in line with current industry trends. Through our assessment, we will provide the City with an exhaustive database of assets with pricing, a category

matrix of potential partners for the City, a strategy to move forward, and a go-to-market presentation. Our strategy will be based on the community values that we ascertain through the interview process. It is imperative that we leave a City better than we found it. It is our intention that all corporate partners have a sustainability or community improvement initiative in their package.

- e. Review of existing City contracts to identify revenue opportunities.

As part of the development of a category matrix and target list, we will evaluate your current vendors and partners to assess any opportunities that may exist to engage those brands or companies in a more robust marketing partnership.

TIMELINE

The interview process and development of an asset spreadsheet – 80 hours
Development of category matrix with identified targets – 30 hours
Development of a customizable sales presentation for the City – 30 hours
Analysis, Strategy, and Next Steps – 50 hours
Consulting, Travel, and Misc. – 10 hours

We will need 200 hours over a period of 16 weeks to get the City of Carrollton, TX ready to go-to-market with a corporate partnership program.

BUDGET

200 hours at \$325: \$70,400

Travel (3 trips for two staff): \$4,500

Misc: printing, supplies, etc... \$2,500

CONTRACT TERMS

- **The hours covered by our agreement will be accrued in a 'bank' of hours per month, and allocated against the best person for the requested work in order to leverage a relationship or for a specific area of expertise.**

FEE STRUCTURE (BASED ON SOW)

- **Budget: \$77,400, 4 equal payments due the 1st of the month, 1st payment due upon signing of contract**
 - This investment is inclusive of secondary research efforts, miscellaneous time for accounting and administrative support, printing, supplies, and travel