

Memo

To: Montana State Library Commission

From: Jennie Stapp, State Librarian
Malissa Briggs, Central Services Manager

Date: November 24, 2020

Re: State Library Trust expenditure request for State Library branding contract

Staff requests input from the Commission resulting in authority to spend State Library Trust funds to enter a contract for the purposes of developing new and better branding and publicizing the State Library and our services. Selection of a firm to conduct the branding process would occur through a request for proposal.

Mandatory Scope of Work

	Estimated cost
Market Research	\$12,500
Strategic consulting services	\$60,000
*Development of creative ideas	
*Art direction and copywriting	
*Production and execution of creative ideas	
Strategic communication plan to execute brand	<u>\$15,000</u>
Sub total	\$87,500

Optional Scope of Work

	Estimated cost
Internal brand adoption support	\$25,000
Media production	\$30,000
Media placement	<u>\$150,000</u>
Sub total	\$205,000

Total **\$292,500**