

ANNIVERSARY PACKAGE

MAKE THE MOST OF YOUR MILESTONE WITH A COMPREHENSIVE BRANDED SYSTEM AND SUITE OF PROMOTIONAL MATERIALS

Your institution is approaching a momentous occasion. That's a cause for celebration! It also involves a lot of preparation and planning. Let Spark451's Anniversary Package streamline the process, allowing you to stay focused on important initiatives and strategic opportunities.

This comprehensive branding solution is customized to your institution and tailored to a variety of outreach platforms. From a professionally designed visual identity to production of deliverables, we make it a snap for you to communicate effectively with your stakeholders.



THE PERFECT FIT FOR YOUR BIG CELEBRATION

Streamlined Process

Project management with the ease of a single point of contact to coordinate everything you need, from creative content development to pricing, production, and logistics

Comprehensive Suite

A complete set of materials and guidelines for key digital, print, and other platforms, ready for use by marketing, advancement, alumni relations, admissions, and other teams

Compelling Visuals

Unique, impactful visual identity and assets complementing your existing brand structure and created specifically for your milestone by our award-winning design team

Expanded Capacity

Freeing up your team not only for the day-to-day needs of the institution, but for connecting with students, parents, alumni, donors, the media, and other key constituencies

Expedited Timeline

Execution of a uniquely branded package with ready-to-use, finished products within 16 weeks for a smooth lead-in to the big event and an easy transition before and after

Time and Cost Savings

A one-stop-shop approach to planning, designing, and producing materials in a comprehensive manner, avoiding the expensive and time-consuming piecemeal alternative

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EVERYTHING YOU NEED TO MAKE YOUR MILESTONE A SUCCESS

Start Planning



Identity

Logo, related graphics, typography, and identity manual for a distinct anniversary sub-brand



Branded Social Media

Headers and profile badges for the main platforms including Facebook, Twitter, and Instagram



Advertising

Digital ads: graphics and message resized to standard variations 2 ads per social media platform: Facebook and Instagram



Web Graphics

Design and content creation for one marquée page and 4 subpages



E-comm

Design of 2 templates, as well as content development and setup for up to 6 emails



Event Invitations

Design, production, and printing of a major event invitation for up to 700 recipients



Campus Signage

40 pole banners, 48 posters (4 designs; 12 of each), 6 table-top pull-ups, and 4 floor standing pull-ups



Publications

Design, content creation, production and printing of 2 full-color publications (12 pages + cover; 10,000 each)



Branded Swag

Lapel pins (1,000 units); t-shirts, sweatshirts, or bags (up to 10,000 units); major donor item (up to 100 units)



Anniversary Highlight Video

Includes two days of on-campus shooting, travel, and post-production editing, sweetening, digital graphics, and finishing