

CASE STUDY: HISTORIC MANASSAS, INC.

BRAND DEVELOPMENT

MARKETING STRATEGY

CREATIVE

PARTNERSHIP PROGRAMS



PHASE I: SPONSORSHIP

Upon the beginning of our relationship, we focused on two things:

1. Strengthening their communications committee, aligning talents with projects. This increased committee enthusiasm and overall effectiveness.
2. Formalized their sponsorship outreach with clearly defined visibility packages and marketing program.

To reinforce the value of sponsorship, we hosted a sponsor appreciation happy hour at our offices in Manassas. We partnered with a local brewery and restaurants to cater the event.



Sponsorship Options At-a-Glance

Benefit	Platinum	Gold	Silver	Bronze
Logo Recognition on Home Page	✓	✓	✗	✗
Facebook Post about Company	✓	✗	✗	✗
One Year Membership with Historic Manassas	✓	✓	✓	✗
Logo Recognition on Event Calendar Magnet	✓	✗	✗	✗
Logo Recognition on Event Print Advertising, Printed Materials	✓	✓	✓	✗
Logo Recognition on Event Webpage	✓	✓	✓	✓
(1x10 Booth Space at Events (includes Mitty Old Town)	✓	✓	✓	✓
Exhibiting Space Available at Bunch, Brews, and BBQ (not available apart from a package sponsorship)	✓	✓	✓	✗
Event Tickets	✓	✓	✗	✗
Logo Recognition in Email Blasts about Events	✓	✓	✓	✗
Estimated Value				
Package Price	\$15,000	\$10,000	\$5,000	\$2,500

Yes! I would like to be a sponsor.

Company or Organization Name _____

Contact Name _____ Title _____

Phone Number _____ Email Address _____

Mailing Address _____ Suite _____

City _____ State _____ Zip _____

I am interested in the following sponsorship package (please circle):

☐ platinum ☐ gold ☐ silver ☐ bronze ☐ I would like to discuss a-la-carte pricing.

The best time to reach me to discuss this opportunity is _____

I would like to pay by: ☐ check ☐ Visa/MC ☐ please invoice me.

Card number _____ Exp. Date _____

CCV _____ Signature _____ Date _____

Thank you for supporting Historic Manassas, Inc.!

February 11th, 5-7 p.m. Imagine, 9415 West Street, Manassas



PHASE II: MARKETING STRATEGY



As sponsorships started to increase and the communications committee worked actively toward goals, we expanded our focus to create a strategic marketing plan. This comprehensive plan, designed for one year, outlined the following:

- **Research** standards and practices
- **SWOT** analysis of the destination
- The “**Vision for Downtown**” (our guiding principles)
- **Objectives & Tactics**
- **Program of Work**, which outlines the platforms, schedules and metrics to drive promotions and events. This program also delineated Class A, Class B and monthly events, giving each its own promotional schedule.
- **Merchant Participation**, which expanded our capabilities.
- **Budget**, broken down by agency vs. internal workloads.



PHASE III: EVENT CONCEPTS AND BRANDING



As is the case with many small downtowns, Manassas held monthly “First Fridays” throughout the year to drive visitors to downtown. However, the popularity had started to fade. So, we created themes for each First Friday that targeted key audiences.

The toughest month to attract visitors was February, so we created an annual event to partner restaurants (which fared better during the winter) with shops. The “Souper Bowl” concept paired restaurants with shops that will serve its signature chilis and soups on-site in each shop.

With a \$10 wristband, visitors could sample each soup as they visited the shops, voting for their favorites. A trophy was awarded to the winning restaurant.

This concept, as well as all other First Friday concepts have grown in popularity year over year.



PHASE III: EVENT CONCEPTS AND BRANDING



Riding the momentum of heightened repeat visitation from the First Fridays, we re-imagined and re-branded the downtown's signature events. With a new marketing schedule, these events can now be effectively promoted, tracked, and improved over time.

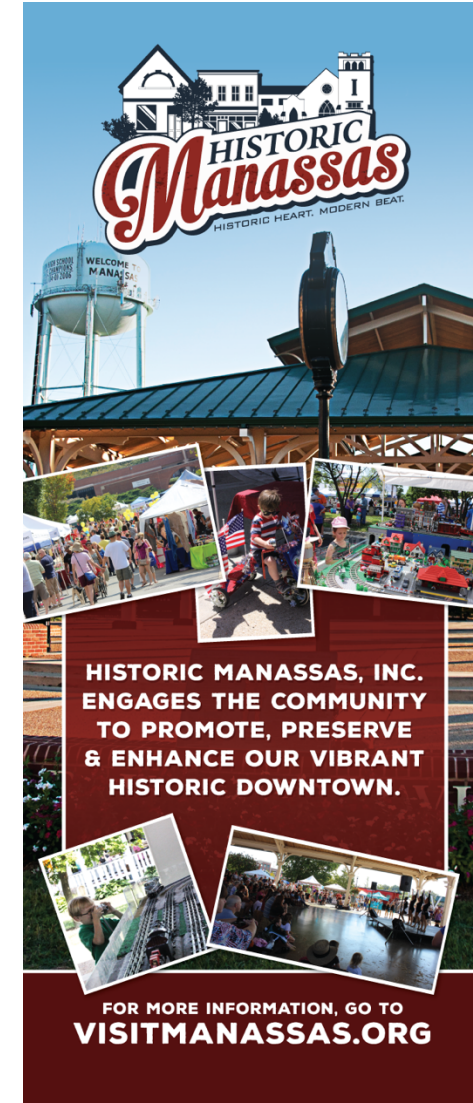


PHASE IV: ORGANIZATIONAL REBRAND

Finally, we turned our attention to the Historic Manassas brand as a whole: its strengths and its unique personality. Since its inception, Historic Manassas' logo was a single-color representation of the downtown train station that, while historically significant, lacked excitement and didn't accurately tell the story of Old Town Manassas.

Our new vision for the Historic Manassas brand included an illustration of the central block of Main Street, which displays the diverse architecture and creates a greater sense of pride among Manassas businesses and residents. The creative direction for the logo, palette and collateral combined modern sensibilities with the Americana that's made them an attraction for generations.

Today, Historic Manassas looks quite different than it did twenty years ago. Businesses thrive, visitors come from a farther radius, but their core brand – their culture and history – remain a centerpiece of their brand and are married to the wants of the modern visitor.



PHASE IV: ORGANIZATIONAL REBRAND



Former Logo



New Logo





RICHMOND

313 E Broad Street
Richmond, VA 23219
Phone: (804) 396-2189

NORTHERN VIRGINIA

9415 West Street
Manassas, VA 20110
Phone: (703) 457-6846

NORFOLK

500 East Main Street
Norfolk, VA 23510
Phone: (757) 447-5869