



HEGELER CARUS Mansion

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MISSION STATEMENT: To preserve and use the Hegeler Carus Mansion and its many stories to inspire excitement and appreciation locally and globally for its heritage, architecture, and design.

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Laura Walker

Request for Proposal (RFP) for Marketing Plan

Hegeler Carus Mansion February 3, 2025

1. Overview of the Hegeler Carus Foundation

The Hegeler Carus Foundation, established in 1995, is dedicated to preserving the historical significance of the Hegeler Carus Mansion and promoting the rich cultural and educational history it represents. Our mission is to preserve the heritage of the Hegeler Carus family and their contributions to the cultural and scientific progress of the 19th and 20th centuries. The Foundation seeks to expand its impact by engaging broader audiences, increasing visitor attendance, and enhancing community and regional outreach efforts.

2. Purpose of the RFP

The Hegeler Carus Mansion is seeking proposals from experienced marketing firms to develop and implement a comprehensive marketing plan. This plan should help us expand our reach to include the major metropolitan Chicagoland region, build brand awareness, increase the number of visitors, and increase engagement with our target audiences. The plan will support efforts to raise awareness of the Mansion's work, encourage visitors to the Hegeler Carus Mansion, and build long-term sustainability for the Mansion.

3. Project Scope

The selected marketing firm will be responsible for:

- **Strategic Marketing Plan Development:**
Develop a multi-faceted marketing strategy aligned with the Mansion's mission, goals, and budget. The plan should include short- and long-term strategies to increase visibility and engagement.
- **Brand Strategy & Positioning:**
Define and enhance the brand identity of the Hegeler Carus Mansion, including its messaging, visual identity, and how it connects with the target audience.

- **Branding Materials:**

Development of branding materials including but not limited to logos specific to ongoing promotions and annual events (i.e. general logo redevelopment, gift shop, tours, field trips, Halloween, and Christmas) and associated Marketing Suites (i.e. facebook headers, websquares, rack cards, print ads, etc.) for the same in an editable and usable format.

- **Digital Marketing:**

Create an actionable digital strategy, including social media marketing, email campaigns, and the Mansion's website. The digital plan should outline content creation, optimization for engagement, and metrics for success.

- **Community Engagement & Partnerships:**

Based on the current Operations Plan that has identified extensive Community Engagement and Partnerships, propose new or existing strategies to build relationships with local organizations, schools, cultural institutions, other regional historic sites, and the broader community. The goal is to expand the Foundation's presence and influence within both local and national contexts.

- **Public Relations Strategy:**

Develop a public relations plan to promote the Foundation's events, exhibits, and key initiatives. This includes media outreach, press releases, and public events that help enhance visibility and brand reputation.

- **Metrics & Reporting:**

Design a framework for tracking marketing efforts and outcomes. This should include KPIs for audience growth, engagement levels, and event attendance, as well as quarterly progress reports.

4. Timeline

The Foundation expects the marketing plan to be completed in the following phases:

- **Proposal Submission Deadline:** 31 March 2025
 - **Selection of Vendor:** 15 April 2025
 - **Project Start:** 1 May 2025
 - **Marketing Plan Presentation:** 15 June 2025
 - **Plan Implementation "Kick-off":** 1 July 2025 (depending on budget approval and any necessary staffing)
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5. Budget

Please provide a detailed breakdown of your proposed budget, including:

- Professional fees for the development and execution of the marketing plan including a breakout of how these fees were developed (i.e. hourly rate, flat fee, etc.)
- Estimated costs for digital marketing initiatives (e.g., paid ads, SEO services, etc.).
- Budget for any planned media buying.
- Estimated cost for any additional items during the preparation of the plan.

The final budget for this plan will depend on the scope and timeline of the plan as outlined by the selected vendor.

6. Proposal Requirements

Your proposal should include:

1. **Executive Summary:**
Briefly outline your understanding of the project and why your agency is the right fit for the Hegeler Carus Mansion.
 2. **Company Overview:**
Provide an overview of your agency, including experience with cultural organizations, nonprofits, or similar clients.
 3. **Experience & Portfolio:**
Provide case studies or examples of past work that demonstrate your ability to develop and execute effective marketing strategies, particularly for nonprofit and cultural heritage organizations.
 4. **Project Team:**
List the team members who will work on the project, including their roles, qualifications, and experience.
 5. **Proposed Methodology:**
Outline your approach to developing the marketing plan, including timelines, deliverables, and specific strategies you would employ.
 6. **Budget Breakdown:**
Provide a detailed cost estimate for the marketing plan development and execution.
 7. **References:**
Provide at least two references from clients with similar needs or projects.
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7. Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with the Mansion's mission and goals.
 - Creativity and innovation in the proposed marketing strategies.
 - Experience and qualifications of the firm and project team.
 - Demonstrated success in working with nonprofit organizations and cultural institutions.
 - Cost-effectiveness of the proposed plan.
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8. Submission Instructions

Please submit your proposal by **March 15, 2025** via email to [Laura.walker@hegelercarus.org]. Late submissions will not be considered.

If you have any questions or require additional information, please contact us at **815-224-5891** or via email at laura.walker@hegelercarus.org.

9. Additional Information

The Hegeler Carus Mansion is committed to creating a diverse and inclusive environment. We encourage proposals that reflect this commitment and emphasize inclusive marketing practices.

We look forward to reviewing your proposal and working together to elevate the Mansion's marketing and community engagement efforts.

Contact Information

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www.hegelercarus.org