

**Rachel Hart**

Interim Director  
rachel.hart@toledo.oh.gov  
cell 419-344-2353

**Marketing and Communications**

One Government Center  
Suite 2200  
Toledo, Ohio 43604

→ [toledo.oh.gov](http://toledo.oh.gov)



## Marketing and Communications Services

We're here to help! To make a request: fill out the form at [toledo.oh.gov/comms](http://toledo.oh.gov/comms) or email [bridget.ridley@toledo.oh.gov](mailto:bridget.ridley@toledo.oh.gov)

### À LA CARTE

**Design**

Includes design of any printed or digital materials including flyers, social graphics, ads, billboards, merchandise, signage, presentations, etc.

Turnaround time: 1 week

**Copywriting**

Includes a first draft and edits to any written materials, letters, social content, press releases, bio, etc.

Turnaround time: 2 weeks

**Press Conference Support**

Includes media alert, press release, podium, sound equipment, live stream, photography, and talking points as needed.

Turnaround time: 2 weeks minimum for scheduling, 1 week minimum for material development

**Photography**

Includes event coverage, headshots, environmental images, and delivery of edited images.

Turnaround time: 2 weeks is preferred for scheduling, 1 week for turnaround of edited images

**Video**

Includes short, simple videos for event welcomes or interview style videos for social media. For more robust video creation, we can recommend some vendors to work with.

Turnaround time: 3 weeks

**Document Translation**

Includes translation of written materials into any language.

Turnaround time: 1 week (from final English content/design)



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## BUNDLES

### Event Promotion

*Planning an event?* Our team can assist with promotion via press release, website, social media, newsletter, and paid ads as needed. Additional services may include event photography, event registration, direct invites, t-shirts or other materials designed, program creation, etc.

Turnaround time: 2-4 weeks

### Promotional Campaign Development

*Have an initiative?* Our team can assist with building out educational or promotional materials including website and social content, flyers, billboards or paid ads as needed, etc.

Turnaround time: 4-6 weeks

### Communication Strategy

*Not sure what you want to do?* Schedule a meeting to talk through your goals, desired audience, and direction and we can put together recommendations on how to proceed from a paid/earned/owned media perspective that is tailored to your needs.

Turnaround time: 2-4 weeks for strategy development, not including implementation