



BRAND CAMPAIGN AND STRATEGIC COMMUNICATIONS PLAN



LET'S JUMP IN.

Hahn
SURE
THING.

To:
Our Texas State University
Friends

From:
Jeff Hahn, Principal
Hahn Marketing & PR

Re:
Transforming What's Next:
Texas State University's New
Brand Campaign and
Strategic Communications Plan

**"With the chance
to work together,
you can expect
us to roll up our
sleeves and
workshop many
creative ideas
with you."**



RFP Review Committee,

I was pleased to attend the Texas State Distinguished Alumni Gala this past November and especially happy to hear President Damphouse talk in-depth about the positive difference Texas State is making in the world today. I feel it, too! In my Advisory Council role with the Communication Studies department, I get to interact periodically with both faculty and students, all of whom continue to fill me with confidence about the future.

In responding to this RFP, my firm is ready and excited to add to the University's momentum. We are fully qualified to deliver on the specifics of the request and have solid experience in the higher education arena.

My belief is that you know who you are and what you want. You don't need months of time (and money) consuming research only to be presented with information you already know. Instead, the approach our team hopes to take leverages the word "partnership" embedded in the RFP language.

With the chance to work together, you can expect us to roll up our sleeves and workshop many creative ideas with you. We'll be facilitating conversations, bringing as many collaborators to the table as you like, experimenting to find the perfect idea for every stakeholder, and we'll be listening hard so we can bring surprisingly smart ideas to the conversation. This co-creation approach is not just productive, it's joyful!

One additional note, because it's important to me as a devoted alum... we commit to delivering the highest value for your budget while being fully equipped to exceed your expectations.

Be assured that our hearts are with Texas State University, and will be in the work ahead... "Until the whole world knows our name"

Sincerely,
Jeff Hahn

**On a good
hair day.**

ABILITY TO PERFORM THE SERVICES

SECTION 3.1

YOU'RE ASKING

Do they have the
financial stability?





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PROVIDE THE
FOLLOWING
INFORMATION ON
YOUR FIRM FOR
THE PAST FIVE
FISCAL YEARS

**a. Revenues**

i. Annual revenue totals and percent change per year

Fiscal Year	Annual Revenue	Percentage Change YoY
2020	\$9,215,258	-2.11%
2021	\$12,588,153	36.60%
2022	\$17,716,406	40.74%
2023	\$19,485,698	9.99%
2024	\$16,444,870	-15.61%

b. Identify if your firm is currently for sale or involved in any transaction to expand or to become acquired by another business entity. If so, please explain the impact in both organization and company direction.
Hahn is **not currently for sale** or involved in any transaction to expand or to become acquired by another business entity. No immediate organizational changes are expected.

c. Provide details of any past or pending litigation, or claims filed, against your firm that may affect your performance under a Contract with the University.
Hahn has **never had a legal claim filed against it** and has no pending litigation, mediation, arbitration or alternate dispute resolution procedures that would affect our performance under a Contract with the University.

d. Identify if your firm is currently in default on any loan agreement or financing agreement with any bank, financial institution, or other entity. If so, specify date(s), details, circumstances, and prospects for resolution.
Hahn is **not currently in default on any loan agreement** or financing agreement with any bank, financial institution, or other entity.

e. Does any relationship exist by relative, business associate, capital-funding agreement, or any other such kinship between your firm and any Texas State University employee, officer, or Regent? If so, please explain.
No.