



THE MOSAIC GROUP

EVENTS • MARKET ING • PUBLIC RELATIONS

BRINGING PEOPLE, PLACES & EVENTS TOGETHER

2016 ISLAND DRIVE • RIVIERA BEACH, FL 33404
PHONE: 561.455.1514 • FAX: 866.711.0987

WWW.UPSCALEBYMOSAIC.COM

WHO WE ARE

BRINGING PEOPLE PLACES AND EVENTS TOGETHER

The Mosaic Group is a minority owned, full service, events management, marketing and public relations firm based in Palm Beach County, Florida. Mosaic is comprised of a strategic team of experienced, well-connected and creative individuals. Everything we do is driven by our tag line, **bringing people, places and events together.**

We have over 20 years of marketing experience, including multimedia management, advertising, creative design, public relations, and event management. Our expertise with diverse markets gives our clients access to the important Hispanic, African-American and Caribbean consumer with the right media and the right message.

What separates us from our competition is simple: we provide the total solution, a one-stop-shopping experience. We advise, direct, consult, plan, manage, organize, create, and coordinate ... we make it all happen, the way you want it to happen, efficiently, effectively and successfully. Our business is to make your job easier. This personal attention ensures that everything runs smoothly, with our capabilities limited only by your imagination and budget.

Whether you need a marketing department or just an extension of your team, partnering with The Mosaic Group will provide a unique, out-of-the-box experience that will ensure convenience, efficiency and consistency while helping your organization achieve its financial goals.

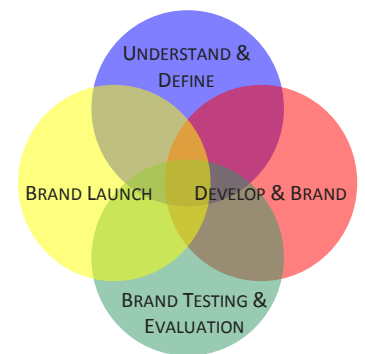
WHAT WE DO

Our clients include non-profit agencies, private and public corporations, government agencies, and small-medium size enterprises. These organizations are typically interested in reaching diverse demographics, product or service differentiation; increasing visibility in the community through strategic community partnerships, publicity and media relations; and developing mass marketing opportunities through advertising, promotions and special events.

Event Planning and Management	Marketing and Promotions	Public Relations
<ul style="list-style-type: none"> • Conference Planning and management • Meeting planning and management • Corporate Gala's • Corporate receptions • New Product & Service Launch • Festivals, Theater Productions, and community events • Corporate Retreats and Destination Management 	<ul style="list-style-type: none"> • Strategic Marketing Plan Development and Management • Brand Identity Development • Graphic Design and Web Development • Promotional Merchandising • Tradeshow and Exhibiting consulting • Supplier Diversity Marketing • Web Based Marketing Initiatives • Grassroots Marketing 	<ul style="list-style-type: none"> • Media Planning (Buying, placement, and spot creation) • Press Release Development & Distribution • Creation of Community Engagement Initiatives • Crisis Management

OUR APPROACH

We take a client focused, team centric approach to providing services. As such, the needs of our clients take center stage and we focus on getting things done. Team members with specialized skills are utilized to complete specific scopes of work - whether it is creative design, events management, public relations, community outreach or media buying – our team centric approach allows us to deliver on budget and surpass our client’s expectation.



In an effort to “get it done” for our Clients, the Mosaic team is committed to working smart and working hard. Our four point operational process ensures that we meet and exceed our client’s expectations on time and on budget.

UNDERSTAND & DEFINE

During this phase, your account manager will work with you to learn about your vision, your brand positioning, and your needs. We will then create an action plan that uses sound marketing principles, while working within the confines of your budget.

DEVELOP BRAND

Next, your Mosaic team will create a prototype and with feedback from you will test and refine the concept.

BRAND TESTING & EVALUATION

We know how critical stakeholder buy-in is for our public affairs clients. Therefore our pre-testing efforts may include conducting focus groups and interviews to obtain feedback and buy in from community residents.

BRAND LAUNCH

Once all aspects of project development have been covered, we will complete the final product and launch the campaign. We will also keep an open line of communication with you after product placement to ensure positive results and overall customer satisfaction.

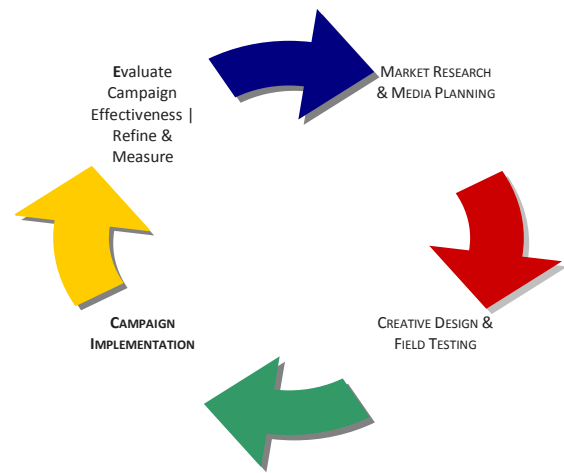
OUR TEAM

The philosophy behind The Mosaic Group is to evolve into our best selves, not morph into an agency that looks like all the rest. One of our key capabilities is cultural competency. Mosaic staffers include a cross-section of people and languages from the Caribbean and Latin America. From Jamaican Patois to Haitian Creole and from Reggae to Salsa, we are the ambassadors of marketing and events that reach into communities of the emerging markets.

THE MOSAIC GROUP ORGANIZATIONAL CHART



SOCIAL MARKETING & PR CASE STUDIES



Florida Department of Environmental Protection

Let's Go Outside Campaign

The Department of Environmental Protection contracted with The Mosaic Group to provide choice material distribution, outreach and marketing.

Objective

- Increase public awareness and utilization of Florida State Parks among minority groups through public relations, partnership development and grassroots community outreach.

Solution/Activity

- Media Buys: negotiated, placed and created linguistically diverse advertisements utilizing print and radio to reach African American, Haitian, Hispanic and West Indian audiences in targeted Counties.
- Created partnerships with organizations like the Consortium of Urban League Affiliates, Churches, Fraternities and Sororities, and other community based agencies. The Urban League Affiliates for example, hosted a CBO breakfast for us and invited all of their funded agencies to hear about the Let's Go Outside campaign.
- Developed and branded The Let's Go Outside Photo Contest

Outcome:

- Increased visits and utilization of targeted State parks by 30% which is significantly more than the projected rate.
- Created significant relationships with CBO, FBO and electoral leadership in targeted Counties.
- Increased the State Park's visibility in targeted communities.

South Florida Water Management District

Small Business Outreach

The South Florida Water Management District introduced its new Small Business Enterprise (SBE) Program to small businesses in Broward County in 2006. The Program's focus is the implementation of a Small Business Enterprise Program developed to spur economic development and support small businesses' growth and expansion in the marketplace. South Florida Water Management District extended an invitation to small and minority owned firms to become certified as a District Small Business Enterprise.

Objectives

- Identify and educate small businesses in Broward County about the SBE Certification Program and procurement opportunities
- Certify at least 500 small businesses within the first year
- Increase purchasing with small businesses

Solution/Activity

- Coordinate meetings/events for that included presentations from SFWMD Staff
- Invited local and Regional Small Business Owners
- Create an atmosphere of for significant relationship building

Outcome:

- Each outreach initiative garnered attendance of over 100 participants with more than 80% completing the certification process for the SBE program.
- The District certified more than 600 small business within the first year

EVENT MANAGEMENT CASE STUDIES

Big Brothers & Big Sisters of Palm Beach County

29th Annual Gala

Big Brothers Big Sisters premiere annual event that seeks to brand the agency as a first class mentoring agency in Palm Beach County.

Objective

- Increase ticket sales for the Gala by 20%
- Create a comprehensive sponsorship package
- Generated greater Media coverage
- Negotiate greater community partnerships and a higher added value ratio for paid items
- Streamline the logistics of the Gala
- Manage and increase value of items for Silent Auction piece

Solution/Activity

- Secured venue – Breakers, Palm Beach, FL
- Generate culturally competent messaging that appealed to a general market and diverse community including: African American, Caribbean, and Hispanic
- Partnered with media entities and community organizations to keep Gala on community calendars
- Managed all event day logistics – set-up, raffle, auction, run on show, etc...
- Developed sponsorship package and levels

Outcome:

- Big Brothers Big Sisters had a 40% increase in attendance
- Event received overwhelming local attention
- Silent Auction revenue increased by 15% from previous year
- Increased overall revenue by 20% from previous year

Miramar / Pembroke Pines Chamber of Commerce

4th Annual Wine & Food Event

A Sip of Wine...Taste of Heaven Food and Wine event was eagerly anticipated, having grown from year to year as one of the Western Broward County's most popular and well attended wine festivals in the county.

Objectives

- Improve the events image within the community
- Increase tickets sales and revenue
- Manage Event Logistics and Committee
- Assist with the development of sponsorship and vendor collateral

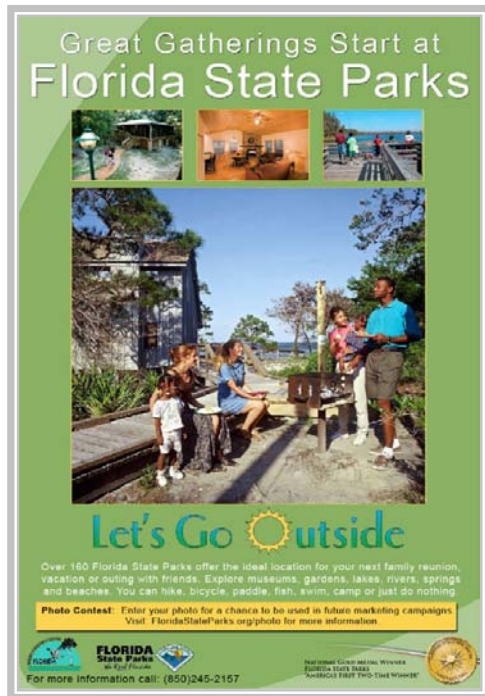
Solution/Activity

- Contact potential event sponsors and secure sponsorships on behalf of the event
- Identify and implement a more streamline approach to ticket sales pre and day of event
- Identify and contact potential media partners to help promote event
- Create an organic event plan & timeline
- Manage planning committee
- Manage all event day logistics

Outcome:

- Increased attendance to over 1,000 from previous year of 715
- Increase in restaurant / vendor participation from 32 to 42
- Increased media coverage for event
- Introduced a more effective sponsorship management tool for future events
- Negotiated exclusive NEW sponsorships with values over \$5,000
- Created NEW community partnership with local college
- Implement new ticket sales system allowing client to sell online and prevent ticket dup

OUR PORTFOLIO



Account

Florida Department of Environmental Protection

Budget

\$200,000

Target Audience

African Americans, Hispanics, West Indians and Haitians throughout the State of Florida (Miami, West Palm Beach, Orlando, Tampa, Tallahassee, Jacksonville, and Panama City)

Scope of Work:

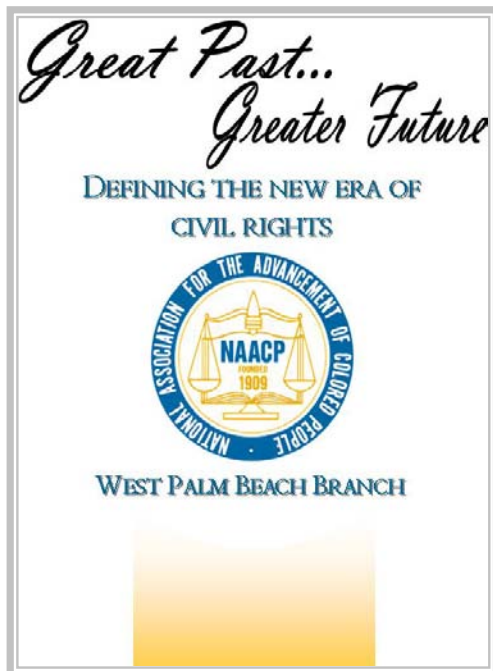
Creative Design – Posters flyers, e-blasts, and print advertising, radio script development

Media Buying – Print, radio, and internet

Outreach - collaboration with community organizations, distribution of information to businesses with high traffic and family atmospheres

Out-of-the Box Marketing - creation of photo contest for families that visit the State Parks; photos to be used in future campaigns

Outcome - See Case Study (p.5)



Account

NAACP West Palm Beach Branch

Budget

\$60,000

Target Audience:

African Americans, Caribbean Community, Hispanic

Scope of Work:

Creative Design – invitations, sponsorship/marketing package, e-blasts, print advertising, website

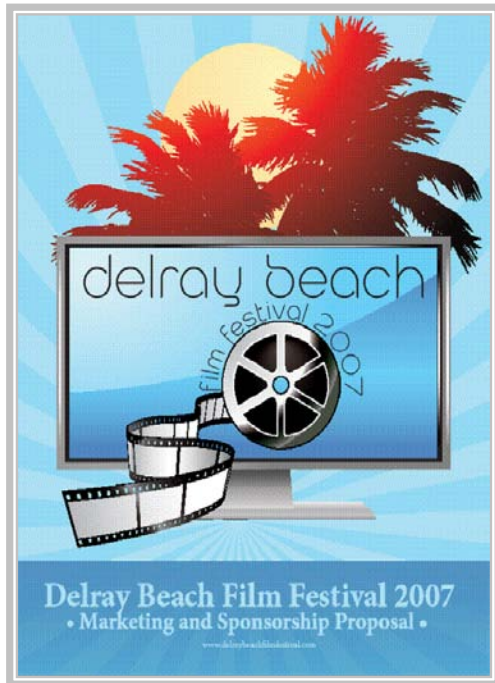
Public Relations – Press releases, script copy writing and translation

Event Management – venue selection, theme and event design, committee coordination, logistics management

Outreach – collaboration with other civic and community organizations; Identify core community issues that the NAACP can support/advocate; host town hall meetings & rallies, special events, and annual Freedom Fund Dinner/Gala

Outcome: In-Progress

OUR PORTFOLIO



Account

Delray Beach Film Festival 2007

Budget

\$171,000

Target Audience:

Movie enthusiasts... Targeted communities...Jewish, African Americans, Caribbean, Hispanic

Scope of Work:

Branding & Media Buying – print, radio, bill boards, television, internet and cable.

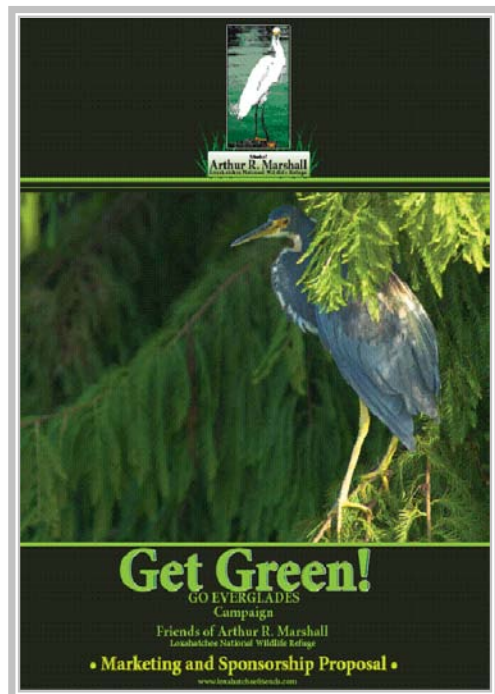
Partnership Dev – community based organizations, faith based organizations, agencies and municipalities.

Creative Design/Production – TV, radio, website, internet ads, copy writing and translation.

Public Relations – Press releases, press conferences, story placements and articles.

Outreach – grass roots outreach to the Jewish, African American and Caribbean communities.

Outcome: 75% increase in attendance from 2006 to 2007 and 20% increase in artists submissions



Account

Friends of the Arthur R. Marshall Wildlife Refuge
Get Green! Go Everglades

Budget

\$75,000

Target Audience:

Residents throughout Palm Beach County; environmentally conscious businesses, donors, and individuals

Scope of Work:

Creative Design – invitations, sponsorship/marketing package, e-blasts, print advertising

Public Relations – Press releases, script copy writing and translation, organized ground breaking

Outreach –attend environmental events, generate awareness; plan and host special events

Event Management – venue selection, theme and event designs, committee coordination, logistics management

Partnership Development- community based organizations, businesses, agencies and municipalities

Outcome: Raised more than \$400,000; increased awareness and support as it relates the refuge and everglades initiatives

OUR PORTFOLIO

Tickets... Now Available

VIP Pre-Event Party
Thursday, March 6, 2008
7:00 - 9:00pm
sponsored by:
LEXUS OF PEMBROKE PINES

To be held at:
16100 Pines Boulevard
Pembroke Pines

Featuring Wines By
Miami Winery

Featuring food by
Paella Seafood Grill

\$50.00 Ticket Includes:
VIP Party and Main Event
(There are limited number of VIP tickets available.)

2008

HOSTED BY
MIRAMAR PEMBROKE PINES
REGIONAL CHAMBER OF COMMERCE

Unlimited Food from Over Thirty-Seven Different Restaurants and Caterers
Dancing • Wine Sampling by The Grape Merchant • Mojito Bar
NEW THIS YEAR, Partida Tequila Bar • Classic and Sports Cars Exhibition

We are pleased to feature "Hot Brass Monkey", a 9 piece ensemble who will provide us with outstanding entertainment for your listening and dancing pleasure.
Tickets available online at: ticketstimes.com and at all Chamber Events or Call the Chamber Office (954) 432-9898.

Sponsors of Main Event

Keller, spirit, nexpub, COSTCO, Sun-Sentinel, ALL SERVICE PEOPLE

Account

Miramar- Pembroke Pines Regional Chamber of Commerce

Budget

\$80,000

Target Audience:

1,200 businesses, community at-large

Scope of Work:

Creative Design – invitations, sponsorship/marketing package, e-blasts, print advertising

Event Management – venue selection, theme and event design, committee coordination, logistics management

Outreach – attend events, generate awareness

Partnership Development - businesses, agencies and municipalities, social organizations, and neighborhood organizations

Outcome: See case study (p. 6)

AN EVENING FROM THE GOLDEN ERA OF HOLLYWOOD

An Affair to Remember

TO BEHOLD THE GLEAMING AND GLORIOUS BEAUTY OF HOLLYWOOD WHILE MIXING AND MINGLING WITH SOME OF YOUR FAVORITE STARS FROM YESTERYEAR.

TO BENEFIT:
Big Brothers Big Sisters OF PALM BEACH COUNTY

HONORING PHILANTHROPIST
NANCY BERKMAN WALSH (POSTHUMOUSLY)
CORPORATE CHAIRMAN ROD MACON REGIONAL DIRECTOR
FLORIDA POWER & LIGHT COMPANY

Big Brothers Big Sisters of Palm Beach County cordially invites you to join us for our "Twenty Ninth Annual Gala as we bid adieu to the red carpet to celebrate an evening from the golden era of Hollywood. An Affair to Remember. Experience the glamour and elegance of Hollywood while mixing and mingling with some of your favorite stars from yesteryear.

SATURDAY, FEBRUARY 23, 2008,
8 P.M. COCKTAILS, DINNER AND DANCING TO FOLLOW
THE BREAKERS HOTEL, ONE SOUTH COUNTY ROAD, PALM BEACH
BLACK TIE!

THE STAR STudded LINEUP OF EVENTS INCLUDES A FABULOUS GOURMET DINNER, SILENT AND LIVE AUCTIONS, HOLLYWOOD IMPERATORS AND LIVE MUSIC BY DENZEL DORSEY AND ALLISON SANDI. IT'S AN AFFAIR NOT TO BE MISSED AND CERTAINLY AN AFFAIR TO REMEMBER!

RSVP *An Affair to Remember*

Name _____ Please send or fax your RSVP by February 8th to:
Big Brothers Big Sisters of Palm Beach County
Company Name (if applicable) _____ 1885 Palm Beach Lakes Blvd., Suite 350, West Palm Beach, FL 33411
Address _____ Fax: (561) 433-3366 Fax: (561) 433-3378
City/State/Zip _____
Phone (Area) _____
E-mail _____
I want to receive:
_____ Individual Tickets: \$400.00 per person
_____ Individual Table (Seating 10): \$1750
_____ Free Tickets: \$100.00 each (3 for \$200.00)
Included in my check/cash payment card \$ _____
Credit Card No. _____
 Visa MasterCard American Express Exp. Date _____
Signature _____
I am unable to attend. Please accept my donation of \$ _____
I am not receiving a table, but would be seated in a table with _____

Account

Big Brothers Big Sisters of Palm Beach County

Budget:

\$250,000

Target Audience:

Businesses, philanthropists, community at-large

Scope of Work:

Creative Design – invitations, sponsorship/marketing package, e-blasts, print advertising

Public Relations – Press releases, script copy writing and translation, story placements and articles

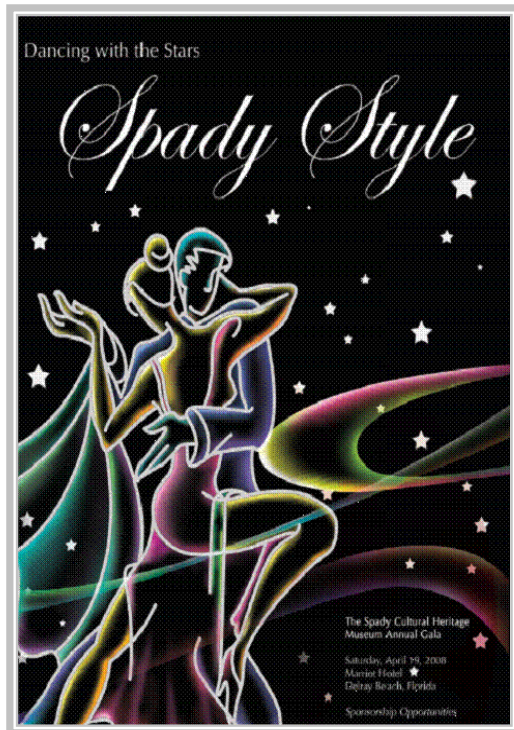
Event Management – venue selection, theme and event design, committee coordination, logistics management

Partnership Development- businesses, grant giving foundations, social organizations, local municipalities, and philanthropists

Outcome:

See Case Study (p.6)

OUR PORTFOLIO



Account

Spady Cultural Heritage Museum / EPOCH, Inc.

Budget:

\$120,000

Target Audience

Businesses, philanthropists, community at-large

Scope of Work

Creative Design – invitations, sponsorship/marketing package, e-blasts, print advertising

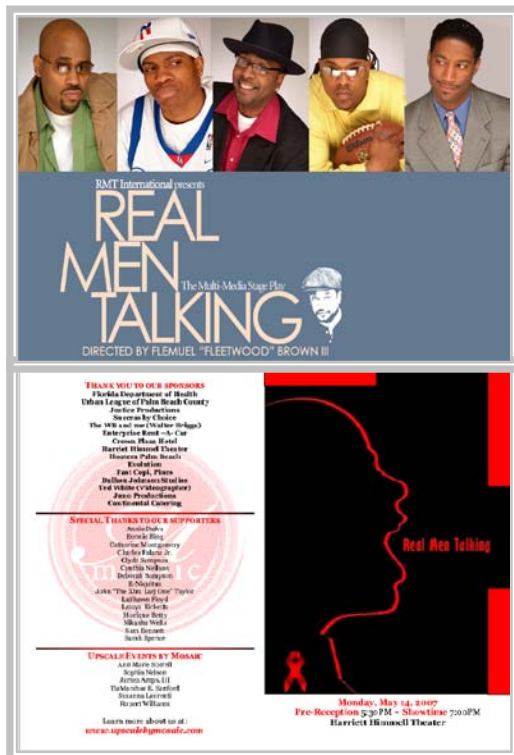
Event Management – venue selection, theme and event design, committee coordination, logistics management

Outreach – attend events, generate awareness; plan and host pre-event

Partnership Development - Cultural Arts organizations, businesses, community based organizations, non-profits, and philanthropists

Outcome:

Increase revenue by 33% from previous Gala; increased awareness about the Museum and its programs



Account

Justice Productions – Real Men Talking Stage Production

Budget:

\$100,000

Target Audience

Minority Males; Community at-large

Scope of Work

Creative Design – invitations, sponsorship/marketing package, e-blasts, print advertising

Public Relations – Press releases, script copy writing and translation, story placements and articles

Event Management – venue selection, theme and event design, committee coordination, logistics management

Partnership Development- businesses, community based organizations, faith based organizations, health agencies and municipalities

Outcome:

Collaborated with the Florida Department of Health's HIV/AIDS Awareness 'Silence is Death Campaign; More than 1000 community members in attendance; Generated interest from funders to launch a state-wide tour for 2009-2010

OUR PORTFOLIO



Account

South Florida Water Management District

Budget:

\$50,000

Target Audience

Small and Minority Businesses throughout South Florida

Scope of Work

Creative Design – invitations, sponsorship/marketing package, e-blasts, print advertising

Public Relations – Press releases, script copy writing and translation, story placements and articles

Event Management – venue selection, theme and event design, committee coordination, logistics management

Partnership Development - community based organizations, professional associations, faith based organizations agencies and municipalities

Branding & Media Buying – print, radio, bill boards, television, internet and cable.

Outcome:

See Case Study (p. 5)



Account

A.M.P.S Entrepreneurial Leadership Institute

Budget:

\$88,000

Target Audience

High School Students | Young Professionals

Scope of Work

Creative Design – invitations, sponsorship/marketing package, e-blasts, print advertising, applications and forms

Public Relations – Press releases, script copy writing, story placements and articles

Outreach –cultivate relationships with local high schools, young professional organizations, and small businesses

Partnership Development- community based organizations, educational institutions

Event Management – venue selection, coordination of speakers/trainers/students, committee coordination, logistics management

Outcome:

Generated higher attendance in Entrepreneurship programs, successful in recruiting more corporate sponsors as funders for Institute

OUR PORTFOLIO



Account

Majestic Homes & Realty – ABC’s Extreme Makeover: Home Edition

ABC’s Extreme Makeover: Home Edition forever changes the lives of deserving families every week.

Scope of Work:

In February of 2006, The Mosaic Group was given the opportunity to partner with Majestic Homes to make a Riviera Beach family dream come true through ABC’s Extreme Makeover: Home Edition. Mosaic was responsible for the following with only 2 ½ weeks of planning and 4 ½ days to build the Rainford family’s new home (Please note that everything had to be kept a secret until after the family was notified which was the day before construction began):

1. Developed a detailed plan of action for the entire project
2. Identified, contacted and secured food, construction, material/equipment vendors/suppliers to donate their labor, goods and services for the project
3. Identified, contacted and invited community agencies including the United Way of PBC, Urban League of PBC, Black Chamber of Commerce, Health Care District of PBC, Florida Blood Bank, Cancer Society and many more to recruit volunteers and participate in daily onsite activities
4. Identified, contacted and invited all local and state political leaders (including Governor Bush and the Consul of Jamaica)
5. Identified sponsors including Fidelity Federal Bank & Trust, Air Jamaica, Washington Mutual Bank and more that donated from \$2,000-10,000.
6. Planned and coordinated pre-Extreme Makeover meetings/orientations with vendors, volunteers, staff, etc.
7. Coordinated and managed over 700 volunteers during the 4.5 day construction of home
8. Coordinated and managed all public relations (daily press release, daily press briefings, etc.)
9. Planned and coordinated special events including Pre-Vendor Appreciation Party, Damian Marley concert, daily themed events, cast & producers wrap-up party, and viewing party (March 2006)
10. Provided all follow-up including thank you letters and mailed copies of documentary DVD and the Rainford Family Episode

Target Audience

Community at-large

Outcome

- 5 bedroom state-of-the-art home built for the family in 4.5 days
- Family had a safe and healthy environment to live
- Secured over \$2 million in supplies, goods, services, and financial contributions donated
- More than 10,000 members of the community joined together to support the effort
- Businesses and organizations that participated received local and national recognition

OUR CLIENTS

- Afrocenter, Ltd.
- Alanza Studios, Inc.
- Alpha Educational Services
- AMPS Institute Leadership & Entrepreneurial Conference
- Arthur R. Marshall Foundation
- Arthur R. Marshall Loxahatchee Wildlife Refuge (Friends Group)
- Big Brothers Big Sisters of Palm Beach County
- Collins & West, Attorneys at Law
- Expanding & Preserving Our Culture & Heritage (EPOCH)/Spady Museum
- Kaye Law Firm
- Keith Byars Foundation
- L.B. Limited & Associates
- Marriott Vacation Club
- Miramar-Pembroke Pines Chamber of Commerce
- NAACP West Palm Beach Branch
- National Urban League Conference (Metro Orlando Urban League)
- Real Men Talking, International
- R.I.S.E. Academy Schools
- Riviera Beach Maritime Academy
- South Florida Water Management District
- The Florida Department of Environmental Protection
- The Quantum Leadership Group
- Urban League of Palm Beach County

CERTIFICATIONS

- National Minority Supplier Development Council
- Palm Beach County S/MBE Certification
- South Florida Water Management District SBE Certification
- FRMBC

MEMBERSHIPS

- Association of Public Administrators
- Association of Fundraising Professionals
- Chamber of Commerce of the Palm Beaches
- Florida Regional Minority Business Council
- Gold Coast Public Relations Council
- Miramar-Pembroke Pines Chamber of Commerce
- Palm Beach Association of Black Journalists

CONTACT US



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