



Capability Statement

Company Name: SixtyOne Celsius

Location: Hot Springs, Arkansas

Ownership: Woman-Owned

Introduction:

SixtyOne Celsius is a full-stack, woman-owned advertising and marketing firm based in Hot Springs, Arkansas. We specialize in providing comprehensive solutions to nonprofit organizations and government agencies, delivering tailored strategies and campaigns that drive community engagement, promote initiatives, and enhance public perception. Our team is dedicated to helping nonprofits and government agencies achieve their goals and make a lasting impact on the communities they serve.

Core Competencies:

Strategic Campaign Planning: Developing comprehensive marketing and communication strategies aligned with objectives and priorities.

Ballot Initiative Campaigns: Assisting with challenging initiatives, providing strategic guidance and precise execution.

Public Outreach and Engagement: Implementing targeted outreach campaigns to inform and engage the public.

Creative Branding and Design: Crafting compelling brand identities, logos, and visual assets.

Digital Marketing and Online Presence: Developing robust online strategies, including website development, hosting, social media management, and targeted digital advertising.

Traditional Advertising: Creating impactful campaigns across print, radio, television, and outdoor media.

Public Relations and Crisis Communications: Developing effective communication strategies and managing media relations.

Community Event Planning: Organizing and executing successful community events to foster engagement and collaboration.

Key Advantages:

Sector Expertise: Extensive experience working with nonprofits and government agencies, understanding their unique needs and navigating public projects.

Proven Success: Meticulous attention to detail, strategic approach, and commitment to successful outcomes.

Credibility and Trust: Precise execution, adherence to regulations, and transparent communication to build trust.



Community Impact: Helped secure \$75 million in community improvement projects for the City of Hot Springs and Garland County, including highway infrastructure projects, expanded museum facilities, and a state-of-the-art baseball complex.

Creativity and Innovation: Bringing fresh ideas and engaging content to resonate with diverse audiences.

Results-Driven Approach: Focus on data analysis, performance tracking, and measurable outcomes.

Contact Information:

SixtyOne Celsius

Address: 306 Ouachita Ave.

Phone: (501) 293-4565

Email: stephanie@61celsius.com

Website: <https://sixtyonecelsius.com>

Date: June 28, 2023