

## **Proposed Marketing Strategy**

### **FORT HANCOCK 21ST CENTURY ADVISORY COMMITTEE**

Gateway National Recreation Area

**August 2, 2013, 9:00 am – 5:30 pm (*as needed*)**

The Chapel at Sandy Hook, Fort Hancock

Gateway National Recreation Area

Highlands, NJ 07732

**Britten, Inc.**

**2322 Cass Rd. Traverse City, Michigan 49684**

**Brittenbanners.com**

#### **Estimated Cost**

- (Qty 4) 12' x 10' Large Building Banners
- Single sided digitally printed image on 15oz. blockout vinyl.
- Fabrication includes, 2.5" pole pockets located - Top & Bottom.
- \$1,540 (\$385 each) – Printing
- \$225 – Estimated ground shipping to one address
  
- (Qty 4) 8' x 10' Large Building Banners
- Single sided digitally printed image on 15oz. blockout vinyl.
- Fabrication includes, 2.5" pole pockets located - Top & Bottom.
- \$1,300 (\$325 each) – Printing
- \$225 – Estimated ground shipping to one address

#### **Production timeline**

**8 days after Britten receives the final art proof approval.**

#### **Possible Banner Locations**

- Fort Hancock District
- Ranger Station
- Area D
- Suggestions?

# **FORT HANCOCK**

## **Request for Expressions of Interest**

### **Thirty- Five (35) Historic Structures**

The Fort Hancock 21st Century Federal Advisory Committee and the National Park Service are pleased to offer this unique opportunity to partner with the National Park Service in redeveloping historic structures in the Sandy Hook Unit of Gateway National Recreation Area.

This Request for Expressions of Interest (RFEI) invites submission of concepts that would transform the use of historic buildings located at Fort Hancock.

Responses to this request may identify use of a single structure or contemplate the reuse of all thirty-seven buildings at the Fort. This is an unsurpassed opportunity to invest in Park resources that will reap substantial cultural, social and economic gain now and for future generations.

**LEARN MORE:**  
[www.forthancock21stcentury.org/RFEI](http://www.forthancock21stcentury.org/RFEI)

