



FOR IMMEDIATE RELEASE  
May 5, 2011

CONTACT: Dana Woodson  
(757) 393-5143

### **Agency Selected for Portsmouth Marketing and Public Relations Services**

(Portsmouth, VA) - The City of Portsmouth announces the selection of Ringer and Associates, LLC as the agency of record for contractual marketing and public relations services.

The City, through the Department of Marketing and Communications, will manage the services that Ringer and Associates will provide for the development of strategies and innovative ideas that will produce successful promotion of the City's attractions, events, and economic development. Services provided by the agency will include media placement and buying, creative design, website marketing and website maintenance, and overall branding of the city's marketable assets.

Ringer and Associates submitted their proposal for how the agency would provide marketing and advertising for the City in response to a request for proposal (RFP) from the Purchasing Division. As a result of their written proposal and panel interview, Ringer and Associates was selected to perform the work as outlined in a one-year contract, effective April 26, 2011, and renewable, annually, for up to four years.

Ringer and Associates specializes in research, strategy, planning, and consulting. Some of their clients have included Children's Services of Hampton Roads, Foodbank of Southeastern Virginia, Taste of Hampton Roads 2003 through 2008, Virginia Horse Council, and WHRO Public Broadcasting.

"With Ringer and Associates selected as the agency to provide marketing, image enhancement, and branding campaigns, the City of Portsmouth is in an even better position to increase its position in the Hampton Roads marketplace and beyond from a reputable high-caliber agency. As a result of the procurement process, we were able to negotiate a commission rate of 13 percent which is less than industry standard and serves to increase the City's value," said Director of Marketing and Communications LaVoris Pace. "Ringer and Associates has done some great work for the city in the past including successful promotion of the Children's Museum of Virginia and signature events like the Coast Guard City Celebration, Umoja Festival, Olde Towne Holiday Music Festival, and Winter Wonderland, and we are looking forward to continued creative marketing and communications solutions that will yield consistent returns on our investment," Pace added.

- end -