



Request for Proposals

Celebrity Series of Boston – Rebranding Project
As of 4/1/2024

Contact Information:

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About Celebrity Series of Boston

We are a multi-disciplinary, multi-venue, non-profit performing arts presenting organization founded in 1938. Our mission is to present performing artists who inspire and enrich our community. We believe in the power of excellence and innovation in the performing arts to enrich life experience, transform lives, and build better communities. We envision a community of Greater Boston where the performing arts are a valued, life-long, shared experience — on stages, on streets, in neighborhoods — everywhere.

History

Founded in 1938 by pianist and impresario Aaron Richmond, the Celebrity Series of Boston is one of the nation's largest and longest running independent performing arts presenting organizations. The organization's title has undergone a variety of affiliations and title sponsors during its lifetime, from beginning as "Aaron Richmond's Celebrity Series" in the 1930's-40s, to associating with Boston University in the 1950's and the Wang Theatre in the 1980's, and a variety of subsequent bank title sponsors including Bank of Boston and Fleet Bank.

Project Catalyst Statement

Celebrity Series of Boston seeks a consulting partner to help evaluate the current equity of our brand name in the marketplace and advise on a path forward for a rebrand and potential name change. In our recent strategic planning process, we have determined that our current brand and name might not be well aligned with our future goals of being a welcoming, inclusive, community centric, and accessible organization.

Celebrity Series is committed to presenting and introducing an incredibly wide range of artists to the Greater Boston market, across all stages of an artist's career, from debut artists to established engagements, across a diverse array of genres including classical, jazz, new, and folk music, spoken word, modern dance, and more, representing a wide programmatic variety. One of our differentiating factors is our ability to present our wide variety of artists across a wide range of venues in all different shapes and sizes, from Somerville's Crystal Ballroom to Symphony Hall, from Groton Hill to Cambridge, and more. Our work includes three main product streams, our subscriptions series performances, our free Arts for All! engagements and Neighborhood Arts concerts, and our public performance projects. We are looking for a brand that encompasses all of the great variety of work we do for the community in the performing arts.



Current Strategic Plan Goals

Celebrity Series launched its current strategic plan, Go Deep, Go Broad, in 2012 and is in the process of conducting its third 'refresh' of that plan. This refresh has identified five key goals for the organization:

- Reach More People – through its performances and programs.
- Diversify our Audience – this includes both racial and age diversity. We see diversification as a key to achieving audience growth.
- Increase Audience Engagement – through the development of a membership model that will build on the performance experience.
- Achieve Greater Community Impact – through our Arts for All! Community engagement work that introduces the joy of live performances throughout Boston neighborhoods.
- Strengthen our Infrastructure – our financial profile, the depth and capabilities of our staff, and our capacity to take on risks.

A series of major and sub-strategies will support the achievement of these key goals.

Project Goals

1. Align our institutional brand with the comprehensive picture of our offerings on both our subscription series and in our Arts for All! programs
2. Reposition our organization as an attractive arts and entertainment offering for new audiences, without alienating current audiences
3. Improve brand awareness and recognition in the marketplace

Expected Outputs

- Brand audit and market assessment
- Interviews with key stakeholders
- Name change evaluation and recommendation
- New visual identity
- Rebrand roll out recommendations

Consultant will be provided with background research during interview phase:

- Advisory Board for the Arts Landscape Study Other Organizations Name Change Research
- Deloitte Segmentation and Focus Groups

Timeline

April 1 – May 31: Outreach and Requests for proposals

June 1 – Requests for proposals due

June 1 – 14: Consultant interviews

June 14 – Consultant selected and notified

Rough consultant work timeframe:

Summer 2024: Research and Ideation

Fall 2024: Feedback and Analysis

Spring 2025: Implementation

May 2025: New Brand launched with 2025/26 season announcement



Celebrity Series of Boston

Submission Process

Please submit a proposal [through the form](#), and answer the following questions:

1. Why is the consultant or agency a good fit for Celebrity Series of Boston's rebranding partner?
2. What previous experience does the consultant or agency bring to the table that will inform their work on this project?
3. What approach will the consultant or agency use to drive our business goals?

Additionally, please include a proposal as an attachment including scope of work, timeline, and budget. A portfolio of work may also be included as an attachment.

FORM: https://form.asana.com/?k=KSoPI01uirURfJxzwKb_Pg&d=1143031459579065