



ATLANTA, GEORGIA

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April 25th, 2024

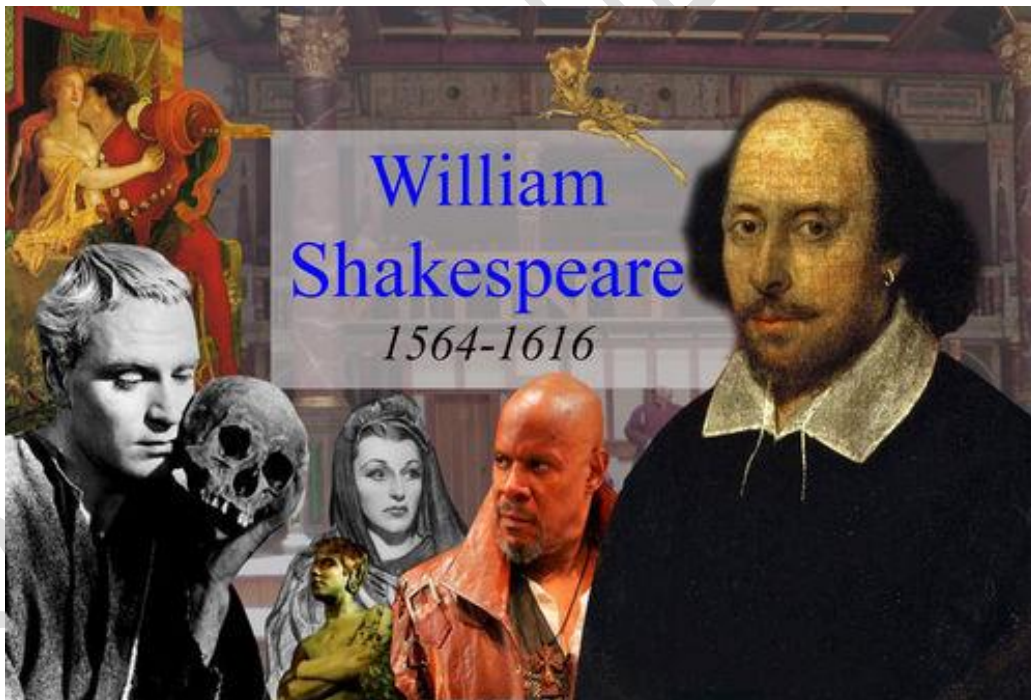
**COMMUNITY ENGAGEMENT INITIATIVE
PROJECT BUDGET & SCOPE OF WORK:
SHAKESPEARE ON AVONDALE ESTATES TOWN GREEN (SAETG)**

Submitted by Nicole Sage | Sage PR Consulting, LLC

Submitted to: Office of Commissioner Ted Terry, Super District 6

Timeframe: September – November 2025 (Fall Performances Only)

Payment Recipient: Nicole Sage | Sage PR Consulting, LLC





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OPENING SUMMARY: VISION FOR COMMUNITY ENGAGEMENT IN DEKALB COUNTY

I have had the privilege of having a contract as a vendor for DeKalb County for over three years. I am a Fernbank Elementary and Druid Hills High School graduate and proud resident of DeKalb County in District 5. As the Founder and Principal of Sage PR Consulting, LLC, I am honored to present a community-driven initiative that celebrates the arts and embodies my vision to serve as the Director of Community Engagement for this DeKalb County initiative. This pilot project—Shakespeare on Avondale Estates Town Green (SAETG)—is a shining example of how I can deliver results from concept to execution, with a focus on inclusive cultural enrichment.

This initiative proposes to bring **free, professional Shakespeare performances** to the public, transforming the Avondale Town Green into a vibrant, outdoor cultural space. By creating a platform where theater companies and university programs can workshop, rehearse, and perform in a relaxed, accessible setting—costumed or not—we are democratizing the arts and inviting all residents of DeKalb County to engage in lifelong learning and artistic appreciation.

While performance partners such as the Shakespeare Tavern or university theater departments have not yet formally committed, this proposal provides them an open invitation to participate in an innovative model of community arts engagement. Their involvement, whether voluntary or compensated, will depend on mutual agreement and funding flexibility. Either way, the infrastructure, planning, and community outreach will be professionally led by Sage PR Consulting.

This effort stands as both a **proof of concept and a launching point** for future cultural programming countywide. It highlights my capacity to lead, build partnerships, navigate logistics, and create meaningful, sustainable community experiences through public-private collaboration.



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PROJECT OVERVIEW:

This proposal outlines a 3-month engagement in 2025 for the role of **Community Engagement Project Director for the Shakespeare on Avondale Estates Town Green (SAETG) Initiative**. This position includes event development, marketing/PR, production logistics, and community outreach for the delivery of a recurring live Shakespeare performance event—twice a month—in the Fall 2025 (September, October, November).

FALL 2025 SEASONAL SHAKESPEARE PROGRAM (SEPT–NOV)

Presented by Sage PR Consulting, LLC

SCOPE OF SERVICES

1. PROGRAM DEVELOPMENT (10 HOURS – May)

Objective: Strategically coordinate with Shakespearean troupes and local universities to finalize programming for Fall.

Deliverables:

- Outreach to Avondale Estates Marketing & Communications Team.
- Coordinated in-person on-site visits with Commissioner Terr, Ellen Powell, and Avondale Estates City Manager.
- Outreach to Georgia-based Shakespeare troupes & theater departments
- Confirm fall performance dates (2 per month: Sept, Oct, Nov)
- Develop community enrichment components (Q&As, educational workshops)
- Submit purchase order for Shakespeare on the Town Green signage
- Coordination with Commissioner Terry's Office and Avondale Estates delivering payment to Nicole Sage, Sage PR Consulting.

Estimated Cost: 10 hrs @ \$200/hr = **\$2,000**



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2. MARKETING & PR SUPPORT (25 HOURS – AUG–NOV)

Objective: Drive audience engagement via localized publicity efforts will be conducted by Sage PR Consulting will be IN-KIND services.

Deliverables:

- Custom marketing plan for DeKalb County audiences
- Author press releases, media alerts & advisories
- Manage and arrange for interviews for TV, Radio, print & podcasts
- Content creation for social media, local press & newsletters
- Vendor consultation for **flyers, posters, pop-up banners, and signage***

Estimated Cost: \$5,000/month for 3 months \$15,000 of IN-KIND SERVICES provided by Sage PR Consulting, LLC.

Note: Promotional assets and signage to be handled by Sage PR via outside vendors.

3. EVENT LOGISTICS & PRODUCTION PLANNING (30 HOURS)

Objective: Coordinate infrastructure, permits, and vendors to ensure smooth show execution

Deliverables:

- Secure venue access (Town Green or other approved outdoor spaces)
- Organize staging, sound, lighting, seating
- Vendor coordination for insurance, rentals, security, and public safety
- Build run-of-show timelines and production schedules

Estimated Cost: 10 hrs @ \$200/hr = **\$2,000**



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4. DAY-OF EVENT MANAGEMENT (3 EVENTS)

Objective: Execute all live events with professional oversight

Deliverables:

- On-site management for set-up, strike, and volunteer coordination
- Serve as liaison for all partners and stakeholders
- Real-time problem-solving and quality assurance

Estimated Cost: 25 hrs @ \$200/hr = **\$4000**

5. POST-EVENT WRAP-UP & CONTENT CAPTURE (10 HOURS)

Objective: Summarize impact, collect photo/video assets, and provide evaluation for future

Deliverables:

- Final impact report and stakeholder debrief
- Visual recap for promotional use
- Recommendations for 2026

Estimated Consultant Cost: 5 hrs @ \$200/hr = **\$1,000**

Budget Breakdown Summary

SCOPE OF SERVICES

1. PROGRAM DEVELOPMENT (May)

Hours: 10 hrs

Rate: \$200/hr

Total Cost: \$2,000



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Objective: Strategically coordinate with Shakespearean troupes and local universities to finalize programming.

Deliverables:

- Outreach to Avondale Estates Marketing & Communications Team
 - Site visits with Commissioner Terry, Ellen Powell, and City Manager
 - Outreach to GA-based Shakespeare troupes & theatre departments
 - Confirm 2 to 3 performances/month (Sept–Nov)
 - Develop enrichment (Q&As, workshops)
 - Submit purchase order for signage
 - Payment coordination via Commissioner Terry’s Office
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2. MARKETING & PR SUPPORT (August–November)

Hours: 25 hrs/month x 3 months = 75 hrs

Market Rate Value: \$200/hr = \$15,000

Actual Cost: \$0 (IN-KIND)

Objective: Boost audience engagement through targeted media and marketing.

Deliverables:

- Custom plan for DeKalb County audiences
 - Press releases, alerts & media advisories
 - Arrange interviews (TV, Radio, Print, Podcast)
 - Social media, newsletter content creation
 - Consult on flyers, signage, banners, etc.
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3. EVENT LOGISTICS & PRODUCTION PLANNING (June–August)



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Hours: 10 hrs

Rate: \$200/hr

Total Cost: \$2,000

Objective: Ensure seamless infrastructure and vendor coordination.

Deliverables:

- Secure venue (Town Green)
 - Coordinate stage, lighting, seating
 - Vendor coordination (insurance, rentals, security)
 - Create production schedules
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4. DAY-OF EVENT MANAGEMENT (3 Events)

Hours: 25 hrs total (across 3 events)

Rate: \$200/hr

Total Cost: \$4,000

Objective: Oversee and manage all live events.

Deliverables:

- Set-up/strike management
 - Volunteer coordination
 - Partner/stakeholder liaison
 - Real-time problem solving
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5. POST-EVENT WRAP-UP



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Hours: 5 hrs

Rate: \$200/hr

Total Cost: \$1,000

Objective: Assess impact and collect assets for reporting.

Deliverables:

- Final report and debrief
- Photo/video recap
- 2026 recommendations

BUDGET BREAKDOWN SUMMARY

I. CONSULTING & PROGRAM MANAGEMENT

Description	Amount
Total Hours (across all services)	120 hrs
Consulting Fee (Hourly)	\$200/hr
Consulting Total	\$10,000 (includes all categories above)
Payment Schedule	\$3,125/month for Sept, Oct, Nov = \$9,375
<i>Remaining balance to be used if quotes are higher \$625</i>	

II. EVENT OPERATING EXPENSES

Estimated per performance (3 total performances):

Total: \$4,500 (\$1,500/show with contingency)



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Category	Estimated Cost	Notes
Portable Toilets (ADA + Standard)	\$300	For 250+ attendees
Green Room Food & Drinks	\$200	Hospitality for talent
Certificate of Insurance	\$250	Required by City
Security Deposit (Refundable)	\$400*	Public space use
Security Officer (4 hrs)	\$260*	@ \$65/hr
Sanitation (2 workers, 4 hrs)	\$320*	Public Works
Design – Promo Materials	\$200	Digital & print design
Printing & Signage	\$400	Flyers, banners, pop-ups
Contingency Buffer	\$170	Rounds to \$1,500/show
Total per Event	\$1,500	Includes contingency
Total for 3 Events	\$4,500	Sept, Oct, Nov

III. FUNDING & IN-KIND SUPPORT

Source	Amount	Purpose
DeKalb County (Comm. Ted Terry)	\$10,000	Production costs
City of Avondale Estates (In-Kind)	\$1,000	Venue, sanitation, partial security
Sage PR Consulting (In-Kind)	\$15,000	PR, marketing, outreach
TOTAL IN-KIND VALUE	\$16,000	—

IV. TOTAL PROJECT BUDGET REQUEST

Category	Amount
Consulting & Program Management	\$10,000
Event Operating Costs	\$4,500 (3 shows)



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Category	Amount
TOTAL PROJECT BUDGET	\$14,500
Less In-Kind Contributions	(\$16,000)
Net Public Funds Requested	\$4,500

Note: Sage PR Consulting will secure additional sponsorships and donations to cover any remaining costs and enhance community programming.