

## Communications & Public Engagement

Ryan Ferguson

Marketing Manager



To: Jeron Hollis, Managing Director

From: Ryan Ferguson, Marketing Manager, Communications & Public Engagement

Date: July 13, 2023

Re: Strategic Plan Update on Marketing & Branding Initiative

The City of High Point will be having a soft launch of the brand to the organization this week. During this launch, PIO will send emails explaining the process and the new branding guidelines and meet individually with each department to ensure they are aware and trained on the new brand story. The marketing team is excited to roll this out to the rest of the organization and its 1,400+ "Brand Ambassadors," we will have to tell High Point's brand story.

On Aug. 5, the City will host a public launch event from 4:30-6:30 p.m. in the plaza at Truist Point, at the intersection of Church and Elm Streets, to introduce the new branding to the public. There will be live music, food and beverages, creative stations for kids and adults, and photo and art opportunities for everyone to show their creativity. This is an opportunity for the public to learn about the new brand, check out our logo and even get a t-shirt or new City flag while they are there.

The event was planned to coincide with the August Social District Saturday. After the event, everyone is encouraged to enjoy the Rockers game and all the social district has to offer. All are welcome and encouraged to spread the word.

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