

SUBMITTED TO INDY CHAMBER OF COMMERCE

Brand Refresh + Web Development *Proposal.*

SUBMITTED TO

Joe Pellman, VP Marketing & Communications

DATE

March 25, 2026

PREPARED BY

JDA Worldwide — Indianapolis, HQ

Indy is at an *inflection point*.

The organization leading that charge deserves a brand and a platform built for what's next.

The Indy region isn't waiting. The skyline is changing. Universities are planting roots downtown. More people are choosing to move here than are leaving, and that momentum is real. The Indy Chamber is at the center of it, connecting businesses, attracting talent, and telling the region's story to the world.

But momentum alone doesn't win. To compete with the nation's fastest-growing metros, the region needs more than progress — it needs a perception shift. The Indy Chamber must look, sound, and function like the organization it already is: a regional economic engine, not a traditional chamber of commerce.

That's the real work here. And it starts with brand and digital strategy working in concert.

Three imperatives. One brand challenge.

Accelerate Indy 2030 gives the Chamber, and the region, a clear strategic north star. Here's what we believe it means for the work ahead:

IMPERATIVE 01

Fuel Regional Growth + Competitiveness

The plan is direct about the gap: despite real gains in GDP and job creation, too many of the region's jobs remain concentrated in lower-wage, lower-productivity sectors. The Chamber isn't just trying to attract businesses — it's trying to change the composition of the regional economy. That's a fundamentally different brand challenge than most chambers face.

The refreshed identity needs to project the kind of authority that makes a site selector take the region seriously before the first conversation. When a corporate decision-maker is comparing Indianapolis to Nashville or Columbus, the brand and the digital experience are often doing that work alone. Right now, the impression doesn't fully match the ambition. That's the gap this engagement closes.

IMPERATIVE 02

Connect Talent to Opportunity

The plan acknowledges something that most regional talent strategies quietly avoid: people don't just need information about a place, they need to feel something about it. The goal of bringing 100,000 new residents to the region by 2030 isn't achieved through a directory of neighborhoods, it's achieved when someone who has never set foot in Indianapolis finds themselves imagining a life here.

Life in Indy has the potential to be that platform. But potential requires infrastructure: authentic community voices, tools that make the region feel navigable and personal, employer content that connects career opportunity to quality of life. The digital work here isn't a reskin, it's a purpose-built talent attraction engine.

IMPERATIVE 03

Elevate Indy's Story

The plan names the problem plainly: the region's identity is fragmented, and its reputation lags its reality. What it doesn't spell out, but what we believe is the central design challenge of this engagement, is that unifying the story across three distinct brands is harder than it sounds.

Indy Chamber, Indy Partnership, and Life in Indy each serve different audiences with different needs and different tones. But they share a mission, and they share a moment. The brand architecture has to hold all three together without flattening them — creating coherence without erasing distinction. Get that right, and the brands amplify each other. That's the standard we're designing to.

A brand and a platform aren't the deliverables. *Fuel, retention, and perception are.*

It's easy to measure a brand refresh by how many people say they like the new logo. It's harder, and more important, to measure whether the new identity is actually moving the needle on the outcomes that matter to the Indy region.

We think about success in terms of the Chamber's own metrics:

On brand:

Success means a refreshed visual and verbal identity that makes Indy Chamber feel like what it is: an organization leading a region into its most competitive era. It means three interconnected brands that each speak clearly to their distinct audiences while sharing unmistakable DNA. It means internal alignment: staff, board members, and partners who feel proud to carry the brand forward. And it means an identity system built to scale, one that works as fluently on a digital platform as it does on a billboard or a board presentation.

On digital:

Success means a digital ecosystem that converts. A prospective resident who lands on LifeInIndy.com and finds a neighborhood that feels like home. A site selector who pulls data on the Indianapolis region and finds a platform that projects confidence and competitiveness. A small business owner who renews their Chamber membership because the member portal made it easy and the value was obvious. These aren't UX goals; they're the Accelerate Indy 2030 goals, expressed through a digital experience.

The brand informs the platform. The platform activates the brand. When both are built by the same team, with the same strategic foundation, the result isn't just coherence — it's momentum.

This is the kind of work JDA exists to do: complex, meaningful, and rooted in a place we call home. JDA empowers the extraordinary, and the Indy Chamber's transformation is exactly that. This proposal is our answer to both RFPs, built as one engagement, because we believe the strongest outcome comes from one partner carrying a single strategic vision from brand through digital. We're ready to get after it. Here's how.

Strategy first. *Then every pixel earns its place.*

For the Indy Chamber, this isn't a single brand refresh; it's a brand architecture challenge across three organizations, three audiences, and one underlying mission. That requires more than good design. It requires a strategic foundation built with intention, and a partner who understands not just the craft of branding, but the city it's being built for.

JDA has spent more than two decades doing this work in Indianapolis. We know the civic fabric, the regional ambitions, and the momentum this city has built over time. That context doesn't come from a discovery brief — it comes from being here, growing here, and genuinely believing in where this region is headed. We bring that perspective to every strategic decision we make on behalf of this brand.

At JDA, brand strategy is a discipline. Across more than 150 brand engagements, we've developed a methodology that moves organizations from discovery through launch with clarity at every step — beginning with deep research, stakeholder interviews, competitive landscape analysis, and audience mapping. Then we build through brand positioning, architecture, verbal identity, visual identity, and standards, all the way through internal activation and rollout.

What the brand system delivers

By the time the brand engagement is complete, the Indy Chamber will have more than a new visual identity. It will have a strategic foundation complete with positioning, voice principles, and narrative frameworks for each brand. It will also include a visual identity system designed to work across digital, print, environmental, and social applications. It will have a messaging matrix that maps audience to brand to channel, ensuring every communication feels intentional and on-strategy. And it will have a launch and rollout plan that sequences the brand reveal with the digital ecosystem launch — so the two don't just coexist, they amplify each other.

That's the standard we're building to. Here's the process that gets us there.

● PHASE 01 — DISCOVERY

Brand Insights, Audits, + Research

Every engagement begins with listening. Through discovery workshops, leadership interviews, employee surveys, brand review audits, competitive landscape analysis, and brand strength research, we build a clear and honest picture of where each brand stands today, and what it needs to move forward.

DISCOVERY WORKSHOPS

LEADERSHIP INTERVIEWS

EMPLOYEE SURVEYS

BRAND AUDITS

COMPETITIVE LANDSCAPE

BRAND STRENGTH RESEARCH

PHASE 02 — STRATEGY

Brand Positioning + Architecture

With discovery complete, we establish the strategic foundation. Positioning workshops define where each brand stands and why it matters. Brand Architecture defines how Indy Chamber, Indy Partnership, and Life in Indy relate to one another, defining the roadmap for balancing alignment and distinction. From there, we build the brand platform: purpose, vision, mission, core values, value proposition, brand promise, and brand character for each entity.

POSITIONING WORKSHOPS

ARCHITECTURE FRAMEWORK

BRAND PLATFORM

AUDIENCE SEGMENTATION

PHASE 03 — NAMING

Naming Evaluation + Exploration

The Indy Chamber has indicated openness to exploring a new naming system should the process reveal a compelling opportunity. If discovery and strategy surface that case, Phase 03 is where that conversation happens, covering naming evaluation, namestorm sessions, construct development, final recommendation, tagline, and URL naming.

Note: Naming is not reflected in the current timeline or investment. Should the Chamber wish to explore this path, it would be scoped as a separate workload.

NAMING EVALUATION

NAMESTORM SESSIONS

TAGLINE DEVELOPMENT

URL NAMING

PHASE 04 — IDENTITY

Verbal + Visual Brand System

With strategy set, we bring each brand to life. The verbal brand system establishes voice, tone, headlines, CTAs, and brand messaging for each entity and connects to brand audience segments for integrated messages. Brand mark development produces primary and secondary marks, endorsement marks, logo libraries, and animations. The visual brand system completes the picture with color, typography, photography direction, graphic elements, and illustration, all unified by shared design DNA, distinct in personality.

VOICE + TONE

BRAND MARKS

LOGO LIBRARY

COLOR + TYPOGRAPHY

PHOTOGRAPHY DIRECTION

GRAPHIC ELEMENTS

PHASE 05 — PRODUCTION

Original Media + Brand Collateral

A brand is only as strong as the assets that carry it into the world. Original photography, video, and illustration give the Indy Chamber ownable visual content built specifically for this identity. Brand collateral applies the refreshed system across an initial set of key digital channels, print materials, and employee experience touchpoints.

Note: Original media production is not included in the current investment and would be scoped separately. If not pursued, JDA will provide comprehensive photography and illustration style direction to guide future content creation.

PHOTOGRAPHY

VIDEO

ILLUSTRATION

PRINT COLLATERAL

DIGITAL COLLATERAL

EMPLOYEE TOUCHPOINTS

PHASE 06 — BRAND MANAGEMENT STANDARDS

The Definitive Brand Guide

The Brand Management Standards document is the definitive, robust guide to the Indy Chamber's brand system, covering brand strategy, verbal branding, visual identity, usage guidelines, and collateral applications in full. Built for day-to-day implementation and long-term stewardship, it ensures everyone who touches the brand has everything they need to carry it forward consistently.

BRAND STANDARDS GUIDE

USAGE GUIDELINES

TEMPLATE SYSTEMS

DIGITAL ASSET LIBRARY

PHASE 07 — LAUNCH

Brand Transition + Rollout

The final phase sequences the brand from internal alignment to external activation. Transition planning ensures a smooth handoff from the current identity to the new one. Roll-in brings the organization along first, building pride and alignment before the brand goes public. Roll-out then activates the identity externally, sequencing the brand reveal with the digital ecosystem launch.

TRANSITION PLAN

INTERNAL ROLL-IN

EXTERNAL ROLL-OUT

LAUNCH CAMPAIGN STRATEGY

EMPLOYEE PACKAGES

PRESS KIT

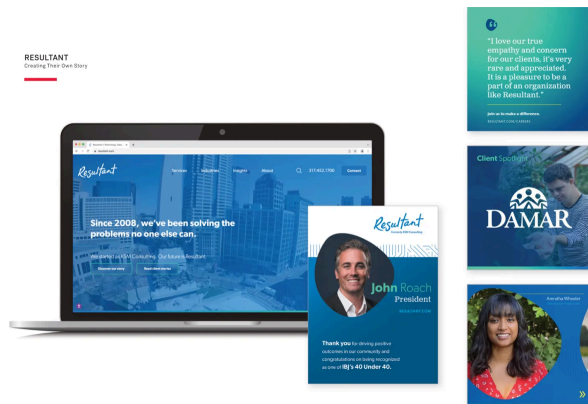
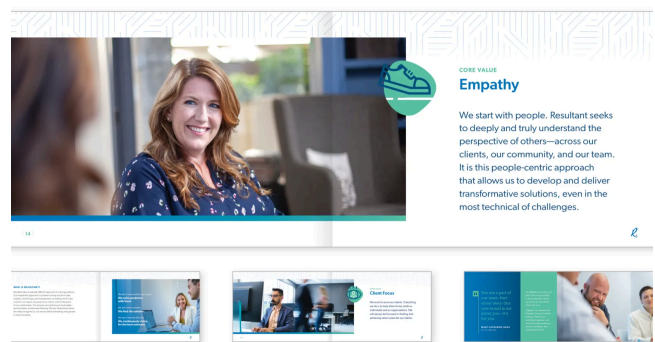
Brand Case Studies

Two engagements that reflect the strategic depth, creative range, and identity transformation expertise we'd bring to the Chamber's brand evolution.

BRAND STRATEGY + NAMING + VISUAL IDENTITY

Resultant

Full brand engagement for KSM Consulting's transformation into Resultant — honoring existing equity while signaling a bold next chapter.



OVERVIEW

For years, KSM Consulting had been quietly building one of the most respected technology and data analytics practices in the country. Their name, however, kept them tethered to a parent brand. When the time came to step out on their own, they needed an identity that finally reflected the firm they had already become.

CHALLENGE

KSM Consulting had spent years earning the trust and respect of clients across industries. That brand equity was real — and valuable. The challenge wasn't starting from scratch. It was honoring what had been built while creating something new enough to signal a bold next chapter. A name change done poorly risked eroding the very credibility the firm had worked so hard to establish.

SOLUTION

JDA led the full brand engagement with that equity front and center. Discovery and positioning work surfaced what clients and team members valued most about KSM Consulting — the qualities worth carrying forward and the ones worth leaving behind. The name Resultant was developed to capture the firm's core belief that great consulting doesn't just solve problems, it produces outcomes. The visual and verbal identity system was built to feel like a natural evolution, familiar enough to retain trust, distinct enough to signal something new.

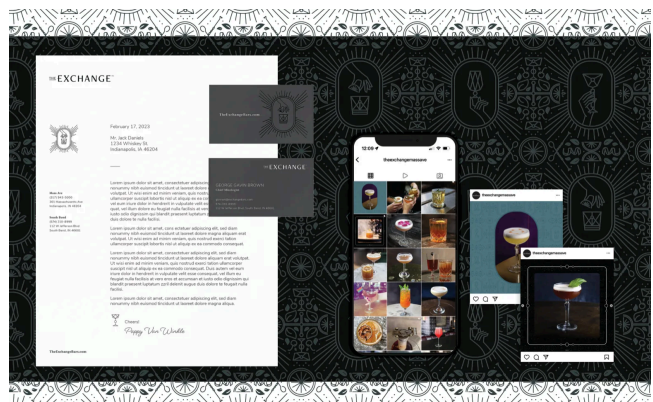
IMPACT

Five years after launch, Resultant's brand remains largely unchanged — a testament to the strength of the foundation. More than external recognition, the rebrand gave the firm's team something they hadn't had before: an identity that felt genuinely true to who they are. For a firm whose greatest asset is its people, that internal alignment proved just as valuable as any market introduction.

BRAND REFRESH + WEBSITE DESIGN + DIGITAL CAMPAIGN

The Exchange

Full brand refresh for a whiskey and craft cocktail bar, elevating the identity to match the quality of the experience.



OVERVIEW

The Exchange is a whiskey and craft cocktail bar with two locations in Indiana — downtown Indianapolis and South Bend — with a loyal following built on genuine hospitality and deep expertise in whiskey and mixology.

SOLUTION

JDA led a full brand refresh bringing expertise in brand strategy, digital, and creative production to bear on every element of the engagement. Brand repositioning sharpened the identity into something more sophisticated and cohesive. A new visual identity system, completely redesigned website, updated collateral, and a digital advertising campaign worked together to introduce the refreshed brand to new audiences.

CHALLENGE

The Exchange had built a strong reputation, but its brand identity hadn't grown with it. As the bar's culinary and cocktail programs matured, the visual and verbal identity needed to catch up — elevating the brand to match the quality of the experience it was already delivering.

IMPACT

The refreshed brand gave The Exchange a presence worthy of the experience inside its doors — sophisticated, inviting, and true to its craft. The engagement demonstrated what JDA brings to brand and digital work at every scale: strategic clarity, creative execution, and the discipline to roll it all out the right way.

A digital ecosystem *built to accelerate.*

Three digital properties, one member experience layer, and a regional vision ambitious enough to demand that all of them work as one. The Indy Chamber's digital ecosystem must do more than inform — it must convert. Members, investors, residents, and talent each need a clear, compelling path from first click to meaningful engagement.

At JDA, digital ecosystems are built from the infrastructure up. HubSpot and Salesforce aren't bolted on at the end. They're core to how we architect every platform from day one, ensuring that data flows cleanly, audiences are engaged intelligently, and every interaction across the ecosystem moves the Chamber's mission forward.

What the digital ecosystem delivers

The digital engagement produces a fully integrated, brand-aligned ecosystem across all three properties — purpose-built for the audiences each platform serves and engineered to grow alongside the Accelerate Indy 2030 roadmap. Here's how we'd build it.

Development Process

A six-phase approach that begins with discovery and delivers a fully integrated digital ecosystem.

● PHASE 01 — WEEKS 1-3

Discovery & Strategy

Every digital engagement begins with a thorough audit of the existing web presence, including analytics, content, user journeys, and technical infrastructure. We map audience pathways, identify gaps and opportunities, document UX recommendations, and establish the technical requirements that will guide every decision that follows.

● PHASE 02 — WEEKS 3-6

Architecture & UX Design

With discovery complete, we establish the structural foundation. Information architecture, wireframes, user flows, and interaction design are developed across all properties, ensuring every audience has a clear, intuitive path from first click to meaningful engagement. Member portal evaluation and recommendations are completed during this phase.

● PHASE 03 — WEEKS 6-10

Visual Design

With architecture approved, we apply the refreshed brand system to every page across all properties. High-fidelity mockups, a component-based design system, responsive design specifications, and stakeholder review cycles ensure the visual experience is consistent, on-brand, and built for scale before a single line of code is written.

● PHASE 04 — WEEKS 10-18

Development & Integration

The build phase brings the full ecosystem to life. Frontend and backend development, CMS configuration, HubSpot and Salesforce integration, membership calculator, ad platform, AI-powered chatbot, and neighborhood selector tool are all developed and connected during this phase, engineered to work together from the ground up.

● PHASE 05 — WEEKS 18-20

QA, Migration & Training

Before launch, every property undergoes rigorous cross-browser and device testing, performance optimization, and a full WCAG 2.1 AA accessibility audit. Content migration is executed with care, the team is trained on all platforms and tools, and complete documentation is delivered to ensure the Chamber can manage and grow the ecosystem with confidence.

● PHASE 06 — WEEKS 20-24

Launch & Post-Launch

A staged launch strategy ensures every property goes live on schedule and performs from day one. Post-launch monitoring, performance optimization, and a 90-day support period covering bug fixes, adjustments, and analytics review ensure the ecosystem is fully stabilized and delivering results before the engagement closes.

● PHASE 07 — 12-MONTH DIGITAL CONSULTING + SUPPORT

Digital Consulting + Support

The launch of a new digital ecosystem is a beginning, not a finish line. Beginning in July 2026, JDA will provide dedicated website support for Indy Partnership as the broader digital buildout continues. Upon the launch of all three websites and the member portal, that support expands into a full digital consulting engagement — covering platform performance, maintenance and security updates, CMS training and staff support, content guidance, and proactive strategic recommendations as the brand and digital ecosystem mature together. This engagement runs through July 2027, ensuring the Chamber has a committed partner through its first full year of operating at full capacity.

Technical Approach

● CMS STRATEGY

WordPress as the primary CMS for IndyChamber.com, LifeInIndy.com, and the Indy Partnership microsite — consistent with the current build and our deep WordPress expertise. Custom theme development with shared design system components. Headless architecture evaluation for Member Portal if rebuild is recommended.

● CRM INTEGRATION

Full HubSpot integration across all public-facing sites for marketing automation, lead scoring, chatbot deployment, and email workflows. Salesforce integration for the Member Portal to sync membership data, invoicing, and directory management. API-layer architecture for clean data flow between platforms.

● HOSTING + INFRASTRUCTURE

Managed WordPress hosting (WP Engine or Flywheel) for reliability, speed, and security. CDN delivery for performance. Staging environments for each property. Scalable infrastructure designed to grow with the Accelerate Indy 2030 roadmap.

Digital Ecosystem Case Studies

Two engagements that reflect the complexity, accessibility requirements, and user-centered thinking we'd bring to the Chamber's digital ecosystem.

UX STRATEGY + WEBSITE REDESIGN + ACCESSIBILITY

Special Olympics Indiana

Full website redesign centered on simplicity, storytelling, and streamlined user journeys for athletes, volunteers, and supporters.

OVERVIEW

Special Olympics Indiana serves thousands of athletes, volunteers, coaches, and supporters across the state. Their digital presence wasn't keeping up — and for an organization whose mission depends on connection and participation, that gap had real consequences.

SOLUTION

JDA led a full website redesign centered on three priorities: simplicity, storytelling, and streamlined user journeys. Every page was rebuilt around its audience — making key resources easier to find, strengthening calls to action, and bringing the organization's mission to life visually. Accessibility was built in from the start, not added at the end.

CHALLENGE

The existing website lacked clarity, visual energy, and intuitive navigation. For athletes looking to sign up, volunteers trying to get involved, and supporters looking to give, the experience created friction at every step. Special Olympics Indiana needed a digital platform that reflected the heart of its mission and actively drove action from every audience it served.

IMPACT

Within the first 30 days of launch, the new site generated over 769 sign-ups — including 500+ athletes, 150+ volunteers, and 100+ coaches. Engagement rates climbed significantly, with users spending more time on the site and interacting more deeply with its content. Search traffic from Google and Bing increased by 16%, expanding the organization's reach to new audiences across Indiana.

Christian Healthcare Ministries

Turning a 2,800–page digital maze into a clear, conversion–driven experience for thousands of members who depended on it daily.

OVERVIEW

Founded in 1981, Christian Healthcare Ministries (CHM) is the nation's original health cost sharing ministry — a biblical community of members in all 50 states working together to share the burden of medical expenses. CHM shares 100% of eligible medical bills and has satisfied over \$12 billion in members' healthcare costs. Their website needed to match the clarity and trust their mission demanded.

SOLUTION

JDA stripped the site to its essential purpose and rebuilt it around the user, not the org chart. Over 2,800 pages were reduced to 160, eliminating duplication and creating a clear path for every visitor type. The project introduced JDA's first live style guides with updated branding and iconography, launched a custom block library that now shapes JDA's broader digital work, and coordinated a 4:30 AM go-live that came in one week ahead of schedule.

CHALLENGE

CHM's site had grown into something that worked against the very people it was meant to serve: 2,800+ pages, duplicate content, no clear hierarchy, and over a million hits to dead-end 404 pages. Prospective members were hitting a digital maze at the exact moment they needed clarity. This wasn't a refresh — it was a full-scale structural and content overhaul for an organization thousands of members depended on daily.

IMPACT

"How does this work?" disappeared from CHM's top FAQs entirely — not by accident, but through intentional site architecture and relentless clarity. A sprawling 10-plus page explanation of CHM's model was condensed into three simple steps.

New Users: +31%

Engagement Rate: +37%

Average Engagement Time: +93%

Lead Generation: +23%

Membership Application Traffic: +56%

JDA Worldwide. *Indianapolis, at heart.*

JDA Worldwide is a full-service marketing and communications firm with roots in Indianapolis that stretch back nearly four decades. Our founder, Brad Benbow, has been building brands and businesses in this city since 1987 and JDA has grown alongside Indianapolis ever since. We know this region not as a market, but as home.

We believe the work we do has a responsibility beyond the brief to the clients we serve, the communities they operate in, and the cities we share. That conviction shapes how we show up for every partner we take on.

We are headquartered in Indianapolis with offices in Washington, D.C. and Nashville, TN. JDA has proudly been named one of the best places to work in Indiana for 6 straight years and is on a 9-year run on the Inc 5000.

23+

Years in
business

100+

Professionals across the Prolific
network

9×

Consecutive Inc. 5000
honoree

6×

Best Places to Work in
Indiana

Your JDA Team

The following leaders will be assigned to the Indy Chamber engagement. Each brings deep expertise in their discipline and a track record of delivering complex, multi-brand projects.

Chance Benbow

Chief Executive Officer

EXECUTIVE SPONSOR

Kristi Neville

VP of Brand

BRAND STRATEGY LEAD

Brandon Travis

VP of Development

WEB DEVELOPMENT LEAD

Joe Parker

VP of Digital Experience

DIGITAL STRATEGY LEAD

Union Williams

VP of Account Services

ACCOUNT LEAD

Tony Miranda

VP of Business Development

PARTNERSHIP LEAD

Erin Green

VP of Operations

PROJECT MANAGEMENT

Jeff Morris

Creative Director

CREATIVE DIRECTION

Becky Delph

Senior Account Manager

ACCOUNT MANAGEMENT

Hannah Salas

Senior Writer + Creative

COPY + CONTENT

Zeke Fredrickson

Designer

DESIGN

Isaac Beaverson

Senior Designer

DESIGN

Ben Goshow

Associate Director of
Development

DEVELOPMENT

Austin Bange

Web Development Lead

DEVELOPMENT

Sarah Rodriguez

Senior Director of Digital

DIGITAL STRATEGY

Kyle Wainscott

Senior Data Marketing
Specialist

DATA + ANALYTICS

The Prolific Network

JDA is a portfolio company of Prolific, the growth firm. Prolific holds a collection of companies and capabilities focused on one thing — growth. When you work with JDA, you access the full capabilities of the Prolific family, including Conquer, a national paid media agency, and Chernoff Newman, an integrated communications firm, bringing national scale to a team that is fundamentally, and proudly, local.

Prolific

The growth firm. Consulting, strategy, capital, and marketing services combined into one cohesive growth experience for partners.

Conquer

National paid-media agency driven by marketing science, predictive analytics, and long-standing national media relationships. A top buyer of major networks.



CHERNOFF NEWMAN

Integrated communications company combining creativity with business know-how to deliver cross-channel solutions based on research and driven by results.

What our partners say.

“The most coordinated, well-executed launch of a high-performing website I have ever seen.”

Derrill Wakefield

CTO

CHRISTIAN HEALTHCARE
MINISTRIES

“The creative genius of JDA has enabled the Ark Encounter to reach a level of marketing and growth that has raised the bar for advertising such a world-class facility.”

Ken Ham

CEO, President, Founder

ANSWERS IN GENESIS

“Not only did you help raise the museum's brand awareness from just over 0 to up over 11% through the 'Experience the Book' campaign, you also changed the expectation of visitors and reshaped the perception of our target audience.”

Steve Green

Chairman

MUSEUM OF THE BIBLE

Additional references and detailed case studies available upon request. For direct contact with any reference, please reach out to Tony Miranda at tmiranda@jdaworldwide.com.

Proposed *investment.*

Two distinct scopes. One integrated strategy. Pricing below is for a 12-month engagement beginning at each RFP's proposed commencement date. Both fall within the stated budget caps.

RFP 01 — BRAND REFRESH

\$165,000

PHASE		%	~HRS
01	Brand Insights, Audits + Research	20%	~190
02	Brand Positioning + Architecture	20%	~190
03	Verbal + Visual Brand System	25%	~235
04	Original Media + Brand Collateral	15%	~140
05	The Definitive Brand Guide	10%	~95
06	Brand Transition + Rollout	10%	~95

Commencement: May 1, 2026 · ~14 weeks for core deliverables.

RFP 02 — WEB DEVELOPMENT

\$245,000

PHASE		%	~HRS
01	Discovery + Strategy	13%	~180
02	Architecture + UX Design	13%	~180
03	Visual Design	16%	~230
04	Development + Integration	26%	~355
05	QA, Migration + Training	8%	~115
06	Launch + Post-Launch	8%	~115
07	12-Month Digital Consulting + Support	16%	~230

Commencement: July 1, 2026 · ~24 weeks for full ecosystem delivery + 12-month support.

We are proposing both scopes as a bundled package — one agency, one vision, one seamless rollout. Engaging JDA for both RFPs allows for tighter brand-to-web cohesion, shared project management overhead, and a stronger long-term partnership with the Chamber. We're also happy to discuss alternative engagement structures if the Chamber prefers a different timeline or phasing for optimal rollout.

Client references

Resultant

CONTACT

Chelsea Gill, Chief
Marketing Officer

TELEPHONE

317.508.9002

EMAIL

cgill@resultant.com

WORK PERFORMED

Full Rebrand, Brand Roll-In/Roll-Out, Brand Guidelines

Special Olympics of Indiana

CONTACT

Jeff Mohler, President &
CEO

TELEPHONE

317-328-2000

EMAIL

jmohler@soindiana.org

WORK PERFORMED

New website development including creative, copywriting, and strategy. On-going website maintenance and optimization.

Merchants Capital

CONTACT

Michael Dury, President
& CEO

TELEPHONE

317-345-1837

EMAIL

mdury@merchantscapital.com

WORK PERFORMED

Brand refresh and strategy. Website development.

Additional references and detailed case studies available upon request. For direct contact with any reference, please reach out to Tony Miranda at tmiranda@jdaworldwide.com.

Ready to *accelerate*.

JDA confirms availability to begin brand refresh work on May 1, 2026 and web development on July 1, 2026. Both timelines are designed to align with the Accelerate Indy 2030 launch cadence.

May 1	Jul 1	Aug	Sep-Oct	Dec	Jan 2027
Brand refresh kicks off	Web development commences	Brand system delivered	Design + dev in parallel	Staged launch begins	Full ecosystem live

Additional Considerations

Indy Chamber Membership: JDA Worldwide will be renewing our Signature Membership (\$5,500) in May 2026, and pledging an additional \$5,000 in sponsorship dollars toward Chamber events from May 2026 through May 2027. JDA is also working with Chamber leadership to determine whether a JDA leadership member could join the Indy Chamber Board of Directors in 2026.

Local Presence: JDA is headquartered in Indianapolis. Our team is available for in-person collaboration, stakeholder workshops, board presentations, and launch events. This isn't a remote engagement — we're your neighbors.

Unified Engagement: While these RFPs are structured separately, we believe the strongest outcome comes from a single partner delivering both brand and digital in coordination. The brand informs the platform. The platform activates the brand. Separating them creates risk; unifying them creates momentum.

**We love Indy.
We dream big.
*We move together.***

Let's build the digital future of the Indy region — together.

PRIMARY CONTACT

Tony Miranda, VP of Business Development

tmiranda@jdaworldwide.com | (317) 727-2043

jdaworldwide.com
