

STRATEGIC BRAND LAUNCH, INTEGRATION & DIGITAL PARTNER

Move the region forward.

A new brand, brought to life.

Prepared for the Allegheny Conference on Community Development

PREPARED FOR
Kolt Codner, COO

SUBMITTED BY
Noble Growth · Mattimore Cronin

DUE
July 3, 2026

— 01 A NOTE BEFORE THE DETAILS

Kolt, and the selection team,

You have already done the hard creative work. The identity is set. What remains is the part that decides whether a rebrand lands: bringing it to life. The messaging, the legacy bridge that protects eighty years of equity, the website that finally makes the family of organizations legible, and a launch the region feels.

You do not have to imagine what we can do. Bill Flanagan has already seen it.

We built the website, brand, social, and press operation for the National Flag Foundation's Pittsburgh Regional Sojourn, with Bill. A senior partner who ships fast, gets the civic register right, and treats the work as if the institution were our own. We would be proud to do the same for the Conference.

Mattimore Cronin

Principal, Noble Growth · mattimore@noblegrowth.co

— 02 THE ASSIGNMENT

Activation and integration. Not a design exercise.

- **One identity, four front doors.** Make the Conference and its affiliates read as one, without discarding the equity each name has earned.
- **Eighty years of trust is the asset, and the risk.** Continuity compounds it. Erasure costs it. This is where most rebrands quietly fail.
- **The audiences are sophisticated.** Board, investors, partners, and the public each need the story pitched to them.
- **The website is the proof of the new structure.** Make it instantly legible and the rebrand is believed.

1944

Founded

Behind the Pittsburgh Renaissance.

10^{cos.}

Region served

Southwestern Pennsylvania.

~250

Leaders & orgs

Investors who must feel ownership.

4^{in 1}

Entities to unify

One coherent brand.

Allegheny Conference

Pittsburgh Regional Alliance

Greater Pittsburgh Chamber of Commerce

Economy League of Greater Pittsburgh

A FIRST OBSERVATION, ON US

Today the Conference and its three affiliates present **four separate digital front doors**. A visitor cannot easily tell they are one organization. The highest-leverage move in this launch is one unified site that makes the whole family legible at a glance. We have already sketched how it wants to work.

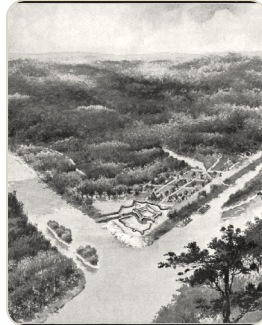
— 03 WHY THIS MATTERS

A region that always rises.

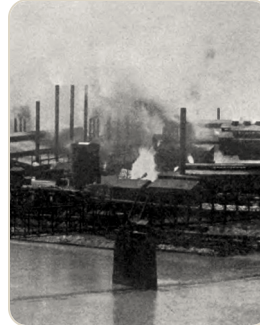
Pittsburgh has remade itself in every era. The Conference has led each renaissance. This rebrand is simply the next one.



1755
A young Washington's first stand, at the forks of the Ohio.



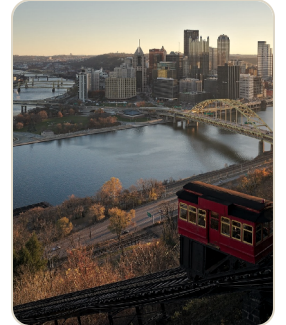
1758
Fort Pitt rises. A frontier becomes a future.



1875
The furnaces light. Pittsburgh forges modern America.



1950
The smoke clears. The Renaissance begins.

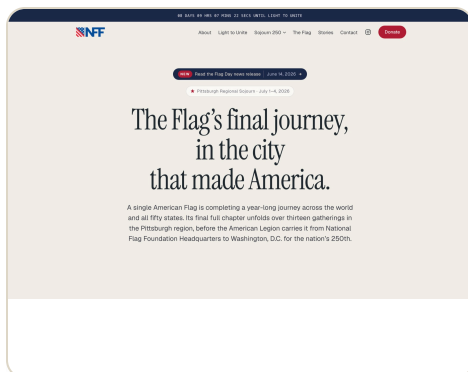


Today
Robotics, medicine, energy. The comeback compounds.

— 04 RELEVANT EXPERIENCE

The three things this RFP asks for. Done all three.

Brand launches. Multi-entity integration. Institutional reputation transitions. Every project is live.



LEAD REFERENCE · PITTSBURGH

NFF Pittsburgh Regional Sojourn

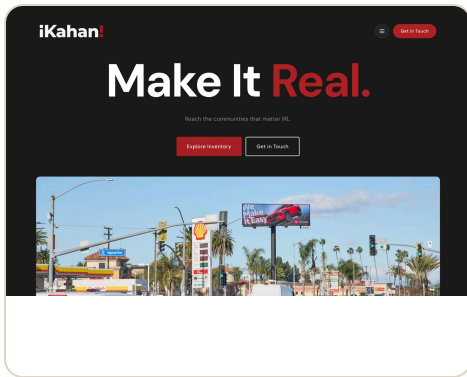
nationalflagfoundation.org/pa

The website, brand, social, and press operation for a regionwide civic event, with Bill Flanagan of the Conference. One dignified brand holding the Foundation, America 250, the Heinz History Center, and a wall of regional sponsors. When the national site was later compromised, we rebuilt and migrated the whole institution within days.

Days
brief to a live site

25K+
IG followers from 124

Regional TV
earned coverage



FULL BRAND SYSTEM

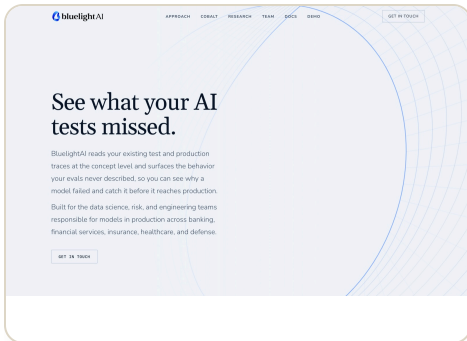
iKahan Media

ikahanmedia.com

Not a website, a complete communications system. One identity across every surface: a custom site, lead-capture forms, a segmented email program on the client's own infrastructure, and a private admin dashboard. Live, owned end to end, run through the same leadership sign-off cycles the Conference will need.

One system
brand, web, email, admin

Owned
code, domain, and data



REPOSITIONING

BluelightAI

bluelightai.com

The messaging proof point. We rewrote the company's core narrative and homepage around one sharp idea, then shipped it as a new website, through structured rounds of team feedback. Positioning that survives scrutiny from sophisticated stakeholders, and that a whole organization can stand behind.

One message
the team aligned on

Live
strategy, deployed

Three months. Clear value at every stage.

Kickoff July 27, public launch in October. Each phase leads with what you receive.

Month 1
WEEKS 1-4 · STRATEGY

A story the whole region can rally behind.
You receive: messaging architecture, audience positioning, the legacy-transition framework, and the unified site map.

Messaging Legacy bridge Activation roadmap Site architecture

Month 2
WEEKS 5-8 · BUILD

A new digital home, and every asset to launch it.
You receive: the website on a scalable CMS, plus the full communications suite, in review.

Website build Investor decks Sector narratives Transition messaging Launch toolkit

Month 3
WEEKS 9-12 · LAUNCH

A launch the region feels, and a team ready for it.
You receive: internal rollout and training first, then a coordinated public launch, then stabilization.

Staff readiness Coordinated go-live Media & social Monitoring 60-day stabilization

- ✓ NDA and brand assets at kickoff
- ✓ Consolidated feedback within 3 to 5 business days
- ✓ A single empowered point of contact
- ✓ Stakeholder availability for the rollout

What a world-class launch includes in 2026.

Your RFP asks for a website and a launch. Here is what makes them work, built in by default, no upcharge.

i Unified social presence
Every channel integrated and activated, one voice across the family.

ii Email & audience capture
Turn visitors into a list you own, with sequences that nurture investors and partners.

iii Search, built in
Structured so the region, and the world, find you on Google from day one.

iv AI search visibility
Optimized to be cited by ChatGPT, Gemini, and Perplexity, where research is moving.

v One analytics view
Every channel in a single dashboard leadership actually reads.

vi Built to last
A maintainable stack with no platform lock-in, compounding after launch.

— 07 DELIVERABLES

Every line of your RFP, accounted for.

Brand guide & operating guidance

A working playbook stakeholders use, per entity.

Activation strategy & roadmap

Internal rollout, external sequencing, stakeholder plan.

Messaging framework & toolkit

Architecture and audience-specific positioning.

Full communications suite

Decks, one-pagers, fact sheets, narratives, talking points, FAQs.

Legacy transition strategy

Continuity narrative, dual-branding, stakeholder messaging.

Website, launch-ready

Audit, design, build, scalable CMS, owned.

Internal rollout & training

Everything staff need to carry the brand.

Launch plan & toolkit

Releases, announcements, digital and social assets.

— 08 TEAM



Mattimore Cronin

Principal · Strategy & Creative Lead

Founder of Noble Growth. He leads strategy, messaging, and creative direction, hands-on through build and launch. He personally led the Pittsburgh civic work Bill Flanagan knows firsthand.

- Magna cum laude, University of Notre Dame: business and classics
- Comedy Central, StartEngine, Scripps Networks (London)
- SonicCloud: cost per install \$315 → \$1.75; iOS App of the Day
- Millions in ad budgets; tracked revenue for 100-plus brands

Optional add-ons

Social content & growth Instagram \$1,600/mo · +\$800/mo per channel

Paid digital launch campaign built & managed

Motion & video assets scoped to need

Ongoing operate retainer monthly

— 09 INVESTMENT

THE ENGAGEMENT · FIXED FEE

\$36,000 *all in*

The complete RFP scope, plus everything in this document. Three monthly payments.

\$12K **Month 1 · Strategy**
Messaging, legacy bridge, site architecture

\$12K **Month 2 · Build**
Website and full communications suite

\$12K **Month 3 · Launch**
Rollout, public launch, stabilization

Comparable agency programs run **\$90,000 to well past \$250,000**. A lean, senior model delivers the same caliber for a fraction of it. **You own everything** at the end: code, site, data, social, email.

People who would vouch for us.

Bill Flanagan

Allegheny Conference

Collaborated with us on the Pittsburgh Regional Sojourn and saw the work firsthand. Our most relevant reference is already inside your organization.

iKahan Media

Brand, web, email & ops

Leadership reference on request. A complete, owned communications system in continuous use.

National Flag Foundation

Rebuild & civic launch

Reference on request. A national institution's digital presence rebuilt and launched under pressure.

Let's bring the new brand to life.

We are the one partner who has already done civic work on Pittsburgh ground, with your own Bill Flanagan in the room. Ready to sign the NDA today, present on July 10, and begin at kickoff.

Live proposal: allegheny.noblegrowth.co · mattimore@noblegrowth.co