



Bucket Works

advertising • association management • political campaigns

Litter Ordinance Education Campaign

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**Litter Ordinance
Education Campaign***
Oct. 1, 2014 – March 1, 2015

Educational Campaign: "CC Pledge"

Bucket Works Cost: To not exceed \$20,000 (includes media buying fee)

SERVICES INCLUDE:

Agency Services: \$5,000

Advertising, Marketing & Public Relations Services

- Design/Production Hours
 - Billboard ads
 - Print ads
 - Digital ads
 - Social media ads
 - Out of Home ads
 - Truck wraps
- Media planning with non-traditional media outlets
- Social Media Development
 - Facebook messaging
 - Twitter messaging
 - Instagram messaging
- Public Relations Services
 - Write and publish opinion editorials
 - Write and publish letters to the editor

Community Outreach

- **Retailers**
 - Partner outreach
 - Development of online marketing toolbox
 - Updates to mobile application
- **Schools**
 - Partner outreach
 - Assistance with curriculum update
 - Contests coordination
 - Updates to mobile application
- **Events**
 - Partner outreach
 - Development of online marketing toolbox
 - Updates to mobile application
 - Contests coordination

Media Buying Fee- Not to exceed \$15,000

Amount based on approved media budget of \$100,000. Bucket Works receives 15% media buying fee on all applicable media.

CONTRACTED SERVICES TO BE PAID DIRECTLY BY THE CLIENT

Vendor Costs- Not to exceed \$13,050 (not included in Bucket Works \$20,000 estimate):

- **Enlightened Images**
 - **Estimate: \$5,050**
 - Production of one English and one Spanish :30 TV spot
 - One full-day shoot
 - Editing for English and Spanish spot
 - Music track
 - Casting fee
 - Talent fee
- **Ensemble Group**
 - **Estimate: \$8,000**
 - Virtual pledge build
 - 4 page pledge (main page plus 3 pledge detail pages)
 - Link to social media pages for sharing
 - Background graphics as measurement tool
 - Pledge partner logo section
 - Video and picture capabilities
 - Partner Area to include:
 - Capabilities to download media kits
 - Capabilities to sign in with authentic log-in
 - Admin Area to include:
 - Capabilities for minor editing of copy, pictures and video
 - Capabilities for editing partner tool kit
 - Pledge database
 - Partner database with assigned access codes for tool box for tracking purposes

Agency fee is based on hourly rate of \$100.00. Agency will invoice 15% media buying fee on all applicable media and will add as a line item on each invoice, and client will pay direct to media outlet.

**Program only includes Agency fee. Estimate does not include any print production. Contracted vendors will be paid directly by Client.*