

Proposal to
The City of *****
For
Waste Reduction Program Marketing

Presented September 8, 2008 by



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PREAMBLE

LC Marketing & Design Company recognizes and highly values the City of *****'s Waste Reduction Program and requirements for a marketing plan that will make it a model for communities everywhere and a tremendous green asset to the citizens of *****. The goal of the ***** Waste Reduction Program (hereafter *WRP) Team to improve waste reduction and recycling efforts by assessing the current program, increasing awareness, encouraging participation, and demonstrating the benefits of such a program (locally and globally) is also a pursuit and passion of our team. We are familiar with all the tried and true (and many never before implemented) ways to rally a community behind effective and prudent waste management from programs of gentle recycling reminders to those in which waste carriers inspect residents' trash and refuse to remove it if recycling principles are not employed. LC Marketing & Design Company fervently wishes to see every community employ effective waste reduction, pre-cycling, management programs, and can absolutely create a marketing plan that will work for ***** and set ***** apart in community support of and adherence to the best waste science principles and procedures.

Before we start our work for the City of ***** , we will refine our process for communicating to the people of ***** the three critical areas of waste management science (and art) that they can critically impact every day: reduction of waste before it becomes waste, recycling of every inevitable piece of waste that can be re-used, and management of that waste which cannot be avoided or recycled. Our motivating force will be to craft a plan and subsequent collateral that will make *****ians eager participants in a bellwether community waste reduction and recycling program.

We understand and agree that a two-phased approach to achieving the goals set forward in this proposal will produce the best results, and we offer a scope of services and experiences that will meet and then surpass the goals of each phase of this project. All present efforts and collateral will be enhanced and seamlessly incorporated into a waste reduction program that speaks to the diversity of the ***** area from the *WRP employees to businesses, single/multi-family residents, students and even visiting tourists.

In Phase One, we will create, distribute, collect and tabulate a ***** resident reduction, management and recycling survey and conduct two or more resident focus groups to identify what is working, what is not, how to enhance existing services, what needs to be added to the services for future success, how to inspire the current and future generations of *****ians to employ the best waste management principles and practices, and be innovative and generous with their ideas for new ways to reduce waste from production to end-user.

We offer a system by which we can anticipate a 30% return on our survey responses rather than the industry standard of 2%. We will research model waste management programs worldwide – and some that only have one outstanding component – and analyze how elements of these other proven programs might augment the *WRP. Then we'll look closely at how these successful programs were communicated to and implemented by the communities that benefit from them. This will help us determine our recommendations for and creation of the *WRP marketing – community loyalty – program. We'll take the time to talk to icons of waste management to craft a message that will resonate with every citizen of ***** , a message that will inspire willing compliance and eager participation in the *WRP.

In Phase Two, we will publish a sustainable marketing plan for the *WRP incorporating immediate, mid-range, and long-term marketing program messages and deliverables. Value-added components will include a prospectus of waste reduction/management needs not yet encountered but inevitable, recommendations and tools to communicate them to the community and graphic design examples for proposed collateral that support the marketing plan. From the extrapolation of Phase One survey results, focus group transcripts, research, and interviews we will design a suite of collateral and media programs that will put ***** and its citizens on the map as the ones to watch when it comes to community ownership of the best waste management and reduction processes.

This plan will incorporate innovative elements such as showcasing the city to the world press as the cutting edge waste science practitioners they will become (a tremendous tool for increasing community pride and involvement)

to housekeeping items like budget line items, and, of course, detailing the requisite basics of marketing and communications messaging and positioning, conceptual design and advertising, projected timelines for implementation, and measurement of results and successes. LC Marketing & Design Company's marketing plan will provide the City of ***** with a viable long-range marketing campaign that will include the tools for community and media response as well as a plan for action and the messaging and imagery required to make it high impact.

As perhaps the greatest value added, we will investigate and include funding opportunities available to the City of ***** for further improving the *WRP. Because our plan and associated outreach will ignite the support and involvement of *****ians in the program, the potential for research and development and community program funding will be greatly increased. Ongoing financial revenues for the *WRP will ensure the program and the community involvement in it will be sustained if not steadily grown for years to come.

We're here to exceed your wildest dreams. We have been providing professional services to government entities, the private sector and not-for-profit clients of greater scale and scope than the City of *****, in every conceivable professional arena for over twenty years. Our team has created the following relevant items for dozens of clients worldwide:

- Business and marketing plans, from plan inception and completion to grand opening and multi-year profitability/productivity and sustainability,
- Design and implementation of global marketing campaigns from branding imagery to multi-nation event management,
- Survey and focus group creation, facilitation, and analysis (we're known for a 10-30 % return on survey results),
- Collateral suite design from brochures to trade show graphic panels and everything in between,
- Illustrative and technical graphic design services,
- Advertising and commercial design and media buying and selling for print, television, and radio,
- Ecommerce and brochure-style web site creation and management,
- Ambient media innovation,
- Internet marketing,
- Public and media relations,
- Multi-media presentations and interpretive displays,
- Photography and videography,
- Training manuals and videos,
- Guide books and directories.

The RFP and subsequent responses to questions define the key essential award elements as experience, personnel, references, and fee structure. A full-service marketing and advertising agency, LC Marketing & Design Company (a woman-owned, sole proprietorship), we possess the professional qualifications, seasoned personnel, specialized technical expertise, and track record desired by and required to provide the City of ***** with exemplary services and deliverables. We always provide our customers with the highest quality goods and services for the best negotiated pricing as illustrated by our portfolio and client references. We pride ourselves on a legendarily quick turn-around time with great client communication and customer service.

LC Marketing & Design Company is composed of owner and hands-on creative director and 20+ year global marketing executive Patricia Rae Linn, technical illustrator/CAD and rendering artist and professional photographer Tony Contreras, project manager and client services professional (a past-professor of fine art design) Donna Page, and office manager Michele Crowley who has a degree in education and handled the goings on of a Vermont craft-brewery before joining our team. We also have a stable of regularly utilized sub-contractors who have worked with and have references from many of our clients; they specialize in areas of videography, documentary and television ad production, and multi-media production.

Our pricing proposal for this project reflects our consummate support of green programs like *WRP: we offer you a 10% discount on all LC Marketing & Design Company service (already factored into bid on page 15), plus an additional 5% from our service line items on invoices net 30 days. We follow a charter to give more and do more and do it better than our industry standard; we don't waste time or money re-inventing the wheel; and with keen interest, great enthusiasm, and professional proficiency we deliver superior marketing strategies and associated products every time — to always satisfied customers. We won't waste your money and we assure you satisfaction beyond expectation.

Now, please follow and enjoy the inspirations, solutions and innovations brought to you by LC Marketing & Design Co. and the mascot concept we've developed just for *WRP: the ***** Waste Reduction Program's very own Recykopelli...

Recykopelli
follow his green way



SCOPE OF WORK & PLAN OF ACTION

LC Marketing & Design Company expects to work closely with the *WRP Team for the duration of the project in developing a viable and sustainable solid waste reduction marketing plan. We understand that the specific scope of services includes:

- Refining the primary marketing strategies already in place,
- Assessing what is working and offering developing modifications,
- Ideas and options for improvements and innovations in the development of a successful, all encompassing public awareness, waste reduction marketing campaign that includes:
 - environmental best practices,
 - sustainability components,
 - creative graphic design,
 - advertising,
 - and educational elements.

Utilizing the parameters stated in Section III of the RFP as a foundation, we have outlined a research and development program and subsequent marketing plan and collateral design that will speak to all the citizens of and visitors to the City of *****, including but not limited to: students, retirees, business people, artists, owners of second homes, tourists, and all of the other full- and part-time residents of the city. Our plan of action recognizes and addresses the unique culture of *****, and its eclectic mix of established wealthy and paycheck-to-paycheck students, artists, environmentalists, and those who never give waste management much of a thought. Moreover, we recognize that ***** is a proud city, and the citizens of it have always been ahead of the curve in establishing services and style that make the community a wonderful, innovative place to live and vacation; our work on behalf of the *WRP will once again succeed in rallying all of the people of *****, permanent and transient, behind the city's Waste Reduction Program. And they will once again be proud of their commitment to and role in making ***** a model community.



Preliminary Fact-finding, Planning & Reporting

LC Marketing & Design Company's team approach to the *WRP will begin with an on-site fact-finding mission wherein we will spend a few days in ***** during which we will establish the parameters of the project, gather information and assess the present program and marketing efforts. This information will establish the basis of the survey and focus group phase of the project as well as be incorporated into the marketing plan. At this time we will also interview the *WRP Team, any other interested staff and community members, visit work sites, and all related areas to gain a complete understanding of the existing services and perceived needs. Areas of focus to be evaluated from the input of CWRP employees and interested community members include but are not limited to:

- *WRP's perception by the community and employees,
- What is working, what is not,
- Publicity and public relations efforts — successes and failures,
- Recycling and financial incentive/disincentive efforts,
- Community and volunteer program and activities,
- Partnering and sponsorship opportunities,

- Solid waste reduction practices from source to end-user,
- Composting initiatives,
- Sustainability and biodiversity practices,
- Renewable/innovative products and processes,
- Energy/water efficiency policies and practices,
- Outreach and educational tools uncompleted and in-the-works,
- Relevant employees and community health and safety practices,
- Policies and procedures already in place.

Once we have completed the fact-finding mission, we will compose and deliver the outline of our plan for completing our research. This outline will include the make-up of the focus groups to be held and schedule of same as well as a comprehensive list of the other research we feel is necessary to round out the marketing plan. It will also document the findings of our initial visit, and make early recommendations based on these findings. This plan will be delivered to interested/involved parties via email and available for viewing via our web site on a secure server.

The existing services will be reviewed to extract new strategies that will recycle the largest amount of waste possible. From creating awareness of the three critical areas of waste management science that can be utilized every day — reduction of waste before it becomes waste, recycling of every piece of waste that can be re-used, and management of that waste which cannot be avoided or recycled — to incorporating innovative elements such as community pride and involvement by showcasing the city to the world press as the cutting edge waste science practitioners, we pledge to create a plan that will increase the City of *****'s recycling efforts while reducing solid waste.



Research Methodology & the Process

LC Marketing & Design Company will coordinate and participate in three or more on-site meetings in ***** which would include the initial fact-finding visit, focus groups, and wrap-up meetings. In order to accomplish all the requirements of the RFP in six weeks we have developed a flexible timeline:

- Week One: Initial fact-finding mission and subsequent development of outline, focus groups, survey questions and scheduling will take place.
- Week Two: Surveys delivered.
- Week Three: Surveys collected, focus group facilitation.
- Week Four: Information compilation, analysis, recommendations, integrate all research that was done during the first three weeks, deliver the preliminary plan to the *WRP for review and comment, develop sample collateral that reflects our findings and the marketing plan.
- Week Five: Collect the *WRP input and assimilate it and the collateral designs into the plan.
- Week Six: Deliver the plan digitally to all interested/involved parties to review the final plan before we meet with the *WRP one final time to discuss the plan in person.

LC Marketing & Design Company will easily be able to complete the entire project, within our budget of \$26,680.00 in the prescribed timeframe of approximately six weeks, ending on December 1, 2008.

In the research phase, two members of our team identify the individuals who will participate in the focus groups, schedule their participation, create the agendas for these meetings, host same and tabulate the results thereof. The other two members of our team will create, disseminate, collect and tabulate a community-wide survey which will solicit from the general community much of the same information solicited in the focus groups. These two members will also conduct all of the research on other model waste management programs and marketing campaigns during this phase. Since the target audience for the City of *****'s solid waste recycling program is everyone in the area the focus groups and survey will be all inclusive. The basis for all survey and focus groups questions will come from our on-site interviews as well as the ***** Teams' recommended best practices, strengths and weaknesses. The input from the *WRP Team, focus group and survey information, and our research and expertise will guide us in identifying and providing alternatives and solutions for the critical service issues that must be corrected. We expect to gain feedback on sorting, acceptable recyclables, accessibility of drop-off sites, source reduction, office supplies, electronic, and paper recycling, education and outreach, and signage to name a few.

The one-to-two page survey will be created from established models and information gained from our first on-site visit. Research sources such as the Environmental Protection Agency (EPA, Region 8), Colorado Energy Office, the Zero Waste policies of Loveland, Boulder and Summit County, and other state models such as Washington State Department of Ecology's Waste Reduction Manual will provide invaluable insight and direction for focus groups and survey questions.

Specific survey questions will gauge the positive and/or negative aspects of the existing recycling program and possible additions/requirements for the future growth and success of the program. Sample questions would address accessibility of drop off sites, ease of sorting and understanding of the recycling concept. The survey questions would be approved by the *WRP Team and be electronically delivered (for expediency) to the City of ***** for distribution. We will then collect and tabulate the survey results then translate the information into significant data that will become an integral part of the marketing plan in understanding what changes and improvements need to occur.

We recommend that the survey be done in a two-pronged approach for the highest possible response rate. We will work with the *WRP to identify and utilize the best method of distributing the survey to the general community who utilize trash and recycling services and then employ this distribution. The industry standard for results by this method is a return of 1-2%, 2% being considered a good return. However, we have a track record of utilizing a trade secret method which consistently gives us a return of 30%. The combination of these two methods would ensure the most comprehensive sampling of data obtainable. The information gathered from the surveys and targeted focus groups will be tabulated and evaluated, then included in the plan in a quick access format.

LC Marketing & Design Company's focus group on-site visit will primarily be for facilitating the scheduled focus groups and meeting with the *WRP Team for coordination and feedback. The focus groups will include but not be limited to both consumers of and professionals in the areas of:

- *WRP program,
- City/county government,
- Assorted ***** businesses,
- High schools and college,
- Single- and multi- families,
- Multi family residents,
- Tourism.

Focus groups will concentrate on identifying what existing and future participants see as strengths/weaknesses and their ideas to enhance the present program as well as ways to attract new participants, inspire the current and future generations, employ the best waste management principles and practices, and foster ideas for new ways to reduce waste from production to end-user. We will compile all relevant and important information and provide written summaries with the original focus group transcripts to be reviewed and discussed by the *WRP Team. This

information will become the basis for the desired improvements, strategies, timelines, and creative “Look and Feel” of the marketing plan and subsequent marketing campaign.

The marketing plan process will begin with a review of the existing plan and materials including previous graphic designs, available photographs, the facility, companies on site, all other available information and the web site. With the assistance of the *WRP Team we will be able to create marketing, advertising and graphic design standards and collateral ideas. The goals for this Waste Reduction Program marketing plan includes but are not limited to:

- Reducing per capita waste generation and solid waste source reduction,
- Changing our misconceptions about pre-cycling/recycling,
- Recognizing the benefits to the community and environment,
- Establishing publicity and public relations avenues,
- Establishing procurement policies and actions,
- Creating sponsorships, grants, and fundraising opportunities,
- Identifying financial incentives/disincentives,
- Increasing awareness of the *WRP,
- Encouraging participation in the *WRP,
- Enhancing the perceived value of recycling,
- Demonstrating the local and global benefits of the *WRP,
- Changing consumer purchasing patterns to buy products that have less packaging and are reusable,
- Encouraging on-site composting and organic waste reduction techniques, such as vermicomposting,
- Establishing sustainability and biodiversity practices,
- Encouraging renewable/innovative products and processes,
- Enhancing energy/water efficiency,
- Expanding reduction/elimination of pollutants and solid waste,
- Encouraging improved community health and safety practices,
- Expanding outreach and educational tools,
- Creating community and volunteer activities,
- Creating loyalty to the DRWP policies and practices.

The LC Marketing & Design Company marketing plan will offer messaging, strategies, and options for increasing awareness, participation and loyalty in the Waste Reduction Program through a variety of ways including but not limited to:

- Daily 10-second lives on area radio stations would repeatedly bring home the direct impact ***** can make on the quality of life in ***** and environmental health of the planet; global statistics can be related to local efforts illustrating the importance of participation in Reduce, Reuse, Recycle.
- A concentrated media/public relations campaign including a series of press releases followed with interviews with key *WRP members would generate ongoing cross-media editorial coverage of the Reduce, Reuse, Recycle program and keep the community informed of, and thanked for, their effective participation in it.
- Television advertising could be utilized to juxtapose the quality of life in ***** because of participation in the *WRP with imagery of life quality where good waste management practices are not employed.
- Print advertising could talk about tax credits, or other financial incentives, available to citizens and business who actively participate in the program; the ads could include an honor system reporting form, or link online where reporting could take place.
- Periodic phone surveys could ask citizens if they have interest in creating programs such as neighborhood recycling mentoring groups; people who monitor their street for proper waste disposal problems and volunteer to work with their neighbors to improve their habits.

- Editorial coverage of these programs could be submitted to all the press outlets in the area, encouraging news coverage of developments in the program and its impact on the community.
- Hang tags could be delivered throughout town updating instructions for waste management practices and encouraging the community to adhere to the programs and thanking them for doing so.
- The web site could offer quick surveys in order for the *WRP team to keep their finger on the pulse of public opinion of and engagement in the program.



Phase 1 Deliverables

- Survey
 - Creation
 - Distribution
 - Tabulation
 - Data formulation
- Focus Groups
 - Development and scheduling
 - Facilitation
 - Transcripts
 - Summaries
 - Recommendations



Phase 2 Deliverables

- **Marketing Plan**

The marketing plan content will include compiled information from the focus group transcripts and summaries, survey evaluation, research and team assessments, and evaluation of the existing program and collateral. This plan will also offer recommendations for existing and new marketing concepts, educational information, services and referral sources, funding opportunities, a detailed budget with time schedule and timeline for the introduction of conceptual collateral and the release of coinciding marketing campaigns and other media ideas and strategies. The marketing plan will also address existing service revisions that would improve short-term (1-12 months) recycling and mid-term (1-3 year) solutions. The timeline will reflect these solutions as well as long term strategies (with reasonable capital investment timeframes) that will be defined and explored in the marketing plan text body. We will provide a process for updating, evaluating, measurement of results,

successes, and making improvements to the existing plan that will create a sustainable recycling marketing campaign.

- **Value-Added Marketing Plan Deliverables**

We anticipate that the final marketing plan deliverable will suggest the use of the following communications media and collateral; as a value-added to our work on this project, we will include graphic representation of suggested themes and messaging for many of these items in the final marketing plan. All artwork, graphics and digital files of research, collateral, video, ads, etc. created for this project will be compiled on DVD and will become the property of the City of *****. Areas likely to be graphically represented are:

Funding Resources

- Available Grants
- Possible financial incentives
- Sponsorship programs
- Fundraising opportunities

Branding

- Look and feel
- Logo
- Slogan

Print Collateral

- Brochure
- Postcard(s)
- Posters
- Rack Cards
- Newsletter (digital or print)

Advertising

- Television
- Radio
- Print Ad
- Ambient
- Outdoor
- Media buys

Media and Public Awareness Campaign

- Media kit
- News stories and press releases

Web Page Redesign



REFERENCES

In the last 12 months, LC Marketing & Design Company has served 47 private-sector and not-for-profit clients and fulfilled one Federal government contract, one Colorado state contract, and three Colorado county contracts (Mesa, Garfield, and Rio Grande, Colorado). Of particular interest to the City of ***** is the Grand Valley Transit (Mesa County Regional Transportation Planning Office) contract to brand and market the GVT public transportation system, the Corsair Marine marketing plan synopsis and samples, and the Mesa County Underage Drinking Prevention Task Force survey and marketing program. We have initiated many marketing projects from inception. In the last 20 years we have created marketing plans and campaigns for companies as diverse as international boating and tourism concerns, high horsepower diesel mechanics, the small business owner as well as the aforementioned projects.

Projects reflect our relevant capabilities and these references can attest that our marketing strategies are creative and viable, on schedule, at or below budget, and that we move seamlessly from a marketing plan to implementation of it. Recent, relevant projects:

Mesa County Underage Drinking Prevention Task Force Program Branding and Marketing Campaign (2007-Ongoing) Rebecca Speiess, Mesa County Undersheriff, P.O. Box 20,000-5106, 215 Rice Street, Grand Junction, Colorado 81502, (970) 244-3950, rebecca.spiess@mesacounty.us. — Co-contracted by the Mesa County Sheriff's Office and the Mesa County Health Department, this project is very similar to the *WRP project from the use of survey and focus groups to determine the areas to be targeted with positive messaging to the phased approach to reach all desired goals. Funded by law enforcement and Colorado Department of Human Services grants the campaign strategy was to create awareness of the underage drinking problem, offer information and solutions in a user-friendly and positive manner and support law-enforcement initiatives. The project is comprised of three phases: a community and media awareness campaign including development of branding and core messaging, a law enforcement initiative and laws and statutes media awareness campaign, and a call-to-action initiative, all including but was not limited to:

- Survey, research and focus group compilation and assessment,
- Design of overall look and feel of campaign,
- Media campaign and public awareness campaign,
- Website: www.YouthIsAllThat.org,
- Slide show for the press, outreach and presentations,
- A 10,000 household direct mail and follow-up telephone survey,
- Suite print advertising,
- Negotiation of all media contracts.

The initial comprehensive survey was utilized to assess Mesa County citizens' awareness of substance abuse in teens and pre-teens. LC Marketing & Design Co. was responsible for circulating 10,000+ custom-designed surveys then collected and tabulated 3,000 surveys (30% return). We then developed the results report with recommendations for ongoing prevention, education and treatment. The follow-up survey was

completed after the direct mail campaign. It was determined that 15% of recipients of the direct mail campaign had visited the web site and/or talked with their children about alcohol; 40% had seen the television commercial and half of them had visited the web site and/or talked with their children about alcohol.

Mesa County Regional Transportation Planning Office, Grand Valley Transit System Branding and Marketing Campaign (2008-2011). Todd Hollenbeck, Manager, PO Box 20,000-5093, 750 Main Street, Grand Junction, Colorado 81502 (970)255-7168, Todd.Hollenbeck@mesacounty.us — This project is utilizing an existing marketing plan outline and some collateral concepts that were fleshed out and added to by our team. We created a sustainable (5 Year) marketing plan that introduced new conceptual ideas and graphic design services to create a very effective campaign that has increased ridership by 27%. By combining the previous outlined strategy with our creative marketing plan we were able to achieve a media awareness campaign and a public awareness campaign that includes a green campaign. Collateral includes:

- Assessment of research into mass transit,
- Television, radio, and print advertising,
- Complete collateral suites,
- Parades and events,
- Photography and videography services,
- Web enhancements,
- Outdoor advertising campaigns.

Corsair Marine Exclusive Marketing Firm (1991-2006). Kurt Jerman, General Manager, 150 Reed Court, Chula Vista, California 91911, (619) 571-3513, kurt@westcoastmultihulls.com. — Created and implemented, over 14 years, a global marketing plan for this manufacturer of sailing yachts. Marketing efforts reportedly increased sales between 6-15% annually over thirteen years. (See www.corsairmarine.com). This plan included:

- Web site design,
- Brochure design,
- Magazine creation and publishing,
- Management of regattas worldwide,
- Trade and consumer show positioning for domestic and international markets,
- Management of international dealer network contracting and sales and marketing,
- Assistance in relocating company from southern California to Vietnam in 2006.

Garfield County Regional Airport Marketing Campaign (2/2008-6/2008). Brian Condie, Airport Manager, 0375 CR 352, Bldg. 1070, Rifle, CO. 81650, (970) 625-1091, bcondie@garfield-county.com — GCRA has been re-branded as the fly-in designation for high-dollar general aviation (private and corporate jets) with the “Request Rifle” brand. Our team created an all encompassing marketing plan and campaign to reach the client’s goals. A direct mail campaign increased visitation to the www.requestrifle.com website by 200%. Elements include:

- Marketing plan,
- Logo, slogan, look and feel,
- Website with weather/web cam,
- Media campaign,
- 12,000 lead direct email and web campaign,
- High-style trade and consumer show booth design,
- Brochure,
- Newsletters.

Autism Speaks Marketing Collateral 3/2008-Ongoing. Dana Marnane, Communications Director, 2 Park Avenue, 11th Floor, New York, New York 10016 (212) 252-8650, dmarnane@autismspeaks.org — This project is similar to *WRP in that it takes an important societal topic and creates awareness while providing much needed information and avenues for funding. This project included the creation, design and digital pre-press production of print marketing collateral for the largest international autism research and quest-for-a-cure organization. The print pieces completed to date are:

- Corporate sponsorship package,
- General Information brochure,
- Major Gifts marketing brochure,



COSTS, FEE STRUCTURE & BID

ITEM	COST
Initial Fact Finding/Consulting meetings	\$*,***.**
Survey	
Composition	\$*,***.**
Dissemination	TBD/Not an LC Marketing & Design Cost
Collection & Tabulation	\$*,***.**
Analysis	\$*,***.**
Research	\$*,***.**
Focus Group 1	\$*,***.**
Focus Group 2	\$*,***.**
Refreshments	\$***.**
Marketing Plan Outline & Plan	
Plan Outline	\$*,***.**
Completed Plan/Includes Graphics for Suggested Collateral	\$*,***.**
Support Graphics for Suggested Collateral	\$*,***.**
Travel & Expenses (i.e. telephone, meals, accommodations)	included
TBD Hourly Rate for extended Services	\$**.**/hr.
TOTAL DUE LC MARKETING & DESIGN	\$**,***.**

These rates represent 10% off LC Marketing & Design Co.'s hourly rate of \$**.**. The City of ***** may deduct an additional 5% from LC Marketing & Design Co. costs on invoice if paid and received within 30 days of invoice date. This is based on 100% of our best recommendations and rates are firm for the duration of the contract.



PORTFOLIO: SAMPLES OF RECENT & RELEVANT WORK

You will find five television commercials on the CD/DVD included; the most relevant is the GVT Green spot. We've included the entire final collateral suite for the Mesa County Underage Drinking Prevention Task Force to show product quality and flexibility. In the interests of minimizing paper waste, other representative portfolio pieces have been combined, reduced from actual size, and reproduced on recycled paper. We will be happy to bring the entire portfolio to our first meeting with the *WRP Team or you may review it at www.lcmarketingdesign.com.

- Mesa County Sheriff's Office/Mesa County Health Department: Underage Drinking Prevention Task Force Branding & Marketing Campaign — Produced Hardcopy
- Grand Valley Transit: Marketing Plan Synopsis & Samples — Hardcopy
- Corsair Marine Marketing Plan & Program — Hardcopy
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