



**MAGNIFY
MOTIVATE
MOBILIZE**

Michigan Independent Citizens Redistricting Commission

Statement of Work Quote—Detroit DMA

Attention: Edward Woods III

Communications & Outreach Director

Proposal due date: Friday, April 16, 2021

Motion Marketing & Media (DBA: M3 Group)

Schedule A - Statement of Work - Quote

Contract Activities

Background, Situation Analysis and Project Understanding:

MICRC Background

Redistricting is a big issue. It's a discussion nationally and it's a reality in Michigan. Nationally, the political battle over redistricting could potentially shift political power. The voters in Michigan decided they would take control of redistricting the state in order to stop potential gerrymandering.

In 2018, the process was set in motion through Ballot Proposal 2. Typically, the legislature would update district lines through information gleaned from the Census, however the passing of Proposal 2 put the responsibility for redistricting into the Michigan Independent Citizens Redistricting Commission (MICRC). The organization is now seeking stakeholder input in order to better reflect the wishes of a majority of citizens. Southeast Michigan has the majority of our population and that makes it an important area to communicate to.

Therefore, in order to better reflect the masses in the Detroit DMA, the MICRC needs to communicate the need for input to as many people as possible. Through an integrated awareness campaign, the MICRC will request engagement and participation at public hearings and the process of redistricting.

Timeline

As public meetings begin in early May in the outstate region and June in SE Michigan, time will be of the essence. M3 Group will work with MICRC to identify and prioritize targets as soon as possible to enable effective communication and results.

Please refer to prior proposal submission for process, team credentials and sample work.

Refer to attachment for timeline of activities.

Quote for Services – Detroit Bid

Type of Services	Tactics	Labor Cost Per Hour	Estimated Hours	Flat Rate	Media Cost	Total
Magnify						
	Discovery (only needs to happen once if we do outstate and SEM)			\$1,500**		\$1,500**
	Persona Development (only needs to happen once if we do outstate and SEM)			\$4,500**		\$4,500**
Motivate						
Strategy						
	Messaging	\$150/Hour	20 hours			\$3,000
	Playbook and plan (Includes PR, content and social planning)			\$4,500		\$4,500
	Design assets	\$150/Hour	20 hours			\$3,000
Public relations						
	Cision onboarding (only needs to happen once)			\$4,500**		\$4,500**
	Printing			\$5,500		\$5,500
Advertising						
4-6 weeks depending on medium	Cable and TV*				\$50,000	\$50,000
	Detroit DMA					
	Radio/Talk/NPR*				\$15,000	\$15,000
	Programmatic digital				\$20,000	\$20,000
	OTT				\$15,000	\$15,000
	Social/YouTube				\$10,000	\$10,000
	Outdoor*				\$45,000	\$45,000
Mobilize						
Implementation						
	PR/writing	\$150/Hour	40 hours			\$6,000
	Events/logistics		60 hours			\$9,000
	Social/events		30 hours			\$4,500
	Follow up with media		30 hours			\$4,500
	KPIs		20 hours**			\$3,000**
	PR Newswire			\$2,500		\$2,500
						\$211,000***

*M3 Group will work with media organizations to provide value-added programs and PSAs to support the effort and contribute to the media outreach. **We will not duplicate some projects if we work on both the outstate and SE Michigan projects. ***\$211,000 minus \$13,500 in duplicated efforts equals \$197,500.