

PROJECT ESTIMATE

GüD Marketing is proud to have served as the State of Michigan's marketing and public relations agency of record that worked with the Michigan Department of State (MDOS) and Secretary of State Jocelyn Benson on our award-winning statewide campaign to recruit Michiganders to serve on the Michigan Independent Citizens Redistricting Commission (MICRC).

We would be honored to have the opportunity to support the Commission's efforts moving forward to finalize Michigan's legislative district maps. We know the issue at a deep level.

Budget Assumptions

With the information we have now, GüD Marketing offers the following budget estimate to meet and exceed the Key Deliverables outlined in this request. These are estimated based on our experience in working with the State of Michigan. As things evolve, the Account Manager reviews and discusses changes and concerns regarding the budget with the program manager. Many detailed considerations factor into developing a precise estimate, not all of which are available at this stage of the project. This budget will give MICRC an idea of a range of pricing for professional services required to carry out each key deliverable.

Please note the following assumptions in the development of this estimate:

1. After the launch meeting, GüD Marketing will provide a detailed project management plan and budgets to reflect decisions made regarding timing and tasks. All adjustments will be presented to MICRC for prior approval.
2. We offered a budget range for Key Deliverable #1 to account for video production variables (e.g., number of videos, length and complexity of filming, multiple locations, talent fees, etc.). These details will be discussed and refined estimates provided for MICRC's prior approval.
3. Crisis communications and communications of an urgent nature such as this often results in unforeseeable needs. Therefore, we recommend a contingency allocation of 150 additional hours to best serve MICRC through these final critical months of planning.
4. MICRC will be the primary team responsible for event coordination at press conferences and public hearings including securing the location logistics and set up, all audio/visual needs, podiums and signage, etc. GüD Marketing will provide secondary support as needed for an additional hourly rate of \$130.

KEY DELIVERABLE 1: Create and execute a multimedia campaign that targets Michigan's diverse population to provide public comments during the 2nd Round of Public Hearings.

Tasks and Deliverables	Key Staff	Hours/Rates
Task1. Launch meeting <ul style="list-style-type: none"> Confirm goals and deliverables Review roles and responsibilities Make agreement on key milestones Review and agree on success metrics Discuss project management essentials (communication processes, reporting, etc.) Develop a detailed work plan with refined budgets, timing and tasks 	Mike Nowlin, Senior Public Relations Manager	2 hours, \$150/hr
	Chelsea Maupin, Research Manager & Strategist	2 hours, \$130/hr
Task 2. Plan development <ul style="list-style-type: none"> Confirm media outreach strategy Develop key messages 	Mike Nowlin, Senior Public Relations Manager	4 hours, \$150/hr
	Chelsea Maupin, Research Manager & Strategist	4 hours, \$130/hr
Task 3. Media advisories <ul style="list-style-type: none"> Finalize and distribute media advisories Make media calls/pitches to confirm coverage 	Mike Nowlin, Senior Public Relations Manager	40 hours, \$150/hr
	Sophie Gamble, Public Relations Specialist	72 hours, \$130/hr
Task 4. Press release development <ul style="list-style-type: none"> Master press release template Update and replicate press release all events Press release distribution, tracking and reporting 	Mike Nowlin, Senior Public Relations Manager	8 hours, \$150/hr
	Sophie Gamble, Public Relations Specialist	40 hours, \$130/hr
Task 5: Media management at events <ul style="list-style-type: none"> Two statewide press conferences (pre- and post-public hearings) Seven public hearings (excluding Gaylord and Marquette) 	Manny Garcia, Account Manager	24 hours, \$130/hr
	Mike Nowlin, Senior Public Relations Manager	54 hours, \$150/hr
	Sophie Gamble, Public Relations Specialist	48 hours, \$130/hr
Total Estimated Investment		\$40,900

KEY DELIVERABLE 2: Develop and implement a communications strategy that will increase Michigan's new redistricting process from the mapping phase to the end.

Tasks and Deliverables	Key Staff	Hours/Rates
Task: Strategic plan <ul style="list-style-type: none"> Develop and document an overarching strategy to guide all communications Create campaign brief to guide all team members on each aspect of activation including key audiences, messages, timing and tactics Emphasis on diversity, equity and inclusion to ensure effective reach of diverse audiences statewide 	Mike Nowlin, Senior Public Relations Manager	12 hours, \$150/hr
	Chelsea Maupin, Research Manager and Strategist	16 hours, \$130/hr
Total Estimated Investment		\$3,880

KEY DELIVERABLE 3: Assist the Communications and Outreach Director in addressing and responding to public inquiries.		
Tasks and Deliverables	Key Staff	Hours/Rates
Task 1. Proactive planning <ul style="list-style-type: none"> Create messaging in anticipation of potential issues/questions/concerns Develop supporting educational digital assets to bolster the FAQ 	Mike Nowlin, Senior Public Relations Manager	16 hours, \$150/hr
	Sophie Gamble, Public Relations Specialist	24 hours, \$130/hr
	Tianyi Xie, Graphic Designer	40 hours, \$130/hr
Task 2. Ongoing analysis <ul style="list-style-type: none"> Monitor public understanding and sentiment throughout the process Identify potential emerging issues and report to MICRC Support MICRC in response to issues as they arise 	Mike Nowlin, Senior Public Relations Manager	24 hours, \$150/hr
	Sophie Gamble, Public Relations Specialist	48 hours, \$130/hr
Contingency. Allocation for unexpected costs and/or consulting.	Mike Nowlin, Senior Public Relations Manager	66 hours, \$150/hr
Total Estimated Investment		\$30,460

KEY DELIVERABLE 4: Manage social media channels and consult on the MICRC website		
Tasks and Deliverables	Key Staff	Hours/Rates
Task 1. Social media audit <ul style="list-style-type: none"> Assess current social media presence and other social influencers talking about redistricting Create message, platform, reach and frequency strategy for website content and organic social 	Swati Misra Digital Specialist	8 hours, \$130/hr
	Sara Williams, Media Manager	8 hours, \$130/hr
Task 2. Content calendar <ul style="list-style-type: none"> Develop a detailed weekly social media schedule including messaging and imagery Assist MICRC team with deployment 	Swati Misra Digital Specialist	48 hours, \$130/hr
	Sara Williams, Media Manager	24 hours, \$130/hr
	Tianyi Xie, Graphic Designer	72 hours, \$130/hr
Task 3. Ongoing management <ul style="list-style-type: none"> 24/7 social media monitoring Ongoing response to public comments Campaign reports to MICRC, as needed 	Swati Misra Digital Specialist	96 hours, \$130/hr
	Sara Williams, Media Manager	8 hours, \$130/hr
Total Estimated Investment		\$34,320

PROJECT MANAGEMENT & VIDEO SERVICES		
Tasks and Deliverables	Key Staff	Hours/Rates
Project Management <ul style="list-style-type: none"> Day-to-day interface Work collaboratively with MICRC throughout project completion to strategize, plan, implement and evaluate communications Participate in standard weekly meetings to review work and progress and discuss opportunities Customize our approach to client communication based on MICRC team needs and preferences and recommend and employ new communication methods where appropriate Provide comprehensive, timely and detailed budgets, invoices and reporting 	Zachary Krieger, Client Services Director	16 hours, \$130/hr
	Manny Garcia, Account Manager	104 hours, \$130/hr
Video Production <ul style="list-style-type: none"> Launch: Collaborate with MICRC team to confirm goals and discuss details. Preproduction: Setting the foundation for success by casting and scheduling talent, securing location and travel details as well as defining filming start and wrap times. Filming: We will set up lighting and staging, enlist our award-winning makeup artist if needed and direct and film video content. We will also make sure to have a photographer on-site to capture stills. Postproduction: Our seasoned video team will transcode the film for edit and then edit and meld the film and photographs to create a one-of-a-kind video. Final Delivery: Güd will master and distribute the video after color correction and ensuring ADA-compliant closed-captioning. 	Joel Newport, Activation Director supported by Creative Services Team	\$50,000 (includes \$130 hourly rate and any associated outside costs for talent and location fees)
Total Estimated Investment		\$65,600

CUMULATIVE PROJECT ESTIMATE

Key Deliverable	Estimate
KEY DELIVERABLE 1: Create and execute a multimedia campaign that targets Michigan’s diverse population to provide public comments during the 2 nd Round of Public Hearings.	\$40,900
KEY DELIVERABLE 2: Develop and implement a communications strategy that will increase Michigan’s new redistricting process from the mapping phase to the end.	\$3,880
KEY DELIVERABLE 3: Assist the Communications and Outreach Director in addressing and responding to public inquiries.	\$30,460
KEY DELIVERABLE 4: Manage social media channels and consult on the MICRC website	\$34,320
PROJECT MANAGEMENT & VIDEO PRODUCTION	\$65,600
TOTAL	\$175,160