



MICHIGAN INDEPENDENT CITIZENS REDISTRICTING COMMISSION (MICRC)

Report/Video Project

GüD Marketing has been working with the Michigan Independent Citizens Redistricting Commission (MICRC) — a group formed to lead Michigan’s redistricting process to ensure Michigan’s congressional, state Senate and state House district lines are drawn fairly in a citizen-led, transparent process, meeting constitutional mandates — for the past four months to educate Michigan citizens about the work the commission is doing.

The MICRC has requested a proposal for the development of a comprehensive report on the redistricting process from inception to the final vote. The report will be supported by a video featuring the key components of the redistricting process. Below is a breakdown of the marketing activities and investment to complete the project.

Investment: \$49,999

Report	Estimated Hours	Estimated Investment
<ul style="list-style-type: none"> Project management (launch, coordinate, review, budget, invoicing) Development of interview questions tailored to expertise once the lineup of interviews is approved Interview of 20 key figures for MICRC creation, implementation, and execution (interviewees to include commissioners and support team) Development of report content, including writing, two rounds of editing and professional proofing Creative layout of the report 	200 Hours	\$25,000-\$30,000
Video Production		
<ul style="list-style-type: none"> Launch: Collaborate with MICRC team to confirm goals of a 5-to-10-minute highlight video based on report content Preproduction: Secure interviewees and locations and provide MICRC with detailed filming schedule Production: GüD Marketing will be responsible for lighting and staging, conducting interviews and facilitating b-roll opportunities Postproduction: Transcode raw video and edit and assemble interviews with b-roll, photographs, graphics and music Final Delivery: Master and color-correct final approved video edit. Finalize and master audio mix. Provide English captions for MICRC to convert into additional languages. Provide final videos with English, and foreign language captions provided by client 	154 Hours	\$15,000-\$19,999
Total:		\$49,999

Sign/Date