

CWC PROPOSED BUDGET: 2022/2023 - (\$2,075,000)

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	972	\$126,360	\$0	\$126,360
2	Travel Expenses	0	n/a	\$15,000	\$15,000
SUBTOTAL:		972	\$126,360	\$15,000	\$141,360
<i>Basic Compensation Rate (Monthly Fee)</i>					\$11,780
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,098	\$142,740	\$330,000	\$472,740
4	Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5	Website Maintenance	146	\$18,980	\$400	\$19,380
SUBTOTAL:		1,454	\$189,020	\$330,400	\$519,420
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
7	Exploratory Research	100	\$13,000	\$207,000	\$220,000
8	Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
9	Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
10	Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:		354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,052,550	\$1,118,850
SUBTOTAL:		510	\$66,300	\$1,052,550	\$1,118,850
GRAND TOTAL**:		3,290	\$427,700	\$1,647,300	\$2,075,000

ASSUMPTIONS

- *All hours have been calculated at an hourly blended rate of \$130.
- **This is a projected budget and is subject to change but will not exceed the approved budget total.
- 1. Ongoing brand and project management for account oversight for entire fiscal year.
- 2. Travel expenses.
- 3. Production of creative assets; TV, digital, social, video, radio, photography, etc.
- 4. Social media strategy & ongoing community management for up to two channels.
- 5. Routine website maintenance and standard Google Analytics reporting. One year website hosting fee.
- 6. Ongoing public relations efforts for the entire fiscal year.
- 7. Robust exploratory research including quant & qual.
- 8. Analytics. Brand and target audience strategic direction and oversight. Secondary research as needed.
- 9. Annual quantitative education and awareness tracking survey (one wave). Statewide sample of 1,000 CO voters.
- 10. Secondary research on competitive efforts; report on similar statewide campaign efforts.
- 11. NET media expenses. Time for strategy, planning and buying campaign, reporting and partner invoice reconciliation.

CWC PROPOSED BUDGET: 2022/2023 - (\$2,750,000)

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	972	\$126,360	\$0	\$126,360
2	Travel Expenses	0	n/a	\$30,000	\$30,000
SUBTOTAL:		972	\$126,360	\$30,000	\$156,360
<i>Basic Compensation Rate (Monthly Fee)</i>					\$13,030
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,098	\$142,740	\$350,000	\$492,740
4	Tech + Innovation Production	2,170	\$282,100	\$5,000	\$287,100
5	Merchandise Development	163	\$21,190	\$25,000	\$46,190
6	Community Activation	262	\$34,060	\$20,000	\$54,060
7	Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
8	Website Maintenance	146	\$18,980	\$400	\$19,380
SUBTOTAL:		4,049	\$526,370	\$400,400	\$926,770
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
9	Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
10	Exploratory Research	100	\$13,000	\$210,000	\$223,000
11	Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
12	Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
13	Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:		354	\$46,020	\$252,350	\$298,370
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
14	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,302,200	\$1,368,500
SUBTOTAL:		510	\$66,300	\$1,302,200	\$1,368,500
GRAND TOTAL**:		5,885	\$765,050	\$1,984,950	\$2,750,000

ASSUMPTIONS

- *All hours have been calculated at an hourly blended rate of \$130.
- **This is a projected budget and is subject to change but will not exceed the approved budget total.
- 1. Ongoing brand and project management for account oversight for entire fiscal year.
- 2. Agency travel expenses.
- 3. Production of creative assets; TV, digital, social, video, radio, photography, etc.
- 4. Technology and innovation production projects including AR, VR and TikTok filters.
- 5. Merchandise design and purchase of initial inventory to sell.
- 6. Up to one community activation such as a food truck or brewery partnership.
- 7. Social media strategy & ongoing community management for up to two channels.
- 8. Routine website maintenance and standard Google Analytics reporting. One year website hosting fee.
- 9. Ongoing public relations efforts for the entire fiscal year.
- 10. Robust exploratory research including quant & qual. Phase 1 includes questions in English & Spanish.
- 11. Analytics. Brand and target audience strategic direction and oversight. Secondary research as needed.
- 12. Annual quantitative education and awareness tracking survey (one wave). Statewide sample of 1,000 CO voters.
- 13. Secondary research on competitive efforts; report on similar statewide campaign efforts.
- 14. NET media expenses. Time for strategy, planning and buying campaign, reporting and partner invoice reconciliation.