

Category	Key Deliverables	Hard Cost	Agency Cost	Total
Advertising (traditional)	Traditional (print, radio, streaming/TV, transit)	\$ 80,000	\$	80,000
Advertising (digital)	Digital (Facebook, Instagram, YouTube)	\$ 58,000	\$	58,000
Influencers	Influencers	\$ 50,000	\$	50,000
Direct Mail	Direct mail (printing, postage)	\$ 125,000	\$	125,000
Schools	Curriculum support; educational materials; classroom resources	\$ 150,000	\$	150,000
Community Partnerships	Sponsorships with community organizations and partners	\$ 50,000	\$	50,000
Printing	Toolkit materials to support challenges	\$ 50,000	\$	50,000
Gamification technology	Web and/or mobile app	\$ 25,000	\$	25,000
Sub Total			\$	588,000
Category	Key Deliverables	Hard Cost	Agency Cost	Total
Community partnerships and business outreach	Manage and facilitate community partnerships (schools, nonprofits, Panthers, HOAs,) and business outreach	\$	47,000	\$ 47,000
Project management & strategy	Attend meetings; strategic planning	\$	57,000	\$ 57,000
Public relations	Media relations; press releases, op-eds	\$	30,000	\$ 30,000
Influencer management	Identify influencers; manage placements; provide assets	\$	18,000	\$ 18,000
Reporting	Performance reporting; analytics; dashboard management	\$	15,000	\$ 15,000
SWA communications	Public notices; email marketing; content creation; social media management; surveys; website mgmt	\$	70,000	\$ 70,000
Video production / on-site crew	On-site videography/capturing assets to support Authority communications	\$	20,000	\$ 20,000
Traditional ad campaign management	Manage and execute traditional ad campaigns	\$	15,000	\$ 15,000
Digital ad campaign management	Manage and execute digital ad campaigns	\$	15,000	\$ 15,000
Creative	Branding and campaign asset development	\$	50,000	\$ 50,000
SWA member communications	Presentations; quarterly PIO meetings; quarterly toolkits; event partnership coordination	\$	50,000	\$ 50,000
Translations	Translate materials as needed into Spanish and Creole	\$	5,000	\$ 5,000
Sub Total			\$	392,000
Sub Total (hard costs and agency costs)			\$	980,000
Contingency			\$	20,000
TOTAL			\$	1,000,000