Phase I – Pro-Lewisville ISD Effort
July – September 2016 (Launch in September)

- Development of support logo $1,750
- Development of pro-Lewisville ISD website $5,000
- Launch Facebook page with Facebook Ads $2,500
- Collateral materials
  1,000 window decals, 1,000 yard signs/h frames,
  70 4x4 signs (for each school), 3,000 table tents,
  shirts, large banners for stadiums, newspaper ads,
  program ads, etc. $11,000
- Large pop up banners for schools
  70 total banners – one for each school $14,000
- Small, informative pamphlet about support/advocacy group $3,200
  10,000 quantity
- Series of visuals for pro-Lewisville ISD effort
  To be used for emails and other digital outreach $1,250

Estimated Total $38,700

Phase II – Promotion Of District Successes
Targeted households – 35,000 HHs
September 2016 - January 2017

- “Quick Fact” #1
  35,000 target per mailing $18,885
- “Quick Fact” #2
  35,000 target per mailing $18,885
- “Quick Fact” #3
  35,000 target per mailing $18,885
  Costs for these three mailings based on printing at same time
- Facebook and digital media ads $5,000
- Testimonial videos (5 videos, 1 – 1 ½ minutes each) $7,500
- Coordinate with ongoing district communications
  Facebook, Twitter, newsletters, emails Part of retainer
- Ongoing earned media
  Financial integrity, transparency, teacher successes,
  student successes, etc. Part of retainer
Phase II – Promotion Of District Successes Continued

• Op eds
  Part of retainer

• Ongoing “telling of our story”
  Part of retainer

• Schedule speakers tour
  Chamber, Rotary, PTA, etc.
  Part of retainer

Estimated Total
$69,155

Phase III - Referendum Public Education Campaign
Targeted households – 35,000 HHs
February – May 2017

• Bond referendum logo
  $1,750

• Voter turnout analysis
  $2,500

• Facebook ad campaign
  $5,000

• Approx. 4-5 minute informative video for referendum
  $13,250

• Public Education website for referendum (4-5 links)
  $6,500

• Small, informative pamphlet about referendum
  English and Spanish versions
  $3,500

• First public information mailer detailing referendum
  Planning effort, FAQs, costs, projects, tax impact, etc.
  Large, one fold – 35,000 target
  $23,000

• Facts about referendum – Early vote mailer oversized card
  35,000 target per mailing
  $19,600

• Facts about referendum – GOTV mailer oversized card
  35,000 target per mailing
  $19,600

• Pop up banners to be placed at all LISD campuses
  Banners will provide details on the referendum and promote voting dates and times.
  Two at each school – 70 schools x 2 banners =140 banners
  We could reduce this down to 1 per school for cost savings
  $29,650

• Misc. expenses
  Local print media/digital media, photography,
  small handout designs, visual elements for Facebook posts,
  banners, signage, etc.
  $5,000

Estimated Total
$129,350

Estimated Grand Total
$237,205

All costs are estimated. Final costs will be provided upon approval or artwork, design, quantity and bulk mail postage rates.