

<i>Name of Org</i>	<i>Logo</i>	<i>Political Ideology</i>	<i>Position</i>
Monstera Technologies		Moderate conservative	Oppose
Wisconsin Grid Renewal Initiative		Moderate	Oppose
Northern Highlands Economic Development Council		Moderate	Oppose
Digital Watch		Strong Libertarian	Support
Wisconsin Communication and Service Workers United		Moderate Liberal	Support
Wisconsin Watershed Conservancy		Moderate Liberal	Support

To: PurpleState Solutions, Inc.
From: Montstera Cloud Technologies, LLC.



Re: Request for ProposalDear Account Executive,

We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Wisconsin citizens: Members of the Wisconsin state legislature are considering legislation that would impose new restrictions and costly fees on the development of data centers statewide. Our organization opposes these proposed changes and would like your help to effectively persuade Wisconsin residents that such an initiative would cost their state important investment opportunities.

Section 1: Background of our Organization

- Montstera Cloud Technologies is actively involved in developing Wisconsin's future as a technology-driven business hub that can compete with other states for investment. We are currently developing one hyperscale data center in northeast Wisconsin with goals to begin construction of two more within three years.
- We provide essential internet-based services and cloud infrastructure for business and consumers throughout the country.
- We work with local community leadership in planning for initial construction and follow responsible, industry-standard practices for energy efficiency and sustainability. Our investments create local jobs and attract infrastructure upgrades that benefit the broader region.
- New regulations will hamper our ability to work directly with local communities in a rapidly expanding market and compete in long-term operations, ultimately sending development projects to states with friendlier business climates.

Section 2: Campaign Goals

We are looking for media campaign proposals that will persuade Wisconsin citizens to oppose the ongoing data center regulation initiative. This campaign should activate Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 60,000 Wisconsin residents to oppose the recent data center regulation initiative. The budget for this campaign is \$120,000. This campaign should follow all ethical guidelines. We look forward to seeing your campaign design proposal.

Best regards,
Montstera Cloud Technologies Executive Board

**Monstera Technologies, Inc. is a LLC based in Palo Alto, CA*

To: PurpleState Solutions, Inc.
From: Northern Highlands Economic Development Council
Re: Request for Proposal



Dear Account Executive,

We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Wisconsin citizens: Members of the Wisconsin state legislature are considering legislation that would impose new restrictions and costly fees on the development of data centers statewide. Our organization opposes these proposed changes and would like your help to effectively persuade Wisconsin residents that such an initiative would drive away tax revenue and limit the growth of new jobs in our communities, depriving them of critical benefits from a developing technology infrastructure buildout.

Section 1: Background of our Organization

- NHEDC is a partnership of county and municipal governments, chambers of commerce, and local employers formed to attract capital investment to north central Wisconsin. We are a nonpartisan organization funded through contributions from our members, private donations, and industry sponsorships.
- We believe that economic growth empowers communities, and that local direction of investment opportunities allows communities to implement the type and pace development that they most want in their area. We support responsible capital investment and believe that this legislation would cost our area jobs and tax revenue without a proportional benefit.
- In addition to promoting new infrastructure development, in some cases data centers can re-open and revitalize existing facilities in communities with closed manufacturing plants.
- We have examined how communities in other states have lost local control of projects due to state intervention. New regulations from state offices would intervene in local control.

Section 2: Campaign Goals

We are looking for media campaign proposals that will persuade Wisconsin citizens to oppose the ongoing data center regulation initiative. This campaign should activate Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 20,000 Wisconsin residents to oppose the recent data center regulation initiative. The budget for this campaign is \$50,000. This campaign should follow all ethical guidelines. We look forward to seeing your campaign design proposal.

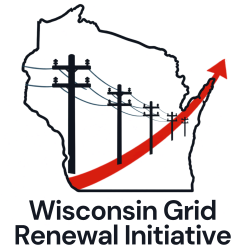
Best regards,
NEHEDC Executive Board

**Northern Highlands Economic Development Council is a 503(c) non-profit organization based in Eau Claire, WI*

To: PurpleState Solutions, Inc.
From: Wisconsin Grid Renewal Initiative

Re: Request for Proposal

Dear Account Executive,



We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Wisconsin citizens: Members of the Wisconsin state legislature are considering legislation that would impose new restrictions and costly fees on the development of data centers statewide. Our organization opposes these proposed changes and would like your help to effectively persuade Wisconsin residents that such an initiative would slow investment in electrical infrastructure and could limit the related utilities support systems that Wisconsin needs.

Section 1: Background of our Organization

- WGRI represents several regional energy companies and the businesses and communities that rely on them for affordable energy.
- As demand for electricity grows, Wisconsin's electrical grid requires updating. Larger regional projects like data centers can help fund the infrastructure upgrades that Wisconsin's grid needs, saving costs that would otherwise be passed on consumers and local governments and contributing to a more resilient electrical grid.
- Data center construction provides a valuable opportunity to develop renewable energy projects while expanding and updating our grid capacity.
- We support transparency and accountability in development projects, but these proposed new requirements risk slowing or eliminating this important investment opportunity at a time when our energy infrastructure is aging beyond its ability to support increased demand for power.

Section 2: Campaign Goals

We are looking for media campaign proposals that will persuade Wisconsin citizens to oppose the ongoing data center regulation initiative. This campaign should activate Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 30,000 Wisconsin residents to oppose the recent data center regulation initiative. The budget for this campaign is \$75,000. This campaign should follow all ethical guidelines. We look forward to seeing your campaign design proposal.

Best regards,
WGRI Executive Board

**Wisconsin Grid Renewal Initiative is a 501(c)(6) organization based in Wausau, WI*

To: PurpleState Solutions, Inc.
From: Digital Watch

Re: Request for Proposal



Dear Account Executive,

We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Wisconsin citizens: Members of the Wisconsin state legislature are considering legislation that would mandate reporting on the development of new data centers and reporting on energy use for existing operators. Our organization supports these proposed changes and would like your help to effectively persuade Wisconsin residents that such an initiative helps to bring transparency and accountability to the rapid pace of data infrastructure development.

Section 1: Background of our Organization

- Digital Watch is a national advocacy organization dedicated to ensuring that advancements in technology respect the right of individuals to privacy and liberty in the digital age. We are not opposed to technology but believe that public oversight is a critical component of responsible innovation.
- Data centers are infrastructure resources that support a wide variety of services in the digital age and consume critical energy and natural resources, often with both local and distant impacts. We believe that local communities deserve transparency about plans to construct new data centers in their communities, what data infrastructure hosted in their communities does, and who is responsible for these systems.
- The current initiative under consideration in the state legislature would prohibit backroom deals between officials and corporations and require reviews and public awareness before large-scale data centers are built, giving Wisconsinites the accountability they deserve before facilities are constructed.

Section 2: Campaign Goals

We are looking for media campaign proposals that will mobilize Wisconsin citizens to support the ongoing data center regulation initiative. This campaign should activate Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 57,000 Wisconsin residents to support the recent data center regulation initiative. The budget for this campaign is \$75,000. This campaign should follow all ethical guidelines. We look forward to seeing your campaign design proposal.

Best regards,
Digital Watch Executive Board

**Digital Watch is a 503(c) non-profit organization based in Philadelphia, PA*

To: PurpleState Solutions, Inc.
From: Wisconsin Watershed Conservancy

Re: Request for Proposal



Dear Account Executive,

We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Wisconsin citizens: Members of the Wisconsin state legislature are considering legislation that would mandate reporting on the development of new data centers and reporting on energy and natural resource use for existing operators. Our organization supports these proposed changes and would like your help to effectively persuade Wisconsin residents that such an initiative helps to bring transparency and accountability about the local impact of data center development and operations in Wisconsin before more are constructed.

Section 1: Background of our Organization

- WWC is a Wisconsin-based non-profit dedicated to ensuring that Wisconsin's water resources are protected and preserved for wildlife habitat and for the health and recreation of future generations.
- Large data centers can impact local habitat areas and wildlife in their development and require significant water resources for daily operations. Wisconsin does not currently require that this water usage is disclosed or potential impacts studies before these costly facilities are built.
- WWC supports local communities in making informed decisions about the costs and benefits of infrastructure, employment opportunities, and local resource use, and believes that the initiative under consideration in the Wisconsin legislature will allow them to make more informed choices about the true cost of development projects.

Section 2: Campaign Goals

We are looking for media campaign proposals that will mobilize Wisconsin citizens to support the ongoing data center regulation initiative. This campaign should activate Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 20,000 Wisconsin residents to support the recent data center regulation initiative. The budget for this campaign is \$30,000. This campaign should follow all ethical guidelines. We look forward to seeing your campaign design proposal.

Best regards,

WWC Executive Board

**WWC is a 503(c) nonprofit based in Eau Claire, WI*

To: PurpleState Solutions, Inc.
From: Wisconsin Communication and Service Workers United

Re: Request for Proposal



Dear Account Executive,

We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Wisconsin citizens: Members of the Wisconsin state legislature are considering legislation that would mandate disclosure and labor protections on the development of new data centers and give communities more information about the potentially disruptive impacts of data center development. Our organization supports these proposed changes and would like your help to effectively persuade Wisconsin residents that such an initiative helps to bring transparency and accountability to data center development and operations in Wisconsin.

Section 1: Background of our Organization

- WCSCU is a local Wisconsin branch of a national labor union representing thousands of workers in information technology and communications. These sectors stand to be impacted by the AI automation that data center infrastructure supports, and we believe that local communities deserve more information about data center development in their area.
- While construction and operation of data centers can bring some new jobs to local communities, most jobs related to data centers are short-term and contribute to an overall decrease in employment opportunities.
- The initiative under consideration would not only ensure that data center construction pays fair wages, it supports the transparency and disclosure local communities need to make informed choices about development projects impacting their future.

Section 2: Campaign Goals

We are looking for media campaign proposals that will mobilize Wisconsin citizens to support the ongoing data center regulation initiative. This campaign should activate Wisconsin citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 35,000 Wisconsin residents to support the recent data center regulation initiative. The budget for this campaign is \$50,000. This campaign should follow all ethical guidelines. We look forward to seeing your campaign design proposal.

Best regards,

WCSCU Executive Board

**WCSCU is a 501(c)(5) organization based in Racine, WI*