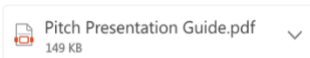
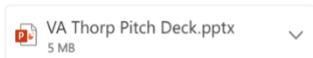




RE: Request for help with a proposal

From: Matt Gonzalez <mtgonzalez@purple-state.org>

To: Interns@purple-state.org



Interns,

Thanks again for all of your help with our campaign for the VA 5th Congressional District candidate Sydney Thorp! With your assistance, we have put together a pitch to persuade the Thorp team that our design will meet and exceed their campaign goals.

Based on your work, we project that either a second television cycle in Roanoke-Lynchburg or one radio cycle in Richmond-Petersburg will successfully achieve our client's target goals and stay within the allotted budget. We chose the television ad in Roanoke-Lynchburg because this market has the highest population of our target audience and because the Richmond-Petersburg counties that lie within the 5th district only represent about 230,000 people (compared to nearly 1 million in just the greater Richmond area). However, after running a second television ad in Roanoke-Lynchburg, we will still have \$1,000 to spend on social media ads in Richmond-Petersburg.

Attached you will find our Pitch Deck and a recording of our pitch for the NDCC as well as the company's Pitch Presentation Guide. Please review the recorded pitch as it will serve as a model for your own campaign designs. This was a complicated campaign because the congressional districts do not align with the media markets where we purchase ads. Your next assignment will not be this complex, but the pitch will still be a helpful model going forward. The Presentation Guide is a resource we use to craft quality pitches and will be a useful tool when you make your own.

Now that you have completed your training you are ready to begin your internship in earnest. You will soon hear from one of our Account Executives about your next assignment. Thanks again for your help with this work – our campaign design would not have been as strong without you!

Matt

Matthew Gonzalez
Account Manager
Campaign Design Team

purple state