

To: PurpleState Solutions, Inc.  
From: National Democratic Congressional Committee



Re: Request for Proposal

Dear Account Executive,

We are looking for a firm to design a media campaign to help Democratic candidate Sydney Thorp be elected to Virginia's House of Representatives. Democratic House Members are considering new legislation that proposes stricter controls around buying and selling assault weapons, and a Democrat representing Virginia's 5<sup>th</sup> district would provide a key vote to make this legislation happen. A Democrat has not held the 5<sup>th</sup> since 2008, but we believe making this particular issue the core of our campaign will help Sydney to retake the district.

### **Section 1: Background of our Organization**

- The National Democratic Congressional Committee is a political organization.
- NDCC supports campaigns for candidates for the House of Representatives running in the Democratic Party.
- NDCC's principal mission is to support the election of Democratic candidates to the House of Representatives and build a strong majority.
- NDCC funds campaigns to support candidates based on their affiliation to ideals within the Democratic Party platform – in this case, opposing the sale and transfer of assault-style weapons.

### **Section 2: Campaign Goals**

The Thorp campaign will focus on opposing the sale and transfer of assault-style weapons. Thorp is a moderate Democrat whose stance on this particular issue broadly appeals to Democrats as well as some moderate Republicans and Independents. This wide appeal to moderate voters makes opposing assault weapons a key issue that can win undecided voters. We anticipate that even a small number of these voters may be decisive in winning back seats in Congress. Therefore, this campaign should effectively persuade at least 5,000 Republicans and Independents in the 5<sup>th</sup> District to vote for Thorp in the General Election.

### **Section 3: Contract Terms**

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on persuading at least 5,000 Republicans and Independents to oppose the sale of assault-style weapons. The budget for this campaign is \$30,000.

We look forward to seeing your campaign design proposal.

Best regards,  
Ron Stillman

National Democratic Congressional Committee – Mid-Atlantic Executive Board