

To: PurpleState Solutions, Inc.
From: Republican Congressional Campaign Committee



Re: Request for Proposal

Dear Account Executive,

We are looking for a firm to design a media campaign to help Republican candidate Doty Lafallit be elected to Wisconsin's House of Representatives. Democratic House Members are considering new legislation that opposes gun rights, specifically around conceal and carry rules, and our organization supports a candidate who supports 2nd Amendment rights. We are exploring how to use conceal and carry rules as a key issue for this congressional campaign and help Doty win the 3rd district.

Section 1: Background of our Organization

- The Republican Congressional Campaign Committee is a political organization.
- RCCC supports campaigns for candidates for the House of Representatives running in the Republican Party.
- RCCC's principal mission is to support the election of Republican candidates to the House of Representatives and build a strong majority.
- RCCC funds campaigns to support candidates based on their affiliation to ideals within the Republican Party platform – in this case supporting citizen's 2nd Amendment rights to conceal and carry firearms.

Section 2: Campaign Goals

The Lafallit campaign will focus on supporting the right to conceal and carry firearms. Lafallit is a Republican candidate whose stance on this particular issue broadly appeals to our Republican base. This wide appeal to Republican voters makes supporting conceal and carry rules a key issue that can mobilize voters in Wisconsin's 3rd district. We would like you to target and mobilize a minimum of 15,000 Republican voters as part of this campaign to build excitement for our candidate.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 15,000 Republicans to support the right to conceal and carry firearms. The budget for this campaign is \$40,000.

We look forward to seeing your campaign design proposal.

Best regards,
Ron Stillman

Republican Congressional Campaign Committee – Great Lakes Executive Board