



EXHIBIT A
Client Proposal

To: Lieutenant Governor Jeff Kottkamp
Date: Wednesday, May 27th, 2020
Re: Lehigh Acres Fire District Mail Program

The Lehigh Acres Fire District Referendum is an attempt to approve a new "simplified fire" assessment methodology in place of the current "demand based" assessment methodology for the fire district.

The referendum is also necessary to ensure the safety of the citizens of Lehigh Acres by ensuring that it has the necessary funding to provide resources to its fire department for staffing for fire protection and emergency rescue services, including ambulance services, and to build additional stations to ensure the necessary area coverage.

We believe that it will be important to focus in on a strong messaging effort as early as possible with mail and digital to inform the voters of the financial impact and safety aspects of the referendum. Unlike the low turnout referendum in 2019, this will have a much higher turnout, mainly because of the crowded 19th Congressional Primary.

With an organized messaging effort, we believe that we can turnout voters in favor of the referendum in the key precincts during the August 18th Primary Election.

The mail push will begin shortly before Vote by Mail ballots land in mailboxes. We will ensure that we hit each of the major messages and target high propensity Republicans, Democrats and NPA voters. We can also segment a smaller universe to target the community that would be most affected by the addition of a new fire station. In addition, the mail program will work in conjunction with the digital ads that will begin in June.

The budget for the mail will be \$45,000 and \$5,000 in consulting fees.

Thank you for allowing us to bid on this campaign!