



## VISIT FORT BRAGG SCOPE OF SERVICES

Visit Fort Bragg has agreed to retain 360viewPR for PR services from November 15, 2018 to June 30, 2019.

### Scope of Services includes:

- Monthly PR consultancy and creative brainstorming meetings
- Drafting and execution of client approved PR plan including goals related to return on investment, press coverage received with related equivalency value
- Press release drafting and distribution for major announcements
- Creation of Media Press Kit
- Response and handling of proactive and reactive media requests
- Crisis Communications
- Monthly agency "What's New" newsletter sent to media
- Organization and execution of individual press trips and one group press trip
- Yearly agency media meetings in major media markets (Los Angeles, San Francisco, New York) & representation at SATW conference (Society of American Travel Writers)
- Liaison with Visit CA ("VCA") to capture opportunities for Fort Bragg and provide updates to them on Fort Bragg media worthy news and stories
- Communication charges (media database subscription, i.e. "clipping service", telephone, postage, copies)
- Monthly reporting on results, intelligence and trends

*Monthly Retainer Cost \$3,000*

### Additional/Optional Programs (not included in Monthly Retainer):

- Additional options must first be approved by client and will be billed as they occur with documentation. Should it be required that 360viewPR incur these costs to bill back to the client, there will be a 15% mark-up.
- Additional Programs could include:
  1. Agency Immersion Trip \$2,000
  2. Agency Quarterly in-person meetings \$500 per meeting
  3. Visit California San Francisco Media Receptions \$1,200 per reception
  4. Visit California Los Angeles Media Receptions \$1,200 per reception
- Quotes above assume in-destination costs of accommodations; meals & experiences are covered by partners.
- Additional projects not included in this proposal will be billed at \$125 per hour. Any additional hours or expenses must first be approved by client and will be billed as they occur with documentation.