



Juneau Cares Campaign

| Description | Platform | Market | Request | Notes |
|---|--|---|----------|--|
| Develop and storyboard animation & videos | N/A | N/A | \$2,500 | |
| Animation & video production | N/A | N/A | \$25,000 | |
| Deliver education events to TJ partners, TBMP, JCC, other civic organizations | Local education; in person or via Zoom | Local/community | \$0 | |
| Collateral production | | Local/community | \$4,500 | |
| 3rd-party facility accreditation through Global Biorisk Advisory Council (GBAC) | | Local/community | \$50,000 | Includes TJ partner hotels, retailers, operators, restaurants, and facilities. Estimate based on GBAC pricing. |
| Paid local outreach | All local radio, newspaper, online | Local/community | \$40,000 | |
| Contract with NBCUniversal or similar | Broadcast & streaming | Western US; lead metro areas in WA, CA, TX, FL | \$75,000 | All promotion after Dec '31 will be bonus/no cost * |
| Over-the-top streaming ads (OTT) | Broadcast & streaming services | Western US; lead metro areas in WA, CA, TX, FL | \$75,000 | All promotion after Dec '31 will be bonus/no cost * |
| Voice ads | Spotify | Western US; lead metro areas in WA, CA, TX, FL | \$5,000 | All promotion after Dec '31 will be bonus/no cost * |
| Social media roll-out and paid Google advertising | FB, IG, Twitter | Geotarget affluent lead metro areas in WA, CA, TX, FL | \$15,000 | All promotion after Dec '31 will be bonus/no cost * |
| Opportunities in high-end niche publications, e.g., yachting & boating mags | Online, perhaps print | Target west coast | \$50,000 | All promotion after Dec '31 will be bonus/no cost * |
| Video roll-out, national campaign | YouTube | National | \$20,000 | All promotion after Dec '31 will be bonus/no cost * |
| Purchase PPE, sneeze guards, & sanitizing supplies for visitor info centers | | | \$3,500 | Get inventory for 2021 season |

* Travel Juneau intends to execute contracts with media that include bonus promotion running into the 2021 tour season at no additional cost. Typically, promotion for the summer begins in the prior November & December.

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| Program costs | \$365,500 |
| TJ Admin @ 5% | \$18,275 |
| Total Request | \$383,775 |