

**Attachment C**  
**RFP 4960Z1**

**NCB Current Project Budget and Descriptions**

<b>All Over Media - \$56,375</b>
<ul style="list-style-type: none"> <li>• Coordinate and design graphics to go on trucks for Omaha &amp; Lincoln Campaigns</li> <li>• Omaha: end of April through September</li> <li>• Lincoln: August through February</li> </ul>
<b>Statewide Media Tour – \$4,000</b>
<ul style="list-style-type: none"> <li>• Held around National Ag Week in March</li> <li>• Contractor will coordinate media</li> <li>• Contractor will schedule, coordinate and prepare new board members with their local media (TV, radio, newsprint) and Board chair/vice chair in urban markets</li> </ul>
<b>Husker Sports Network – (Agency Services \$60,000 )</b>
<p>Involvement in this is pending yearly decision of Corn Board at winter board meeting</p> <ul style="list-style-type: none"> <li>• Football <ul style="list-style-type: none"> <li>○ Contractor responsible for creative and production of radio ads</li> </ul> </li> <li>• Basketball <ul style="list-style-type: none"> <li>○ Contractor responsible for creative and production of radio ads</li> <li>○ Contractor responsible for coordination and creative for Flex Fuel Play of the Game sponsorship</li> </ul> </li> <li>• Baseball <ul style="list-style-type: none"> <li>○ Contractor responsible for creative and production for pitching change promotion</li> </ul> </li> </ul>
<b>TV Contingency - \$10,000</b>
<ul style="list-style-type: none"> <li>• A contingency item that allows NCB to plug one of our already-produced TV commercials during a spot bank time</li> <li>• Contractor coordinates</li> </ul> <p style="text-align: center;"><i>Item designed for taking advantage of television advertising opportunities that may arise during the year (sporting events, special offers, etc.)</i></p>
<b>Video Series – Checkoff Campaign – \$70,000</b>
<ul style="list-style-type: none"> <li>• Create a series of short, 2 min video segments that explain programs of the checkoff</li> <li>• Will create one (1) comprehensive video 6-8 minutes long that will cover the general areas of research, promotion, market development, and education</li> </ul>
<b>CornsTALK – \$274,000 (includes all costs)</b>
<ul style="list-style-type: none"> <li>• Quarterly by season (winter, spring, summer, fall)</li> <li>• Contractor responsible for creative, research, copy development, layout and design, and coordination with newspapers. (8-page, 4 color)</li> <li>• Currently inserted in daily or weekly newspapers across Nebraska. This may change as needed to reach future audiences.</li> <li>• Once the content and layout is developed, the Contractor will manage printing coordination</li> </ul>

<b>VOCUS - \$7,500</b>
<ul style="list-style-type: none"> <li>• Media Marketing – used to send news releases</li> <li>• Social Media Marketing</li> <li>• Contractor required to hold contract with Vocus</li> </ul>
<b>Omaha World Herald Ag Section – \$19,288.06</b>
<ul style="list-style-type: none"> <li>• Soybean and Corn Board staff provide story/facts/recipe/photos/other content to Contractor</li> <li>• Contractor will put together creative then send Staff a draft before final ad goes to OWH</li> </ul>
<b>Big 10 Joint Communication - \$50,000</b>
<ul style="list-style-type: none"> <li>• This project is in the beginning process</li> <li>• Contractor will coordinate with ten (10) other states (if they all commit – to be determined)</li> <li>• Contractor will do all creative/production and media buys.</li> </ul>
<b>Livestock Publication Ads - \$11,500</b>
<ul style="list-style-type: none"> <li>• Contractor to create and design quarterly ads in Nebraska Cattlemen magazine <ul style="list-style-type: none"> <li>○ ½ page color ad</li> </ul> </li> <li>• Contractor to create and design quarterly ads in Pork Talk magazine</li> <li>• Contractor to create and design quarterly ads in Nebraska Farm Bureau Magazine</li> </ul>
<b>UNOBLIGATED/SPECIAL PROJECTS - \$45,000</b>
<ul style="list-style-type: none"> <li>• Contingency item for projects that occur during the year. Provide creative and promotional support for special events and projects, such as: Husker Harvest Days, River City Rodeo, State Fair, FFA State Convention, FCCLA State Convention, CommonGround, Ethanol Night at the Races,</li> </ul>
<b>AD AGENCY - \$60,000</b>
<ul style="list-style-type: none"> <li>• Attend Board Meetings as scheduled. Number of meetings and locations of these meetings will vary year to year. For example, the Board met five (5) times in 2014 – in Lincoln, Lexington &amp; York.</li> <li>• Meet with Staff at least every quarter.</li> <li>• Liaison to the Communication Committee and attends meetings. Makes recommendations to committee and board.</li> <li>•</li> </ul>
<b>MARKET DEVELOPMENT PROGRAMS - \$50,000</b>
<ul style="list-style-type: none"> <li>• Market Development Committee FFV Campaign - Proposed media and production budget to implement a 13-week consumer awareness campaign in the Lincoln market related to Flex Fuel Vehicles, higher ethanol blends (E15/30/40/85).</li> <li>• Market Development Committee Blender Pump Promotion/Promotional Support - Proposed media budget to support the launch and sustained interest (90 days post launch) of new flex-fuel blender pump locations across Nebraska. Please base proposed media budget on launch of up to ten blender pump locations in markets as diverse as Omaha, North Platte and Central City.</li> </ul>
<b>NET - \$60,000</b>
<ul style="list-style-type: none"> <li>○ Girls/Boys: State Basketball, Speech, and Wrestling</li> <li>○ Contractor responsible for creative and production of ads</li> </ul>

