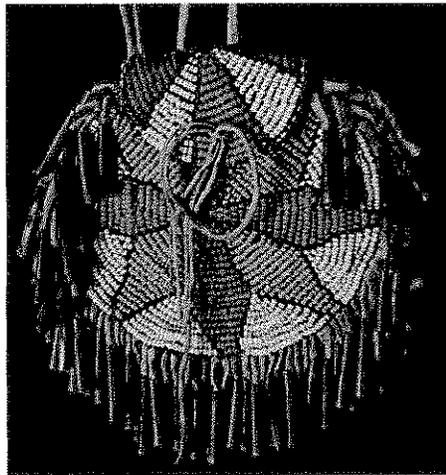


Public Relations Proposal

for

Apache Jii



Globe, Arizona

Submitted by



August 23, 2011

Situation Analysis:

Apache Jii is an annual celebration of Apache culture held on Broad Street in downtown Globe, Arizona. Apache people come to Globe from the neighboring San Carlos Apache Nation, the White Mountain Apache Nation and other Apache communities to share their heritage, food, dance and arts with the world. This year's Apache Jii, set for October 15th, marks the 28th year that the festival has lined the streets of Globe. Apache Jii is a perfect opportunity to attract tourist dollars to downtown Globe.

Outside the Globe-Miami area and the Apache community, the festival is not well known. But with proper advance promotion, people in Arizona's larger cities and towns can learn about this unique event and make plans to attend. Visitors from other Apache communities and from Utah, New Mexico and Colorado could help fill local hotels and bring business to Globe restaurants and merchants. Many of these visitors may also visit the Apache Gold Casino and Resort.

Most people in Globe and Miami are aware that this event is returning again this year, but even websites that promote events and businesses in Globe have almost no information about this year's event (The Chamber of Commerce site doesn't list a date). When information is unavailable, people cannot make plans to attend.

To increase attendance at this year's Apache Jii, and to bring new tourists and their money to downtown Globe, the Globe-Miami community must inform their Arizona neighbors about this great event. Globe must place its messages in front of potential visitors through local daily and weekly newspapers, tourism and senior publications, and social media sites such as Facebook and Linked-in. The more people outside Copper Country who hear about Apache Jii, the more economic impact the event will have on the Globe- Miami-San Carlos communities.

Tourism is a key ingredient for success in Gila County's economy. By negotiating advance stories in the state's leading newspapers, providing details to calendar editors, and publishing photos from past years, we will let tourists know about this great destination just hours from home, increasing the chances they will visit and spend money.

The following proposal shows how Andres Associates Public Relations and Media will meet these needs in an efficient and cost-effective manner. It is strongly suggested that Apache Jii event management and staff work closely with Andres Associates throughout the campaign to address all strategic and promotional concerns and needs.

Proposal:

With less than two months until the event, time is already tight. Andres Associates Public Relations and Media proposes a two-month project of tactical media relations that will center on creating greater awareness of Apache Jii (Day) in Globe. We will negotiate advance media coverage of the festival, help websites in Globe and Miami update their event information, and give Arizona media and their audiences good reason to attend this event. We would also work to impress audiences with the cultural importance of this annual celebration of our Apache heritage.

The following proposal outlines the scope of work to be accomplished through our campaign of media relations and social media.

Media Relations Implementation:

Working closely with Apache Jii event management, Andres Associates will provide publicity and social media services to promote this annual event in downtown Globe. Throughout the contract period, we also will provide ongoing public relations counsel and support to the event organizers.

The implementation phase of this project, from August 29, 2011 through October 31, 2011, will include tactics such as:

- Create Arizona media lists for use in distribution of news releases and calendar announcements
- Create and distribute calendar announcements, news releases, pitch letters and other media materials to daily newspapers in key Arizona markets as well as to travel magazines, senior publications, Native American publications and appropriate websites
- Provide web content publicizing Apache Jii to the Globe-Miami Chamber of Commerce, the Southern Gila County Economic Development Corporation, the Gila County Historical Society, Arizona Office of Tourism, Globe-Miami E-connect, and other websites serving the Globe-Miami area.
- Make follow up inquiries to negotiate media coverage
- Use existing Apache Jii promotional materials and photos to create media kits (as needed)
- Work with Apache Jii staff to meet media interview, photo and story requests
- Provide all Apache Jii news releases to their web design team to post on the web
- Send post-event wrap up news release and photos to media and websites
- Provide day to day public relations implementation and counsel
- Provide monthly activity reports outlining public relations and other account activities

Timeline:

This campaign would begin August 29, 2011 and continue through October 31, 2011. As part of this strategic public relations campaign, Andres Associates will meet with Apache Jii organizers to decide on a specific scope of work and timeline of implementation activities. To create the most effective and dynamic timeline, we suggest meeting shortly after acceptance of our proposal and prior to the commencement of the campaign.

Compensation:

In implementing this short-term media relations project, Andres Associates estimates spending approximately 15-18 hours per month servicing the account, or approximately 30-36 hours over the two-month course of the proposed contract period.

Based on hourly rates of \$125.00 per hour for professional services, Andres Associates makes these estimates of hours per individual task:

Media Relations Implementation	24-30 hours	+/- \$ 4,500.00
Monthly reporting and account maintenance	1 hour	+/- \$ 125.00.

At our regular hourly rates of \$125.00 per hour, the work outlined above would cost between \$1,875.00- \$2,250.00 per month. Our proposed discounted project retainer for 2 months of Media Relations services, exclusive of expenses, is **\$3,000.00**. This amount shall be payable as a monthly retainer in the amount of **\$1,500.00*** per month.

First month's payment is due at acceptance of offer. The client will receive a monthly report of time spent on the account and expenses incurred. This invoice is rendered by the 10th of the following month, and payment is due within 30 days, unless other arrangements have been made. The client agrees to pay a carrying charge of 1.5% per month on any unpaid balance after 30 days.

The client will be assured a consistent level of professionalism, expertise and productivity in the execution of all services. In order for Andres Associates to serve the client's interest effectively, Apache Jii will cooperate fully in furnishing all necessary information and approvals in a timely manner.

The client agrees to indemnify, defend, and hold Andres Associates harmless for or against any legal costs, including attorneys' fees, or judgments arising out of work authorized by the client.

* Miscellaneous expenses incurred on behalf of the client (postage, mileage, long distance charges, etc.) will be invoiced at cost in addition to the retainer. Production and third party suppliers' costs (photos, videos, printed materials, delivery services, translations, clipping, etc.) will be assessed an industry standard 20% administration fee.

Conclusion:

Andres Associates understands the need to conserve resources during this recession. While the Globe-Miami area needs an ongoing full-scale public relations effort to have a lasting effect on economic development, political and economic conditions are not currently right for such an effort. It is our belief that successful promotion of this year's Apache Jii will give business leaders an understanding of how public relations can improve the community's bottom line.

We believe in the future of the Globe-Miami-San Carlos area, and we stand ready to bring your messages to the people most likely to respond to them. We will work hard to create advance statewide awareness of this October's Apache Jii festival in downtown Globe, and to build momentum for economic development in Arizona's Copper Country. We thank you for the opportunity to make Apache Jii a well-attended money-making event, and we look forward to working with you!