



2020 MUNICIPAL PACKAGES | DESCRIPTIONS & PRICING

These all-inclusive packages feature scalable options to meet the needs of your campaign. Everything included is 100% union printed at our Los Angeles-based print shop.

To learn more, please contact Hrag Yedalian at 818.207.5274 or Hrag@BlueStateConsulting.net



FOUNDATION PACKAGE | \$1,950

We've developed this package to help candidates establish the foundation of an effective campaign. It includes everything you need to get your campaign up and running. Like all of our packages, this is an all-inclusive service, so you can rest easy knowing that we'll do the heavy lifting for you by custom designing each and every piece and managing the production process.

The Foundation Package includes:

- Custom Campaign Logo Design
- 100 Lawn Signs
- 250 Business Cards
- 250 Letterhead
- 250 #10 Envelopes
- 250 Remittance Envelopes
- 250 2" Square Stickers



COMMUNICATIONS PACKAGE | \$6,850

This package is intended to lay the groundwork for a successful campaign by giving candidates a big boost in their communications efforts. A custom-tailored website allows you to tell your story and connect with voters. A sleek social media package increases your name ID and helps expand your support base through Facebook, Twitter and Instagram. The communications and outreach bundle brands your campaign and assists with the organization of your day-to-day efforts. 2,500 custom-designed fliers and 2,500 palm cards make sure your campaign stands out in a crowded field. And, finally, you'll get double the amount of stationery and outreach materials included in the Foundation Package.

The Communications Package includes:

- Campaign Website
- Social Media Package
 - Facebook and Twitter Profile Images
 - Facebook and Twitter Banners
 - 3-Piece Intro/Platform Campaign
 - 3-Piece Call to Action Campaign
- Communications and Outreach Bundle
 - Digital Letterhead
 - Digital Signature
 - Email Header
 - Press Release Template
 - Endorsement Card Template
 - Volunteer Sign-up Sheet
 - Event Sign-In sheet
- 2500 8.5 x 11 Campaign Fliers
- 2500 4 x 9 Palm Cards
- Custom Campaign Logo Design
- 200 Lawn Signs
- 500 Business Cards
- 500 Letterhead
- 500 #10 Envelopes
- 500 Remittance Envelopes
- 500 2" Square Stickers



STRATEGY PACKAGE | \$14,650

Perfect for mid-sized to larger operations, the Strategy Package is the ultimate campaign tool. You'll have 20-hours' worth of consultation time with one of our campaign experts to discuss anything from your social media plan to GOTV strategy. We'll help you craft your optimal voter universe through a highly informative two-hour analysis session. A detailed targeting report breaks down your voter universe and provides a road map to a successful mail campaign. You'll get a field and GOTV bundle that includes an array helpful, easy-to-use documents and templates for your campaign. We include 5000 eye-catching tri-fold pamphlets that are perfect for door-to-door canvassing, and we double the stationery and outreach materials included in the Communications Package. Additionally, we offer a 5% discount for all Blue State Consultation mail services, maximizing your ability to reach voters – a key ingredient to any winning campaign.

The Communications Package includes:

- 20-Hours of General Consultation Services
- Two-Hour Voter Outreach Analysis Session
- Voter Targeting Report
- 5% Discount for all Blue State Consulting Mail Services
- Field and GOTV bundle
 - Sample Canvassing Script
 - Sample Phone Script
 - Sample Tally Sheet
 - 4-Piece GOTV Template Packet
- 5000 Tri-Fold Pamphlets
- Campaign Website
- Social Media Package
- Communications and Outreach Bundle
- 5000 8.5 x 11 Campaign Fliers
- 5000 4 x 9 Palm Cards
- Custom Campaign Logo Design
- 400 Lawn Signs
- 1000 Business Cards
- 1000 Letterhead
- 1000 #10 Envelopes
- 1000 Remittance Envelopes
- 1000 2" Square Stickers



2020 MUNICIPAL PACKAGES | SIDE-BY-SIDE COMPARISON



SERVICE DESCRIPTION

Custom Logo	✓	✓	✓
Lawn Signs	100	200	400
Business Cards	250	500	1000
Letterhead	250	500	1000
#10 Envelopes	250	500	1000
Remit Envelopes	250	500	1000
2" Stickers	250	500	1000
Website	NOT INCLUDED	✓	✓
Social Media Package	NOT INCLUDED	✓	✓
Outreach Bundle	NOT INCLUDED	✓	✓
Fliers	NOT INCLUDED	2500	5000
Palm Cards	NOT INCLUDED	2500	5000
Consultation	NOT INCLUDED	NOT INCLUDED	✓
Outreach Analysis	NOT INCLUDED	NOT INCLUDED	✓
Targeting Report	NOT INCLUDED	NOT INCLUDED	✓
5% Mail Discount	NOT INCLUDED	NOT INCLUDED	✓
Field Bundle	NOT INCLUDED	NOT INCLUDED	✓
Tri-Folds	NOT INCLUDED	NOT INCLUDED	5000