

CAPABILITIES & APPROACH FOR DEVELOPER ECOSYSTEM ONBOARDING EVENT "RESET READY?"



HELLO

We are Tunheim.

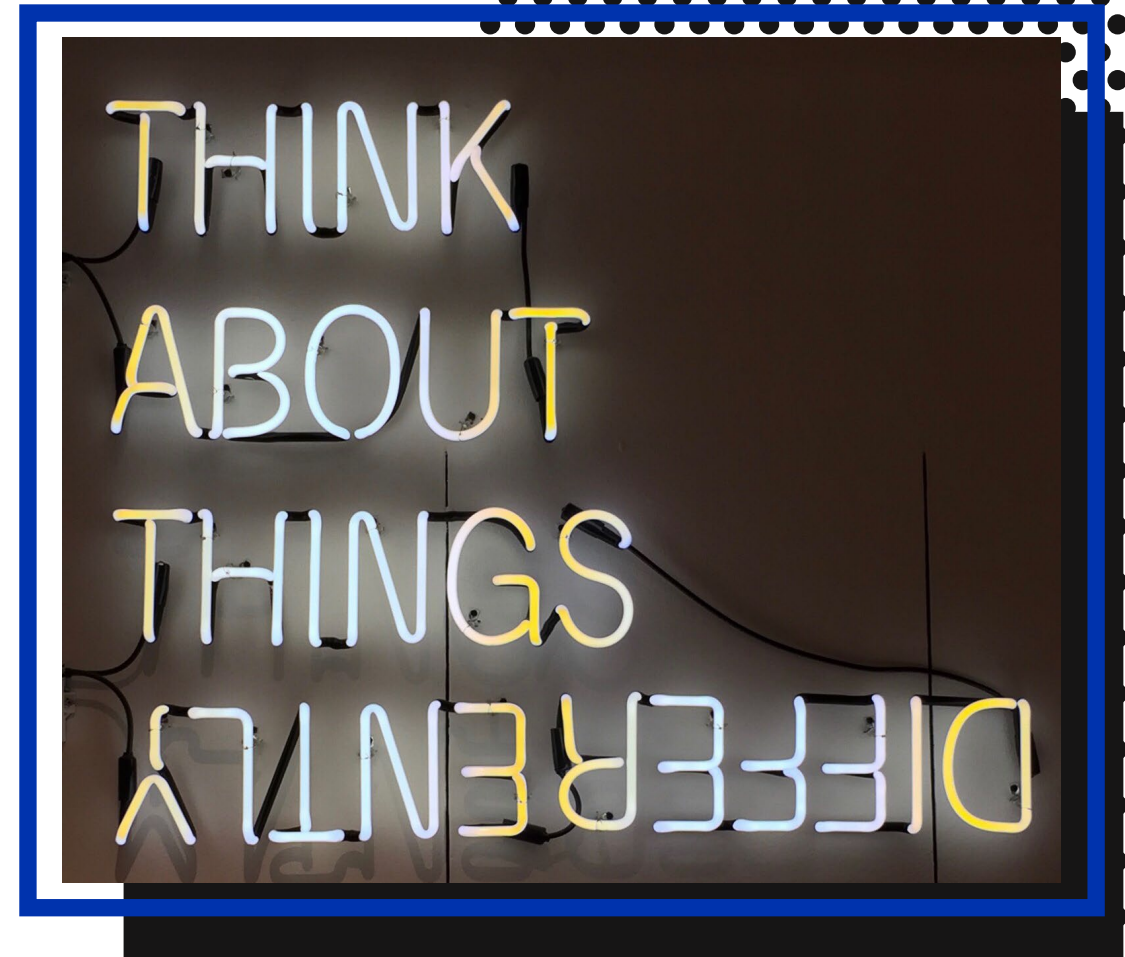
Tunheim is a woman-owned, integrated marketing and communications firm with deep experience bringing events to life. Since opening our doors in 1990, organizations have trusted Tunheim to develop and lead their communications and marketing strategies on complex issues, and to support navigating change in the marketplace. As a certified woman-owned business, Tunheim is recognized as one of the most respected strategic communications firms in the United States.



ABOUT TUNHEIM

Tunheim has extensive experience helping companies, global corporations, nonprofit organizations, government agencies and trade associations achieve success with creative communications strategies and cutting-edge engagement campaigns with diverse audiences. Tunheim has a strong reputation and extensive relationships and connections throughout Minnesota's business, government and education communities.

Tunheim is innovative and strategic. We take your objectives and align all communications and marketing efforts to ensure measurable outcomes. We help clients be understood by audiences critical to their success. We will be your partner and we define success for our work based on your definition of success.



TUNHEIM CAPABILITIES



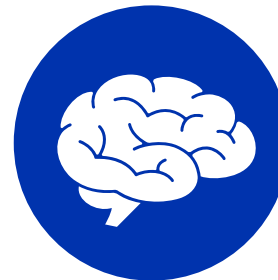
Build

Business Strategy
Positioning
Brand Strategy
Messaging
Integrated Marketing Strategy
Research and Trends
Content Strategy



Storytell

Media Relations
Internal Communications
Digital and Social
Stakeholder Engagement
Advocacy
Crisis Communications
Reputation Management



Innovate

Influencer Partnerships
Events and Sponsorships
Data, Analytics and Listening
SEO and Paid Advertising
Design and Creative
Website/Blog Development
Coalition Building



We have extensive experience developing and designing events and public engagement campaigns



PROPOSED WORK PLAN

Tunheim will partner with CCC to plan **“Reset Ready?” Value-Flow Wealth** onboarding event to bring awareness and educate Minnesotans to become value-flow entrepreneurs/enterprises.

Tunheim recommends an initial project to build the event, communications and marketing plan. With an approved approach, Tunheim will then partner with CCC to build and execute the green light ready event, communications and marketing plan.



This document is intended to serve as a framework for what will become a comprehensive plan. We look forward to getting to work and collaborate with you in forming the details of the approach.

PROPOSED APPROACH



PHASE ONE: IMMERSION & BUILD PLAN

In this phase, we will build the event, communications and marketing plan. This is phase one.



EVENT, PROGRAM AND LOGISTICS FOR EVENT

Once green light ready, Tunheim will deliver all aspects of the event, program and logistics leading up to, during and post event.



PLAN DEVELOPMENT

Once green light ready, Tunheim will deliver all marketing, communications and promotions to bring awareness of event, drive attendance and create a lasting impression.



MEASUREMENT FOR FUTURE

Tunheim will provide measurement of the event and a report of recommendations for future events.

PHASE ONE: IMMERSION & BUILD PLAN

1. Immersion with CCC and team to review vision, existing ideas and align on desires, expectations and roles
 - a. Define success for the event and desired audiences
 - b. Benchmark best in class existing and competitive events
 - c. Review overall timing, key milestones and deadlines
 - d. Define roles and where Tunheim will support and execute
 - e. Discuss how to measure success
 - f. Establish timeline for plan development, meeting and communication cadence
2. Identify assets and resources to help inform the brand development process
3. Discuss work streams and strategic planning process for:
 - a. Event, program and logistics planning for event: “Reset Ready?”
 - b. Marketing communications and promotion plan (PR/media relations, social and digital, paid digital and traditional paid media)
4. Build plan
 - a. Event, program and logistics for event: “Reset Ready?”
 - b. Marketing communications and promotion plan, including PR/media relations, social and digital, paid digital and traditional paid media
 - c. Timing and action and production implementation outline

Estimated timeline: 2 to 3 months



PHASE ONE: BUDGET

As a professional services firm, we seek to partner with our clients to provide insight and strategy every step of the way to deliver the value that our clients deserve. The value we bring is in who we are, what we do and our unrelenting focus on delivering to our clients what they value. Based on our assessment of the assignment and our experience, we propose a project-based budget for phase one.

Immersion + Build Plan

Estimated timeline: 2 to 3 months

- Immersion meeting (up to 2 hours) for two team members
- Insight gathering
- Develop Messaging
- Plan Development
- Recommendation For How To Measure Event
- Regular meetings and communication

Budget: \$18,000



PHASE TWO: EVENT, PROGRAM AND LOGISTICS FOR EVENT “RESET READY?”

Once the plan is developed and the community green lights phase two, Tunheim will deliver the Event, Program and Logistics. This includes activity related to the actual logistics of executing the event including event site, program elements, contracting and managing of vendors such as rental companies, caterers, auction, etc. and identification and coordination of signage and other on-site needs.



STEP I: BEGIN IMPLEMENTATION

- Focus on developing the overall structure of the event and staffing to logistically bring the event to life in subsequent phases
- Anticipated work scope to include (but will be outlined and approved in the Plan stage):
 - Define event needs and key programming
 - Determine key events and deadlines
 - Coordinate and secure site, catering and vendors for event elements
 - Outline and plan program, including outreach and coordination with all speakers and partners
 - Develop speaking program run-of-show (ROS) and audio visual (AV) needs
 - Coordinate AV and visual needs
 - Develop signage needs and secure vendor



STEP II: EVENT

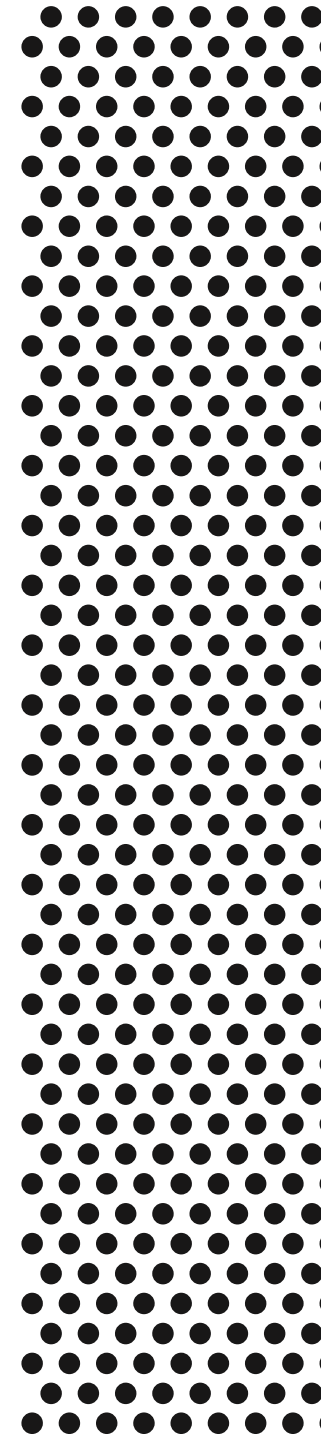
- Event execution takes place during this phase. Tunheim will bring the event to life and manage all aspects of production, staffing and event logistics



STEP III: POST-EVENT



- Tunheim will lead event review and measurement, developing a presentation outlining recommendations for future events.



PHASE TWO: MARKETING, COMMUNICATIONS AND PROMOTIONS OF EVENT

Once the plan is developed and the community green lights phase two, Tunheim will deliver the Marketing, Communications and Promotions for the event. This will include activity focused on the promotion of the event including the establishment and updating of resources such as a website, social/digital channels, PR and media relations, social media content calendar and posting, social and digital advertising, influencer outreach, creative services, social/digital/earned media monitoring and reporting.

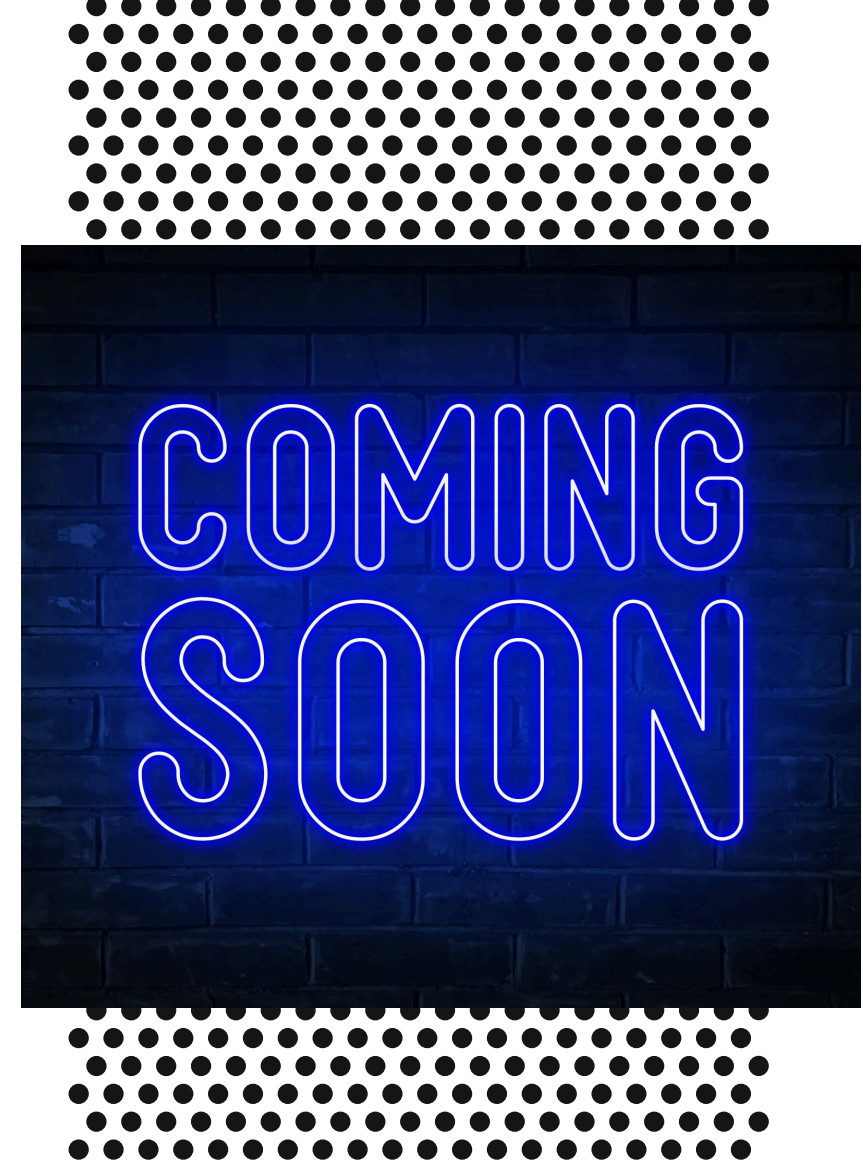


STEP I: BEGIN IMPLEMENTATION

- Begin developing the pieces of the Marketing, Communications and Promotion plan as outlined and approved in the planning project
- Anticipated work scope to include (but will be outlined and approved in the Plan stage):
 - Develop further messaging for the event to answer (WHAT, WHO, WHEN, WHERE, WHY)
 - Establish website: Create a website that has the proper infrastructure in place to serve as the hub of digital marketing efforts. The site could use WordPress for publishing, Google Tag Manager and Analytics installed for analytics, and the Yoast plugin for search engine optimization
 - Initial content for this section would include essential information about the event, a media kit, and contact information for journalists looking to cover the event, potential partners and sponsors
 - Additional content and sections would be added as the marketing and promotions needs of the event evolve, including program elements, speakers, auction items, etc.
 - Establish social media channels and strategy for each.
 - Develop PR/media relations plan for promotion
 - Outline paid media plan
 - Establish metrics for measuring success of each phase

STEP II: ANNOUNCE EVENT

- Announce the event – unveil the event, dates and newsworthy information about the program
- Determine goals of the public launch and Tunheim will leverage appropriate communication tools to meet those goals
 - Develop media strategy, to likely include:
 - Press release
 - Media moment or distribution of press release (photo opp or press event) IF there is enough to announce
 - Curated media list development
 - Media training for key spokespeople
 - Develop digital and social strategy and materials, to likely include:
 - Add media kit to website (press release, spokesperson bios, media contact info, photos/video from media moment)
 - Add news coverage hub to website with links to select stories
 - Social media content calendar – a plan for content that will be developed and posted by owned social channel
 - Consider a paid campaign around the announcement timing
 - Create tools for partners to use in sharing event news:
 - Create a general digital marketing kit should for their use that would include specific tactics they could employ, a content calendar they could use for scheduling, and an asset library from which they could use visual imagery, audio and video
 - For some select partners, it might make sense to work with them to develop a marketing plan tailored to their specific role and/or participation



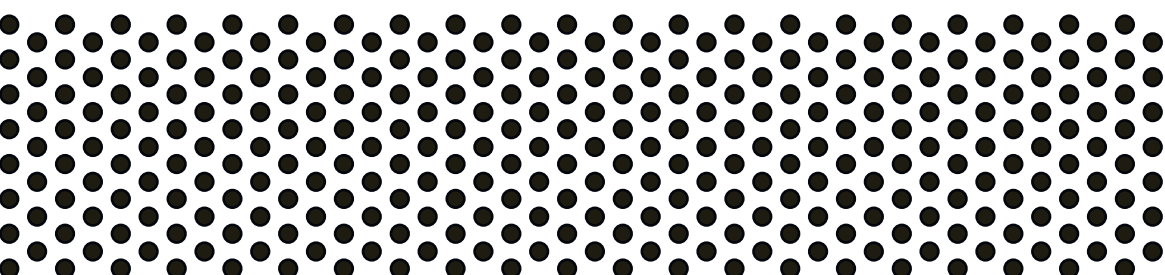
STEP III: PRE-EVENT

- Build buzz and increase awareness for the upcoming event
 - Create a media strategy, to likely include:
 - Press releases and direct media pitches to be implemented as appropriate (2-3 during the phase)
 - Heavy use of social media and digital marketing



STEP IV: EVENT

- Provide clear, concise resources for media and attendees to get the information they need
 - Pitch media to cover the event (final event prep, key events, interviews)
 - Social media coverage of event
 - Easy ways for attendees to share event in their social media, including hashtag, photo sharing and other digital elements



STEP V: POST-EVENT



- Tunheim will develop and tell the story of the highlights and results of the event, including monitoring and reporting of key results and evaluation of strategy and tactics and recommendations for the future.
- Recommended tactics and activity during this phase include:
 - Monitoring, measurement and analysis of earned and social media
 - Development of media pitch focused on results
 - Evaluation of marketing communications strategy and tactics; recommendations for future
 - Consider survey of attendees, participants, and key stakeholder audiences

GREEN LIGHT READY PHASE TWO

Event, Program and Logistics for Event

- All event, program and logistics pre-event, during event and post event.
- Includes measurement and report of recommendations for future events.

\$60,000 fees
\$100,000 OOP estimate

Marketing, Communications and Promotion

- All marketing, communications and promotions to bring awareness of event, drive attendance and create a lasting impression.
- Includes measurement and report of recommendations for future events.

\$15,000 website
\$20,000 PR/media
\$25,000 social media
\$15,000 creative
\$20,000 OOP advertising



THANK YOU
We are ready to get to work.

Liz Sheets

Chief Marketing Officer

lsheets@tunheim.com