



Package Description

Cooksey has a wealth of experience advising and assisting cities, other public entities and community-based political action committees with winning communications strategies – including persuasive campaigns and informational campaigns – for bond elections, tax reallocation proposals and other measures requiring voter support. The best campaigns start with a strong understanding of likely voters’ perceptions, preferences and concerns, so data-driven strategies can be deployed at the right place and time, with the right message, to convert potential supporters into solid supporters.

Package Inclusions and Options

Base package services and deliverables include:

- Campaign planning and execution
- Stakeholder and influencer mapping
- Messaging strategy and audience-segmented matrix
- Microsite / website
- Social media strategy and content
- Direct mail design
- Advertising (print and/or digital) design
- Media kit, press releases and media relations
- Fact sheets, FAQs, brochures, handouts and other collateral material design
- Public presentation scripts and design
- Banners, display boards and other signage design
- Day-to-day counsel for city leaders and other local officials

Optional add-ons include:

- Survey development, execution and/or analysis
- Voter research
- Video scripts and production
- Op-ed development and placement
- On-site support for public meetings and presentations, as needed
- Other campaign materials, as needed

Package Pricing

Base package from \$15,000 - \$50,000, depending on the campaign’s complexity, the availability of survey/voter data, the size of the community and the number/scope of each deliverable type required.

For more information on our smart, successful bond election campaigns and a customized proposal, please contact Jason Meyer, jason@cookseypr.com or (817) 917-0180.

