

POLITICAL CAMPAIGN PACKAGES

PRINT | LARGE FORMAT | DIRECT MAIL | PROMOTIONAL ITEMS

06 MARKETING

a forward thinking company
creating and sustaining
marketing bliss

06marketing.com





Customized Solutions

Best Candidate Representation:

Branding

With a custom Logo, Flyers, Website, Digital Marketing, Social Media & Signage ... and much more!

Photos & Video

Reflecting Your Candidate: Their Life, their Passions, their Experiences ... get to know the Candidate

Platforms

Expressing the Candidate's Solutions and Plans to work to their Vision ... to get those **Votes!**

06Marketing
provides from the
most basic to the
most complex
political
marketing
packages



Basic Candidate Package 1

Business Cards

Standard size, 4/4 color, 12pt text, coated 2 sides

Brochure

Introduce Candidate/Outline Platform

11" x 8.5", Tri-Fold, 4/4 color on 80# gloss text.

Postcard Mailer

Candidate Comparison

8" x 10", 100# gloss Cover, 4/4 color

Direct mailing services based upon provided list in CSV and/or XLSX format.

Signage

Yard Signs – 2/2 color

Letterhead & Envelopes

Press Releases, Thank You letter, Requests for Donations & Support

8.5" x 11", 2/0 color, 60# white offset
#10 envelope, 2/0 color, 24# white woven

Contribution Envelope

Self-addressed convenience envelope
6 ¾" standard, 1/1 color

Door Hangers

4" x 9" Standard size, 4/4 color



Basic Candidate Package 1

Promotional Items

Buttons

Pens

T-Shirts

Vehicle Wraps & Decals

Ball Caps

Mugs

Key Chains

Bumper Stickers

...and MUCH MORE at

www.06Marketing.com





Basic Candidate Package 1

CANDIDATE DIGITAL/SOCIAL MEDIA ONLINE PRESENCE

Candidate Website Page set-up

Obtain domain and website hosting with 3 email addresses

4 templates to choose from

Upload content, photos, testimonial statements, candidate appearances

Configure “Contact Us”, “Donate”, and “Volunteer” Buttons

Up to 2 hours online marketing consultation/updates per month, \$75/hour thereafter



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Basic Candidate Package 1

CANDIDATE DIGITAL/SOCIAL MEDIA ONLINE PRESENCE

Candidate Website Facebook & Instagram Page set-up

Establish Candidate Facebook and/or Instagram accounts

Upload content, photos, videos, testimonial statements, candidate appearances on FB & IG from Candidate's website. Complete and ready for maintaining by your campaign staff.

Configure "Contact Us", "Donate", and "Volunteer" Buttons

Up to 2 hours online marketing consultation/updates per month, \$75/hour thereafter



"A dedicated high-energy campaign staffer devoted to social media is a must for any Candidate!"

- Abe Lincoln, in a comment on CNN.

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Basic Candidate Package 2

– All of Package 1 *PLUS*....

TARGET DIRECT MAILING PROGRAMS

Our professionals will work with the Supervisor of Elections to receive access to registered voter lists to specifically target:

- Super Voters
- Democrats vs. Republicans
- Absentee Voters
- Specific Demographics: Hispanic;

Women; Veterans, Young Voters, etc.

SIGNAGE

Retractable Banner – 1

Wall/Window Decals – Circular, Color – 4”, 8” and 12”

Customized Signs – Call for Consultation

VIDEO

30 second introductory video

- Clear message with repeated slogan to create branding
- Descriptive phrases tugging emotions while stating facts and platform
- Repeat the slogan, repeat values, repeat intentions, repeat successes
- Call to Action:
 - Ask for the Vote ✓
 - Ask for Volunteers ✓
 - Ask for Input ✓
 - Ask for Donations ✓



Basic Candidate Package 2

ABSENTEE BALLOT MAILER PROGRAM KIT

Our professionals will work with the Supervisor of Elections to add the benefits of Absentee Ballot Voting to your campaign.

Targeted constituents will receive in the kit information on how to sign-up for Absentee Ballots.

The Absentee Ballot Mailer Program offers continual updates of new sign-ups, enabling targeted early marketing.

PROMOTIONAL ITEMS

Wall/Window Decals – Circular – 4”, 1 color

... and MUCH MORE !!



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" A FORWARD THINKING MARKETING COMPANY "