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Company Logo

Company Name
Integrated Marketing Proposal

Sunday, July 10, 2016

Submitted by:
Company Name
info@kr1stna.com

Kristina Hernandez
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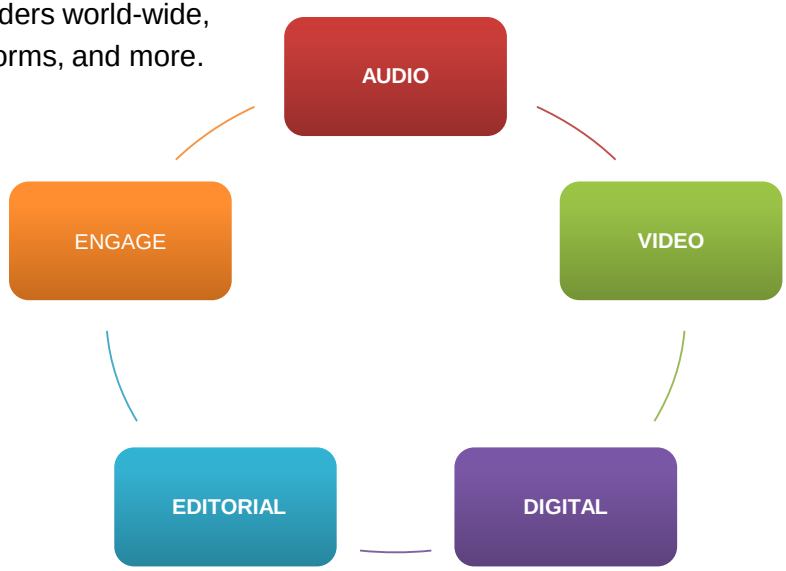
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EXECUTIVE SUMMARY

Company Name Details and Needs

Dick Lizzardo Productions, Inc. is a production company regularly reaching an audience of over 14 million through online rich media exposure on renowned platforms and creative event / entertainment solutions on multi-channel promotional platform, **A Fork On The Road**. Providing live audience hosting and comedy entertainment, dedicated audio podcast shows that reach a massive audience of over 311,000+ listeners, and world-famous blogs that reach hundreds of millions of readers. Hosted by Mark DeCarlo, a three-time Emmy Award Winning TV Travel Host & Best-Selling Travel/Food Author, and his wife, Award Winning Trilingual Cubana Actress and Travel Writer, Yeni Alvarez DeCarlo, A Fork On The Road promotes brands and products, just like Company Name, through podcast shows, audio commercials, blogs, email and display, live and digital events, and other effective rich media outlets.

With the opportunity at hand to reach a massive audience, Dick Lizzardo Productions, Inc. recommends an integrated marketing plan that includes an audio visual experience for podcast listeners and blog readers world-wide, social media collaboration and hashtag strategies, advertising on our platforms, and more.



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INCLUSIONS



PODCAST EVENT PACKAGE

A podcast event will be recorded at the Company Name.
Inclusions:

* 1x 48-minute Show
* 1x banner on website (Sun-Sat)

Content and event to be executed by A Fork On The Road collaboratively with Company Name.

PRE-ROLL ADVERTISING SPOT

A pre-roll advertising spot message will be planned collaboratively between parties, and will be executed during a broadcast show by A Fork On The Road.

Each spot occurs once weekly and includes:

* 1x 30-second Pre-Roll Advertising Spot on A Fork On The Road Podcast
* 1x banner on website (Sun-Sat)

LIVE STREAMING PACKAGE

Live streaming will occur during the live podcast event, encouraging the massive audience to learn more about the sponsor.

Inclusions:

* 1x 20-minute live Facebook stream
* 1x 20-minute live Periscope stream

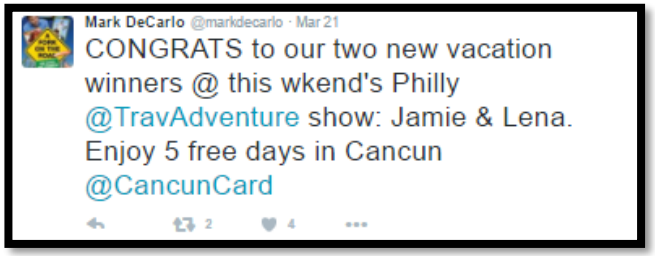
Content to be executed by Company Name.

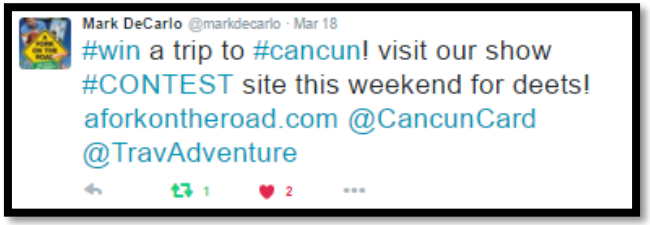
INCLUSIONS

SOCIAL MEDIA CONTEST & GRAND PRIZE

A social media contest & prize occurs during the course of a month and winners are typically announced at a podcast event. This package includes:

* 1x planning and execution for an integrated social media content with hashtag strategy to promote with a grand prize giveaway
* 1x grand prize of a 5 Day/4 Night Hotel Stay at a 5 Star Hotel in Cancun, MX (Air not included)













INCLUSIONS

SOCIAL MEDIA EVENT



The deliverables of a Social Media Event AFOTR Package is executed weekly and includes:

* 1x share of content on social media: Facebook, Twitter, Instagram, LinkedIn, etc.
* 1x request per social media platform to the audience to follow the customer's social media
* 3x Post "Chat" about email content, in coordination with customer's Social Media to engage back and forth

Content to be provided by the Company Name.



A FORK ON THE ROAD PARTNERSHIP

An AFOTR Partnership occurs monthly and includes:

* 1x client logo hosted on AForkOnTheRoad.com
* 1x client description, under 600 words hosted on AForkOnTheRoad.com

Content to be provided by Company Name.

INCLUSIONS

A/B Testing ***Deployment*** ***Reporting***

AFOTR EMAIL BLAST PACKAGE



An AFOTR Email Blast occurs once weekly and includes:

* 1x email blast (HTML, up to 600 pixels wide) sent to audience of over 8,000.

*A/B Testing
*Deployment
*Reporting

For each email we'll need to set dates and times for deployment. Materials will be due within 7 days of the scheduled blast. Materials can be sent to kr1stna@aforkontheroad.com and should include the following:

* For A/B Testing, we will need 2 subject lines per email blast. (50 characters or fewer each)
* One HTML email file (up to 600 px wide). If you wish to switch the HTML files each month, we can do that at no extra charge.
* The information of a contact to reach for material deliverables, questions, and test blast approvals.

Content to be collaborative between A Fork On The Road and Company Name.

AFOTR EMAIL BLAST DISPLAY BANNER ADVERTISING

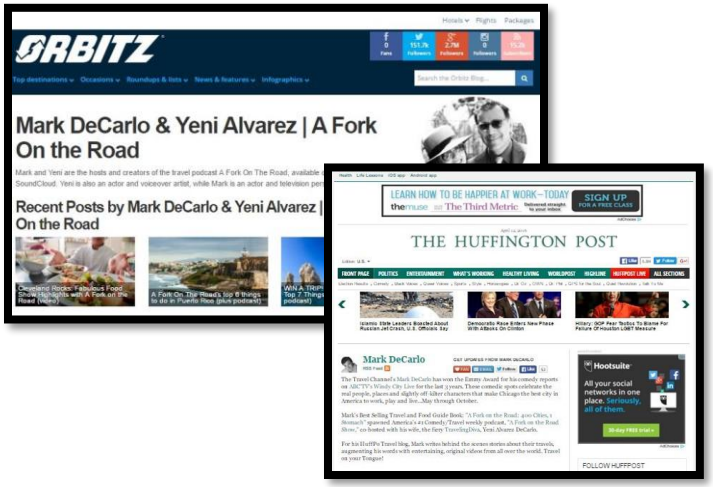
An AFOTR Email Blast Display Banner Advertising occurs once weekly within an email blast and includes:

* 1x display banner ad
(72 ppi image, 1200 x 400 pixels)

Content to be provided by Company Name.

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INCLUSIONS



AFOTR BLOG

A vlog occurs up to three times weekly.
Blog includes content shared to A Fork On The Road Advertising Platform:

* 1x blog (600+ words) hosted on A Fork On The Road
* 1x distribution of blog to partnering blogs: The Huffington Post Travel Blog, Orbitz Travel Blog, Examiner, Traveling Diva, Herald de Paris, among others
* up to 3x revisions to distributors, upon distributor's request
* 1x social media event to share blog

Content to be created by A Fork On The Road.

AFOTR VLOG

A vlog occurs up to three times weekly.
Blog includes content shared to A Fork On The Road Advertising Platform:

* 1x blog (600+ words) hosted on A Fork On The Road
* 1x video (30+ seconds) hosted on A Fork On The Road
* 1x distribution of blog to The Huffington Post Travel Blog,
* Orbitz Travel Blog, Examiner, Traveling Diva, Herald de Paris, among other (up to 3x revisions to distributors)
* 1x social media event to share vlog

Content to be created by A Fork On The Road.



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RECOMMENDED PROGRAM

A Fork On The Road Event & Advertisng Solutions

Product	Quantity	Details	Value	Total Investment
Podcast Event Package	**1**	Event Name: Event Date at Event Location	~~$26,000.00~~	$15,000.00
Pre-Roll Advertising Spot	**2**	1X before Podcast Event. 1x after Podcast Event	~~$5,614.00~~	*Value Added*
Live Streaming Package	**2**	1x before Podcast Event. 1x during Podcast Event	~~$200.00~~	*Value Added*
Social Media Contest & Prize	**2**	Winners TBA after Podcast Event	~~$4,000.00~~	*Value Added*
Social Media Event	**4**	Weeks TBD	~~$956.00~~	*Value Added*
A Fork On The Road Partnership	**12**	Weeks TBD	~~$600.00~~	*Value Added*
AFOTR Email Blast Package	**2**	Weeks TBD	~~$434.00~~	*Value Added*
AFOTR Email Blast: Display Banner Advertising	**2**	Weeks TBD	~~$232.00~~	*Value Added*
AFOTR Vlog	**1**	Weeks TBD	~~$3,000.00~~	*Value Added*
AFOTR Blog	**1**	Weeks TBD	~~$2,000.00~~	*Value Added*
			~~**$43,036.00**~~	**$15,000.00** ***+ TRAVEL EXPENSES***

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CONTACT INFORMATION

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(856) 266-7329

Company Contact
Company Contact Title
Company Name
Company Address
Company Contact Email Address
Company Contact Telephone Number





