

DEAZTLANCONSULTING

**March 1, 2021**

**COVID-19 Vaccine/Educational Content Proposal**

**for**

**The City of Coachella**

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The options below will provide current and important culturally appropriate Covid-19 vaccination content for Coachella residents. The combination of video, photographic, and graphic formatting along with using trusted and familiar faces will specifically help the vaccination process for the City of Coachella.

## Content Only

### “I was vaccinated” Coachella resident portrait Series

10 Slides. 5 in English. 5 en Español.

Create comfort and familiarity around the vaccination process with photographic testimonials of Coachella residents that have been vaccinated. We will partner with a diverse group of residents employed in but not limited to food service, agriculture, health, safety, and education.

Included services: scheduling, photography, graphic design.

Cost: \$3,750

### “The Vaccine will help” Video Campaign

6 Videos. 3 English. 3 en Español.

Goal: Partner with trusted community members in the fields of health, education, entertainment, and religion. Provide useful vaccine information and reenforce that getting vaccinated will protect their family, friends, neighbors, and co-workers. Each video will be 30 - 60 seconds.

Included services: scheduling, script writing, filming, editing.

Cost: \$8,100

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## Content Creation and Management

### 4-week campaign

Goal: Over the course of 4 weeks our team will create, schedule, post, and monitor COVID-19 specific information onto the City's Facebook page.

4 videos (2 English, 2 en Español)

6 slides (3 English, en Español)

Cost: \$7,250

### 8-week campaign

Goal: Over the course of 8 weeks our team will create, schedule, post, and monitor COVID-19 specific information onto the City's Facebook page.

8 videos (4 English, 4 en Español)

12 slides (6 English, en Español)

Cost: \$14,000