

Response to State Request for Application
for



Awareness and Education Project

Submitted to:

Colorado Limited Gaming Control Commission
Colorado Department of Revenue, Division of Gaming
1707 Cole Boulevard, Suite 300
Lakewood, CO 80421

Submitted by:



PROBLEM GAMBLING | COALITION
OF
COLORADO

Peggy Brown, President

7585 West Arkansas Avenue, Suite 202
Lakewood, Colorado 80226

In Partnership with



Date Submitted: November 28, 2023



November 28, 2023

Peggy Brown, President
Problem Gambling Coalition of Colorado
7585 West Arkansas Avenue, Suite 202
Lakewood, Colorado 80226

Colorado Limited Gaming Control Commission
Department of Revenue, Division of Gaming
1707 Cole Boulevard, Suite 300
Lakewood, CO 80421

I respectfully submit the attached Executive Summary and the Problem Gambling Coalition of Colorado's Application for funding through the Colorado Division of Gaming Responsible Gaming Grants Program.

The Problem Gambling Coalition of Colorado, designated Colorado State Affiliate to the National Council on Problem Gambling, is pleased to be considered for this funding and we look forward to the approaching decision on grant awards.

I can be reached at 303-903-4282 or Brownpeggya@icloud.com should you have any questions or require further information.

Thank you for your consideration.

Sincerely,

Peggy A. Brown
PGCC Board President

Attachments:

1. Executive Summary – PGCC Problem Gambling Awareness & Education Project – Year 2
2. Responsible Gaming Grant Application DR Form 9493 including Sources of Income Table
3. Proof of IRS Federal Tax Exempt Status (Letter of Determination)
4. Detailed Project Budget
5. Letter of Support
6. Detailed Marketing Plan

PGCC PROBLEM GAMBLING AWARENESS & EDUCATION PROJECT – YEAR 2

EXECUTIVE SUMMARY

The Problem Gambling Coalition of Colorado (PGCC), in partnership with The Idea Marketing, is seeking funding for the critical third and fourth phases of the Problem Gambling Awareness Campaign.

The first two phases focused on statewide audience research and a pilot campaign conducted during fiscal Years 23-24. This application aims to use the insights learned during the first two phases to inform and implement a comprehensive statewide initiative during the last two phases. Implementing these pivotal final phases, our objectives include:

Phase Three:

- Broadening the campaign reach by incorporating a more comprehensive mix of media outlets.
- Implementing community outreach initiatives to engage diverse demographics.
- Launching a micro-influencer program to enhance campaign impact.

Phase Four:

- Concentrating on evaluating campaign performance.
- Measuring behavior change through post-campaign research.

Expected Outcomes:

- Decrease in the number of Coloradans affected by problem gambling issues for both gamblers and their family members.
- Heightened awareness about the signs and consequences of problem gambling across demographics, including age, ethnicity, gender, and socio-economic status.
- Continued support for individuals impacted by problem gambling through partnerships with Community-Based Organizations (CBOs) and community leaders.
- Increased use of gambling resources provided by PGCC, with a focus on directing individuals to their website.
- Ensuring the problem gambling hotline is a recognized resource for those affected by problem gambling.

This grant will enable us to expand our campaign efforts, reaching hard-to-reach audiences across the state and effectively addressing the issues associated with increased gaming options on a larger scale. These efforts align with the Commission's commitment to propel responsible gaming and tackle problem gambling in Colorado.

Colorado Division of Gaming Responsible Gaming Grants

Under the authority of the Colorado Limited Gaming Control Commission (CLGCC), the Division of Gaming administers a grant program that provides support for efforts that impact, improve and support responsible gaming and problem gambling programs and the issues that come with increased gaming and gaming options. The responsible gaming grant program is meant to provide meaningful funding and encourage prevention, education on gambling addiction, additional counselors, public awareness, treatment, recovery, data and research.

Eligibility

- Not-for-Profit Organizations and State Agencies/ Programs directly addressing the issue of problem gambling, addiction treatment, operations of hotlines, educational programs, counseling, research, advocacy efforts, or support services are eligible to apply for program-related funding.
- Applicants are strongly encouraged to ensure they have the resources and the staffing to complete all required reporting and attend all required meetings.
- Requests for capital projects are not eligible under this grant process.
- Automatic Disqualifier: Any organization found to have made purposeful misrepresentations, omissions and/or errors intended to mislead will not be considered and will be disqualified from receiving funding.
- Any previously funded grant recipient who did not complete reporting requirements for any prior grant funding is ineligible to apply for funding in the year following non-compliance and may have to submit required documentation before being re-eligible to apply

Application Period and Submission

Complete applications, including all required supporting documents, must be submitted by the deadline to be considered.

Grant applications must be received by the Division of Gaming, either in person or electronically, by **March 24, 2022, at 5:00 PM** to be considered for funding in 2023. Grant applications may be dropped off at the main

division offices at 1707 Cole Blvd, Suite 300, Lakewood, CO 80421. Electronic applications should be submitted to DOR_RG_GrantSubmissions@state.co.us.

The Division of Gaming will review grant applications for eligibility and recommendation for approval by the Colorado Limited Gaming Control Commission. Applicants to be found ineligible for funding will receive notice from the Division of Gaming. A list of recommended grant recipients and funded programs is provided to the Gaming Control Commission for review and approval.

The Limited Gaming Control Commission will release funding to approved grant recipients. Eligible applications are presented to the commission no later than March 1st of each year.

Grant Recipient Requirements

Grant Recipients will submit required reports. On or before September 1, 2023, and on or before September 1, each year thereafter, each grantee shall submit a report to the commission. At a minimum, the report must include the following information:

- An indication of whether the grantee achieved the objectives the grantee described in its application or a grant;
- Evaluation of the results of the grantee's grant-funded project;
- A description of the impact of the grantees use of grant money on the community with regards to responsible or problem gambling;
- Total amount of the grant money received in the total amount of grant money expended by the grantee; and
- Any additional reporting requirements required by the commission when the grant was awarded;
- Prior to any grant money being dispersed once the commission has made its grant decisions, grantees must cooperate to finalize all needed state purchasing contract paperwork.

Grant Recipients will have a designated representative who attends all required Colorado Limited Gaming Control Commission meetings as determined by the Commission. Grant Recipients may be required to make presentations to the Commission on their program and/or grant funds.

Review Criteria

Reviewing responsible gaming grant applications and criteria for awarding grants – when awarding grants commission shall have a process for collaboration with the behavioral health administration. In consideration of awarding grants, the commission shall consider the following criteria:

- (a) the current needs of the state relating to responsible for problem gambling;
- (b) the overall impact that the proposed grant may have on responsible for problem gambling;
- (c) the amount of money in the fund;
- (d) whether the eligible applicant intends to use grant money or any of the following purposes:
 - (i) prevention or education services concerning gambling addiction;
 - (ii) certification of gambling addiction counselors;
 - (iii) public awareness of services concerning gambling addiction;
 - (iv) treatment of gambling addiction disorders;
 - (v) recovery services;
 - (vi) data reporting and data systems;
 - (vii) reimbursement for a portion of the costs associated with the national problem gambling hotline, website or text for service;
 - (viii) research for problem gambling or gambling addiction; and
 - (ix) reimbursement for costs associated with research for problem gaming or gambling addiction.
- (e) when considering the current needs of the state related to responsible for problem gambling, the commission may establish additional purposes for awarding grants;

Application Requirements

- One-page Executive Summary of the grant request on agency letterhead addressed to the Colorado Limited Gaming Control Commission, including the purpose of the grant request and a brief description of how the request provides support for efforts that impact, improve and support responsible gaming and problem gambling programs in Colorado along with the issues that come with increased gaming and gaming options.
- Completed Responsible Gaming Grant Application DR Form 9493
- All required attachments:
 - A detailed Project Budget outlining program expenses for the amount requested.
 - A list of other sources of income supporting the proposed project
 - Marketing or advertising budgets (required for all requested for all proposals, including marketing or advertising activities only)
 - Memorandum of Understanding or Fiscal Sponsor contract (required for organizations operating under a fiscal sponsor)
 - Completed Sources of Income Table for non-profit agencies. Other organizations must submit an organizational budget that outlines sources of income
 - Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)
 - Letters of Support or copies of contracts from any partner organizations or contract agencies named in the grant
 - Up to three additional attachments that provide additional information on the proposed grant request

Responsible Gaming Grant Application Form

[illegible]

Mission Statement

Attach supplemental information or supporting documentation if more room is needed.

Geographic Area Served

Attach supplemental information or supporting documentation if more room is needed.

Tax Exempt Status (select): ☐ 501(c)(3) Non-profit ☐ State Government Agency
☐ Local Government Agency ☐ Using a Fiscal Agent or Sponsor
☐ Other

Grant Request And Narrative Section

Amount Requested

Type of Grant Requested (select): ☐ General Operating Support ☐ Program or Project Support☐ Other:**Program Requests Only:** Name of Program or Project

Description of What the Grant Funding will be Used For

Attach supplemental information or supporting documentation if more room is needed.

Timeline for Spending any Awarded Grant Money

Anticipated Program Milestones to be Achieved during the grant period

Attach supplemental information or supporting documentation if more room is needed.

Description of any current or past projects in which the eligible Application has participated that address responsible gaming or problem gaming

Attach supplemental information or supporting documentation if more room is needed.

General Operating Support: Provide information on the organization, organizational Goals and Current Programs

Attach supplemental information or supporting documentation if more room is needed.

Project requests only:

1) Provide a summary of the plan for the program or project requested.

2) What issue and/or opportunity does this project address?

3) Provide detailed goals and objectives, a list of activities and an anticipated timeline for each project goal or milestone.

Attach supplemental information or supporting documentation if more room is needed.

Describe any collaborations the organization plans to engage within the implementation of the grant funding

Attach supplemental information or supporting documentation if more room is needed.

Explain why the organization is approaching the issue and/or opportunity in this way.

Attach supplemental information or supporting documentation if more room is needed.

Describe how the organization measures impact. If this is a program request, describe how the impact is measured for the program that is the subject of this proposal

Attach supplemental information or supporting documentation if more room is needed.

List any prior grant funding received from the Division of Gaming/CLGCC, including amounts and dates.

Attach supplemental information or supporting documentation if more room is needed.

Describe any anticipated challenges facing the implementation of the proposed project and the organization's plan for addressing those challenges.

Attach supplemental information or supporting documentation if more room is needed.

How will the project be sustained after the end of the grant period?

Attach supplemental information or supporting documentation if more room is needed.

Describe how the organization plans to evaluate the results of requested funding, project or program

Attach supplemental information or supporting documentation if more room is needed.

| | |
|--|----------|
| Financial Planning | |
| Attachments | |
| Submit a detailed Project Budget outlining program expenses for the amount requested. Any partner or contracted agencies listed in the implementation of the project must be included in this section with detailed information on the amount and line item expenses from the funding going to the contracting agency. | |
| Required Attachments | |
| <p>Submit a list of other sources of income supporting the proposed project</p> <p>All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.</p> <p>For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.</p> | |
| Source Income Table | |
| <p>(a) Government Agencies, Institutions of Higher Education and other applicants not categorized as a 501(c)(3) non-profit organization submit an organizational budget that shows sources of income</p> <p>(b) Complete for 501(c)(3) non-profit agencies: the table below for the organization as a whole, based on the most recently completed fiscal year. Categories may be modified to fit your organization's funding sources.</p> | |
| Percentage Funding Sources (for 501c3 nonprofit organizations) | |
| Government grants (federal, state, county, local) | % |
| Government Contracts | % |
| Foundations | % |
| Business | % |
| Events | % |
| Individual Contributions | % |
| Fees/earned income | % |
| Workplace giving campaigns | % |
| In-kind contributions | % |
| Other | % |
| Total (must equal 100%) | % |

Financial Information Section

| | | | |
|-------------------------------------|------------------------|--------|----------|
| Organization Budget for fiscal year | Fiscal Year Date | Income | Expenses |
| For Project/Program Requests: | | | |
| Program Budget | Dates of budget period | Income | Expenses |

Attachments

Applicants need to submit the following required documents as attachments to their application:
Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)
(Optional) Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.

List of Attachments

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Acknowledgments

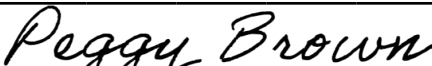
By signing below, I acknowledge the following:

The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and

The grant applicant or if the applicant is a nonprofit, that the applicant and/or a majority of board members are not affiliated with a person licensed under article 44-30; and

The grant applicant will use grant money only for the purpose for which the grant money was awarded; and

The information contained in this application is true and correct to the best of my ability.

| | | |
|-----------|---|------|
| Signature |  | Date |
|-----------|---|------|



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

PROBLEM GAMBLING COALITION OF
PO BOX 260435
LAKEWOOD, CO 80226

Date:
January 18, 2023
Employer ID number:
84-1306226
Form 990 required:
Yes
Person to contact:
Name: MS. WINN
ID number: 1000110131

Dear Sir or Madam:

We're responding to your request dated November 05, 2022, about your tax-exempt status.

We issued you a determination letter in December 1995, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax-deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Proposed Budget Cost for Fiscal Year
March 1st, 2024 - February 28th, 2025

| PGCC - YEAR 2 (PHASES 3 & 4) | Agency Fee | Hard Costs | Total Costs |
|--------------------------------|---------------|---------------|---------------|
| Idea - Direct Campaign Costs | \$ 189,500.00 | \$ 355,500.00 | \$ 545,000.00 |
| PGCC - Direct & Indirect Costs | | \$ 70,500.00 | \$ 70,500.00 |
| Total | \$ 189,500 | \$ 426,000 | \$ 615,500 |

| PHASE THREE - BROADER AWARENESS & EDUCATION CAMPAIGN | | Agency Fee | Hard Costs | Total Costs |
|---|---|---------------|---------------|---------------|
| Communication Plan Creative Refinement & Production | * Updating the communications plan with strategies and tactics for the implementation of a four-month paid media campaign. * Update of the primary messaging framework and key messages. (Includes two iterative rounds of revisions). * Creative concept refinement of ads for problem gamblers in both horizontal and vertical applications. (Includes two iterative rounds of revisions). * Production and adaptation of updated creative assets for paid and owned media. (Includes two iterative rounds of revisions) | \$ 28,500.00 | \$ 29,500.00 | \$ 58,000.00 |
| Media Planning and Implementation | * Negotiation of media rates and agreements. * Traffic final creative assets to outlets and set up digital ad placements. * Provide proof of performance for all media placements (POPs). * Media tracking and optimization. * Development of Media Performance Dashboards. Note: Direct costs include media investments. | \$ 47,400.00 | \$ 250,000.00 | \$ 297,400.00 |
| Community Outreach Plan & Execution | * Updating of community outreach and engagement plan. * Identify potential community-based organizations (CBOs) and local micro-influencers for client's approval. * CBOs and local micro-influencers enrollment, hiring, and training. * Program management. * Development of talking points and toolkits for CBOs and local micro-influencers. Note: Direct costs include compensation for CBOs and local micro-influencers. | \$ 49,200.00 | \$ 39,000.00 | \$ 88,200.00 |
| Evaluation & Reporting | * Development of monthly campaign reports. * Drafting of the final report * Campaign wrap-up presentation. | \$ 17,600.00 | | \$ 17,600.00 |
| Total | | \$ 142,700.00 | \$ 318,500.00 | \$ 461,200.00 |
| PHASE FOUR - POST-CAMPAIGNS RESEARCH | | Agency Fee | Hard Costs | Total Costs |
| Post-campaign research | * Evaluate campaign performance through post-campaign U&A study with statewide research involving problem gamblers and the general public. This study will utilize the same methodology as the pre-campaign research. * Program and test the survey instrument. * Field the survey and monitor responses. * Analyze data and generate reports. | \$ 46,800.00 | \$ 37,000.00 | \$ 83,800.00 |
| Total | | \$ 46,800.00 | \$ 37,000.00 | \$ 83,800.00 |

TOTAL PHASES 3 & 4 TIM \$ 545,000.00

| PGCC - YEAR 2 | | Agency Fee | Hard Costs | Total Costs |
|-----------------|---|------------|--------------|--------------|
| Program Manager | *Part-time PGCC Program Manager (0.2 FTE) overseeing project activities and addressing inquiries coming through PGCC social media and/or website. | | \$ 16,000.00 | \$ 16,000.00 |
| Indirect Costs | *Indirect cost to PGCC based on total project costs for year 2. | | \$ 54,500.00 | \$ 54,500.00 |
| Total | | \$ - | \$ 70,500.00 | \$ 70,500.00 |

TOTAL PHASES 3 & 4 ALL \$ 615,500.00



Dear Colorado Limited Gaming Control Commission,

As the President of The Idea Marketing, I've had the privilege of witnessing firsthand the outstanding work and positive impact carried out by the Problem Gambling Coalition of Colorado (PGCC). This organization has consistently demonstrated a commitment and dedication to assisting individuals affected by problem gambling throughout the State of Colorado.

Through our extensive collaboration with the PGCC and Peggy Brown on various marketing initiatives aimed at mitigating the harm caused by problem gambling, I have had the opportunity to see their exceptional professionalism and devotion to this cause. The dedication and expertise of their team are evident in every endeavor we have undertaken, and we are consistently impressed by the effectiveness of PGCC programs. As partners, we are fully committed to continuing this collaborative journey.

Without any reservations, I endorse and support the PGCC's mission and work. Their dedication and unwavering commitment to this important cause are commendable, and I am proud to stand behind their efforts in reducing the harm of problem gambling in Colorado.

Sincerely,

Patricia Lepiani
President
The Idea Marketing

T (303) 759-5902
www.theideamarketing.com



PROBLEM GAMBLING COALITION OF COLORADO

AWARENESS AND EDUCATION CAMPAIGN YEAR 2 - PHASE 3 &4



TABLE OF CONTENTS

ABOUT THE IDEA MARKETING..... 3

YEAR 2 APPROACH..... 4

AUDIENCES..... 5

SCOPE OF WORK YEAR 2 (PHASE 3 & 4)..... 6

YEAR 2 - PHASE 3 7

YEAR 2 - PHASE 4 14

CAMPAIGN BUDGET - IDEA..... 15

ABOUT THE IDEA MARKETING

SOCIAL MARKETING
FULL-SERVICE
marketing firm



1530
Media Hits Secured
IN THE LAST 3 YEARS



16,300
MILES
DISTANCE COVERED BY
our community
outreach team



Reaching the
HARD-TO-REACH



idea
marketing

Since 2009, we have surpassed our mission to become one of the go-to agencies that delivers results-driven campaigns for health, education, and social causes. We take pride in our ability to create effective, evidence-based social norming and behavior change marketing campaigns, all founded on a deep understanding of the needs of Colorado communities. We know what ignites passion and moves people to action, as well as what it takes to motivate behavioral change.

Our team of nimble communication professionals holds a distinctive set of skills that make us a one-stop shop for all social marketing needs. We cover a wide range of marketing functions, including research, strategic planning, creative development, community outreach, advertising, and PR. We are proud of offering in-house post-production and 2D animation services, which allow us to expedite creative

development and better support all our clients' communication needs. In social marketing, particularly for social norming campaigns, understanding what makes communities tick is paramount. The success of our campaigns relies on our ability to tailor strategies for each campaign's target audiences, ensuring we reach all Coloradans, regardless of their ethnicity, level of education, religion, lived-experiences, or income. Our unique expertise in connecting with Colorado's diverse population sets us apart. We excel in creating initiatives that resonate with the entire spectrum of residents, regardless of their income, place of origin, or background.

Whether it's through traditional media to advertising in local restaurants, ridesharing to hair and nail salons and even one-on-one interventions, we reach individuals through a variety of touchpoints and are constantly on the lookout for smart, innovative solutions.

RECAP - AWARENESS & EDUCATION CAMPAIGN YEAR 1 (PHASE 1 & 2)

Since 2022, the Problem Gambling Coalition of Colorado (PGCC) has partnered with our team to develop and implement a campaign to raise awareness about problem gambling among the general public and to motivate those individuals facing gambling-related challenges to access the necessary support to overcome addiction.

This project spans two years and comprises four distinct phases. The initial two phases, successfully completed in fiscal year 2023, encompassed audience research and the development of a pilot campaign.

This grant application seeks funding for the critical third and fourth phases of the project. These phases play a pivotal role in our overall objective, which is to expand the reach by making the campaign multi-faceted and adding extra efforts to reach hard-to-reach audiences across the state.

YEAR 2 APPROACH

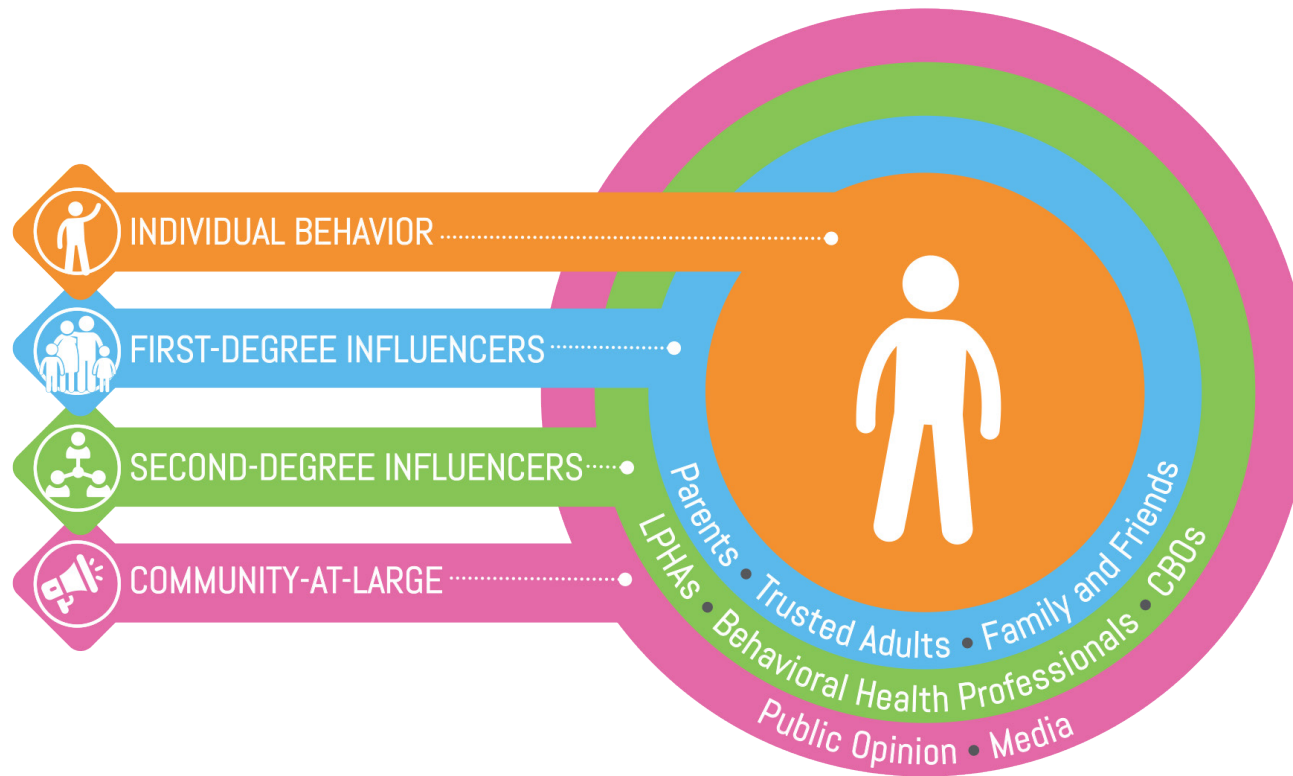


We utilize the framework for prevention efforts established by the Centers for Disease Control and Prevention, which is based on a socio-ecological model that acknowledges the varying factors that affect an individual's decision-making. Each aspect of society and culture affects individual behavior, yet they do so at different levels. So, for example, public opinion has a lesser impact on an individual's behavior than does the influence of close relatives and peers.

During this second year of the Awareness and Education Project, we will further address the societal and individual factors that impact problem gambling on an individual.

By comprehending that members of a community affect behavior at varying degrees and that cultural inferences are also at play, we will build a marketing plan that will further impact individual decision-making from a variety of angles.

AUDIENCES



Beginning at the outermost level of influence, in this instance the community-at-large, we will create awareness through a broad campaign shared through paid and earned media.

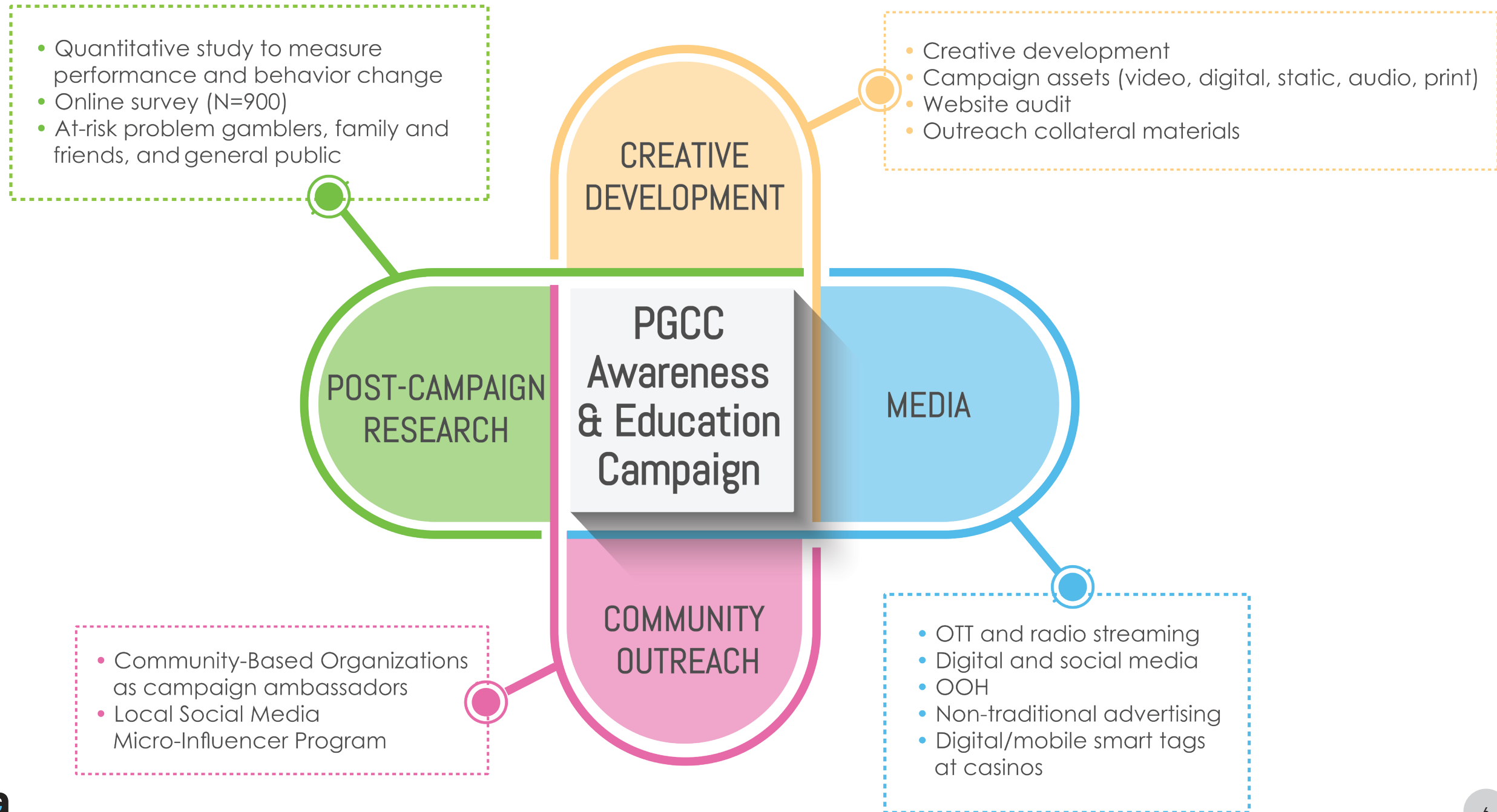
Second-degree influencers, including community-based organizations, counselors, coaches, service providers and the like, will be reached through tactical targeting and messaging creating awareness of problem gambling and the signs and symptoms of it.

As we move inwards, first-degree influencers, parents, trusted adults, close family, etc., will be educated with campaign assets and initiatives aimed at engaging them at a deeper level to learn more about what they can do to help their loved ones.

Finally, our focus turns to educating and inspiring problem gamblers to take action. Our ultimate goal will be to encourage them to seek assistance, whether through contacting the 1-800-GAMBLER hotline, texting 800GAM, or visiting the PGCC website.

This targeted, layered approach, then results in an awareness and education campaign with varying levels of message complexity across the groups that influence an individual's behavior.

SCOPE OF WORK YEAR 2 (PHASE 3 & 4)



The insights gleaned from Phase 1, which encompassed audience research, and the comprehensive analysis of the Pilot Campaign in Phase 2, will serve as the cornerstone for crafting and executing the broader education and awareness campaign in Phase 3. Subsequently, Phase 4 will culminate in a final evaluation conducted through a post-campaign research study.

STRATEGIC PLANNING

Concurrent with creative development, a communications plan will lay out the strategic roadmap for the campaigns. The communication plan lays out the tactics and varying approaches we use to bring the campaign to life. It includes all initiatives that make up the campaign. In this case, it lays out the research, paid and earned media, community outreach, project monitoring and evaluation, providing timelines and tactics the team will employ.

A media plan, for its part, will delineate the mix of media outlets (both traditional and non-traditional) and goals for each in terms of impressions and/or engagements in a media flowchart. The media plan will include an equitable media mix, ensuring coverage across both urban and rural Colorado, as well as minorities and hard-to-reach audiences.

MESSAGING DEVELOPMENT

Audience segmentation plays a critical role when drafting campaign messages and sub-messages. We will create a messaging matrix, one main document that clearly lays out headlines and sub-messages by each

audience. Additionally, this master document will identify messaging for priority audiences. These subgroups will benefit highly from our multicultural prowess; by understanding and acknowledging their specific anxiety points in a way that is culturally relevant we will overcome communication barriers.

CREATIVE CONCEPT DEVELOPMENT

Guided by the messaging matrix and informed by the insights gained from the Pilot Campaign, our team will embark on the creation of our asset library, a pivotal element within our communication strategy.

This process involves fine-tuning the creative concepts. Following a thorough evaluation and approval by PGCC, these concepts will be methodically applied to a diverse array of assets that cater to the requirements of both paid and owned media endeavors. It is worth noting that each creative asset will be meticulously tailored to address the unique communication needs of our varied target audiences.

ASSET DEVELOPMENT

Our creative team will be tasked with meticulously updating the creative masters and layouts, ensuring that all visual elements seamlessly align with the established brand identity of our campaign.

Following this, we will dive into the final production phase, generating the comprehensive inventory of assets required to meet the demands of both our paid and owned media initiatives.

It is worth noting that in our pursuit of inclusivity, we will be conducting the campaign in both English and Spanish. As a full-service agency with extensive multicultural capabilities, our approach to the Spanish campaign is not mere translation; it involves a sophisticated transcreation process to create content that is culturally relevant, sensitive, and genuinely resonates with Spanish-speaking audiences.

The creation of creative assets for community outreach will result in a Problem Gambling Awareness toolkit. Recognizing the diverse levels of understanding regarding problem gambling among community-

CREATIVE DEVELOPMENT

- Creative development
- Campaign assets (video, digital, static, audio, print)
- Website audit
- Outreach collateral materials

based organizations and micro-influencers' followers, this toolkit will offer a comprehensive array of materials covering a wide range of topics. These collateral assets will encompass problem gambling risk factors, warning signs, common comorbidities, intervention services, and community resources.

Additionally, we will develop digital banners and social media post assets. These will be provided to organizations and local micro-influencers for placement on their websites, e-newsletters and/or social media platforms.

WEBSITE AUDIT

As all efforts will guide viewers to the website, an audit of the current site will be done. This audit will help us distinguish areas that are functioning correctly from those that can be enhanced. By establishing a wireframe for the website, we will create a framework for the site's architecture, thereby improving the user experience through design.

With a defined page structure, recommendations will be provided for any necessary modifications. The suggested changes may encompass content development or reorganization, as well as the incorporation of visual aids such as infographics or other multimedia elements.

Of note, since we are uncertain about the extent of changes required, we are unable to estimate the number of agency hours needed for website modifications. Consequently, website development and programming are not included in the scope or budget.



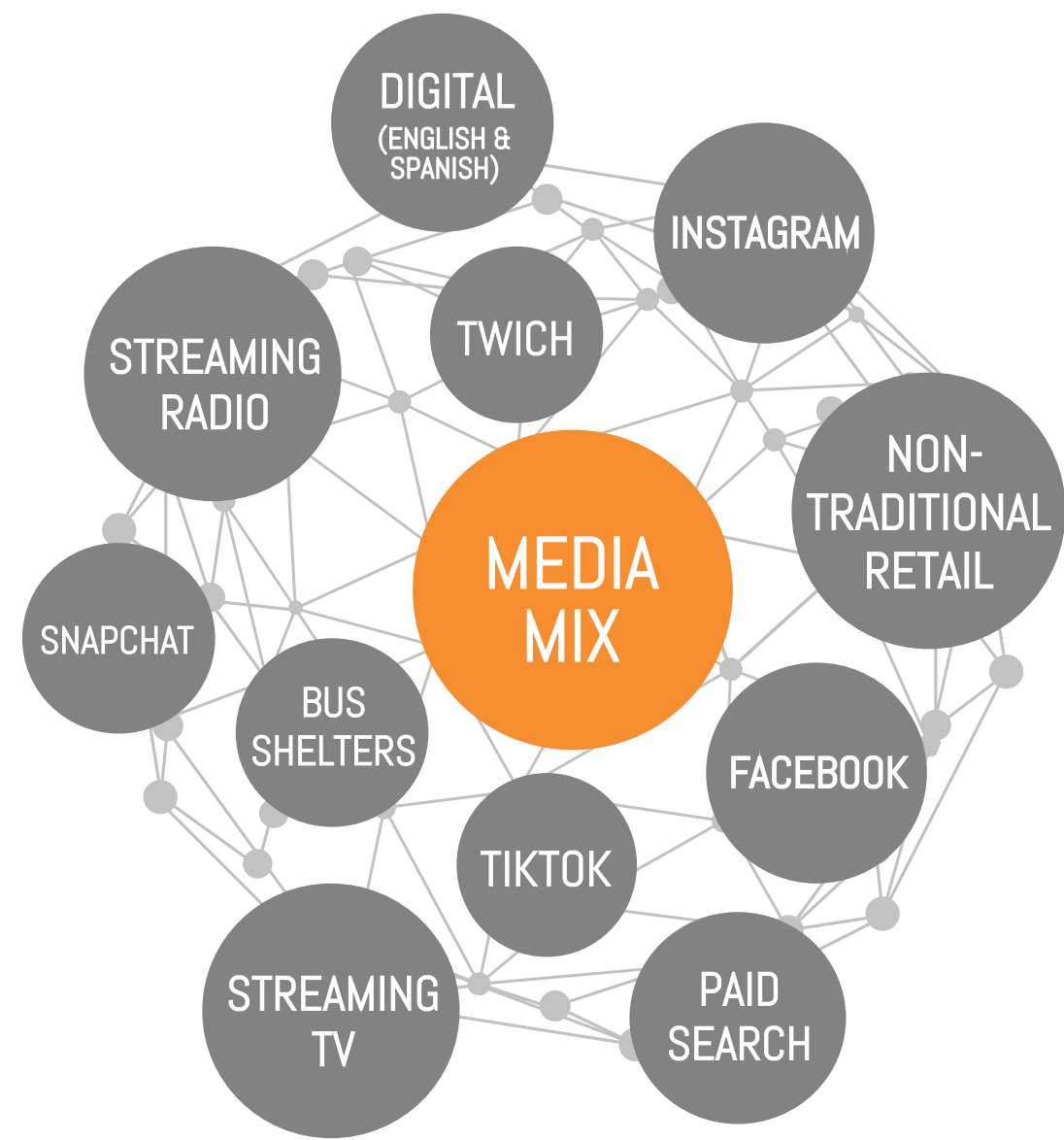
- OTT and radio streaming
- Digital and social media
- OOH
- Non-traditional advertising
- Digital/mobile smart tags at casinos

When it comes to negotiating contracts with media vendors, our team has cultivated strong relationships with media outlets in Colorado over the years. These relationships enable us to secure some of the best rates in town and obtain added value, including guaranteed earned media placements.

As one of the few one-stop agencies firm, we handle the setup and trafficking of all assets ourselves. This means we take the necessary steps to place media, from programming any collateral requiring HTML5 coding to configuring each audience segment within the chosen digital platform.

This level of control grants our team full authority over flight dates, audience targeting, and placements. Consequently, if any changes need to be implemented, they can be executed at a moment's notice.

Below, you will find a selection of the outlets we anticipate will be included in the media mix:





STREAMING TV AND RADIO

Strategic placements in streaming television and radio will assist in addressing the requirements of general awareness. To enhance the effectiveness of these placements, we will analyze programming and align assets based on their viewership.

OUT OF HOME

Our team will strategically map the state and establish priority areas using a tiered system. Subsequently, we will position out-of-home assets in the heart of these communities, making use of strategically placed bus shelters in key neighborhoods. We will go the extra mile by pinpointing each bus shelter's location on Google Earth to determine the most effective placement for our ads.

DIGITAL MEDIA

Digital and social media placements will target individuals through demographic and psychographic segmentation. Additionally, we will develop website whitelists, which are lists of specific websites known to be used by our target audience. This ensures that we are not wasting resources on placements on inappropriate sites.

With digital placements, we can geo-target specific locations and utilize smart tags on mobile phones. These tagged phones will later receive our ads, reinforcing our messaging even when our target audience is not actively involved in gaming or gambling activities.





SOCIAL MEDIA

Social media will allow us to take advantage of algorithms on various social media platforms, enabling us to precisely target audiences interested in games, gaming, sports, sports betting, and similar interests. Considering the performance of previous marketing efforts, our social media platforms will include Snapchat, Facebook/Instagram, TikTok, and Twitch. The latter is a popular gaming platform, especially among young adult males who are at a higher risk of engaging in problem gambling.

PAID SEARCH - GOOGLE ADS

A portion of the media buy is allocated to paid search efforts. This represents a low-hanging fruit in terms of the target audience, as they are actively seeking out gambling or problem gambling resources information.

Ad sets and keywords will be configured to respond to the most common Google searches related to problem gambling. Furthermore, we will optimize keywords and negative keywords biweekly to ensure that the

campaign messages and PGCC website appear at the top of search results.

Keyword management will also assist in intercepting users searching for information about gambling, sports, casinos, gaming, and related terms.

NON-TRADITIONAL ADVERTISING

Reaching hard-to-reach audiences implies using different approaches and outlets. They must be reached in the places where they live, work, and play. Therefore, we will utilize non-traditional advertising to target priority populations specifically.

Locations such as ethnic restaurants and convenience stores, for their part, will bring the campaign deep into minority communities. Here, we select locations like barber shops, blood test labs, doctor's waiting rooms, hair and nail salons that are natural third places among priority populations. Some of these placements will be carried out in Hispanic neighborhoods, particularly Hispanic mercados, to ensure that this audience is well exposed to the campaign.





COMMUNITY OUTREACH

Community outreach and engagement are critical components that could make or break the effectiveness of this campaign, particularly among historically underrepresented communities.

COMMUNITY BASED ORGANIZATIONS AS AMBASSADORS

This initiative focuses on building and strengthening relationships with community ambassadors and Community-Based Organizations (CBOs). To achieve this, we establish partnerships and working relationships across a variety of organizations. We initiate partner engagement by carefully identifying potential partners. This involves creating a stakeholder map that identifies key organizations and individuals, determining their needs, and establishing the best way to keep them informed. CBOs can encompass service organizations, religious institutions, community resource centers, and similar entities.

Given the numerous CBOs in the state that could benefit from this information, we employ a strategic approach to organize these organizations into two tiers. The first tier comprises organizations directly providing behavioral health support. For this tier, the focus is on offering in-depth education and awareness. They will also be trained on how to use the toolkit to distribute assets through their websites, social media, offices, and other channels to ensure their constituents receive the information.

Tier II CBOs serve our target audiences in different ways, such as working with parents, families, and other resource organizations. While Tier I organizations are engaged during this phase of the campaign, the second tier will receive the toolkit with usage instructions.

Recognizing the limited time and resources of many CBOs, we will carefully select a critical few to incentivize. These organizations will be chosen based on their reach, alignment with the topic, and/or other criteria. They will be offered incentives to ensure their active participation while acknowledging their valuable work.

COMMUNITY OUTREACH

- Community-Based Organizations as campaign ambassadors
- Local Social Media Micro-Influencer Program



MICRO-INFLUENCERS PROGRAM

Building trust is critical in opening minds to the idea that seeking help is acceptable. Therefore, we will establish a local social media micro-influencer program in which we will engage individuals with clout in their communities. These community influencers will act as trusted messengers, filling an information gap and legitimizing our message. This will be particularly crucial among priority populations.

These influencers will not be the typical, widely recognized national figures. Instead, they will be micro-influencers with localized followers who accurately represent the interests, professions, lifestyles, and geographic scope of our state. The key is to leverage the trust already established by

these influencers, making them tangible examples that people follow and relate to.

Our team will be diligent in selecting ambassadors who represent Colorado's diversity and can meet the campaign's requirements. To aid in the selection process and focus on attributes and characteristics common to Coloradans, we will develop a handful of archetypes.

We will provide training, communication materials, and guidance for content development to each micro-influencer, enabling them to share information about problem gambling, its signs, when to seek help, and providing PGCC website address, hotline number, or text platform for those seeking additional information or assistance.

POST-CAMPAIGN QUANTITATIVE RESEARCH

POST-CAMPAIGN RESEARCH

- Quantitative study to measure performance and behavior change
- Online survey (N=900)
- At-risk problem gamblers, family and friends, and general public

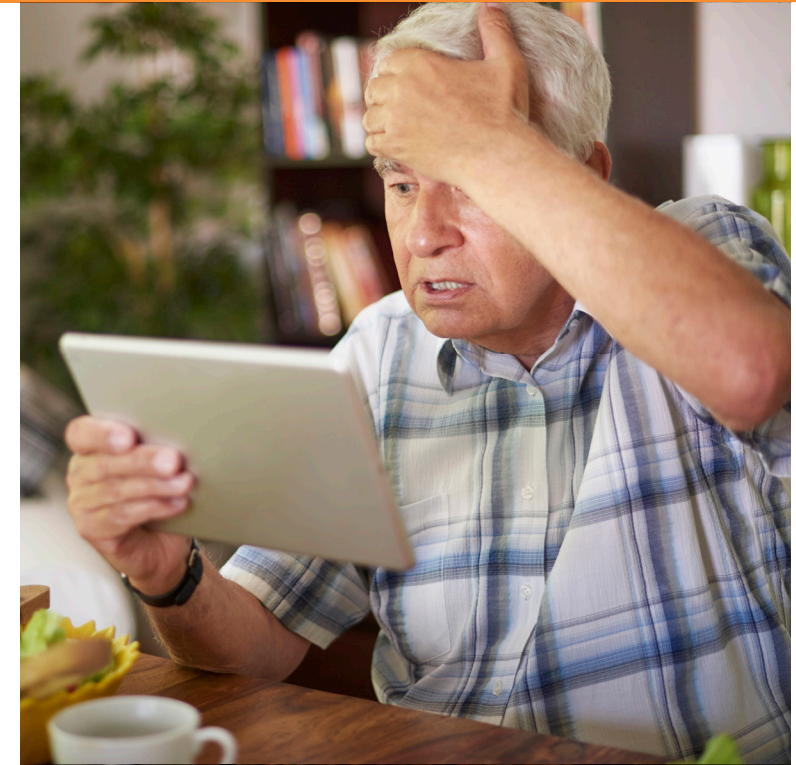
Once the campaigns are concluded, the latter part of Budget Year Two will include post-campaign research during Phase 4. The goal is to assess campaign effectiveness and measure behavior change.

Research findings will be analyzed and measured against the benchmarks established in the pre-campaign research. Hence, the online survey will help us measure changes in levels of awareness, attitudes, and perceptions. As before, the study will encompass three audiences: 1) at-risk problem gamblers, 2) their loved ones, and 3) the general population.

To ensure a meaningful comparison, the post-campaign quantitative study will closely follow the same methodology and structure used in the pre-campaign quantitative study. This methodological consistency will enable a more accurate assessment.

In this context, the post-campaign audience research will involve a sample of 900 individuals aged 18 and above residing in Colorado. The sample will be thoughtfully selected to reflect the state's demographics and will provide a 95% confidence level with a +/- 5 confidence interval.

Upon campaign completion, we will analyze and conduct final evaluations of all communication initiatives, highlighting key findings from the post-campaign audience research. With this analysis in hand, we will assess lessons learned and best practices to guide future efforts. A final campaign wrap-up report and presentation will be conducted with PGCC staff and stakeholders.



IDEA -
CAMPAIGN COSTS

The Idea Marketing is fully dedicated to our collaboration with PGCC and, in line with this commitment, we are pleased to provide discounted hourly rates. The budget is categorized by general agency functions, direct costs, and media investments.

| PHASE THREE - BROADER AWARENESS & EDUCATION CAMPAIGN | | Agency Fee | Hard Costs | Total Costs |
|---|--|---------------|---------------|---------------|
| Communication Plan Creative Refinement & Production | <ul style="list-style-type: none">* Updating the communications plan with strategies and tactics for the implementation of a four-month paid media campaign.* Update of the primary messaging framework and key messages. (Includes two iterative rounds of revisions).* Creative concept refinement of ads for problem gamblers in both horizontal and vertical applications. (Includes two iterative rounds of revisions).* Production and adaptation of updated creative assets for paid and owned media. (Includes two iterative rounds of revisions) | \$ 28,500.00 | \$ 29,500.00 | \$ 58,000.00 |
| Media Planning and Implementation | <ul style="list-style-type: none">* Negotiation of media rates and agreements.* Traffic final creative assets to outlets and set up digital ad placements.* Provide proof of performance for all media placements (POPs).* Media tracking and optimization.* Development of Media Performance Dashboards. Note: Direct costs include media investments. | \$ 47,400.00 | \$ 250,000.00 | \$ 297,400.00 |
| Community Outreach Plan & Execution | <ul style="list-style-type: none">* Updating of community outreach and engagement plan.* Identify potential community-based organizations (CBOs) and local micro-influencers for client's approval.* CBOs and local micro-influencers enrollment, hiring, and training.* Program management.* Development of talking points and toolkits for CBOs and local micro-influencers. Note: Direct costs include compensation for CBOs and local micro-influencers. | \$ 49,200.00 | \$ 39,000.00 | \$ 88,200.00 |
| Evaluation & Reporting | <ul style="list-style-type: none">* Development of monthly campaign reports.* Drafting of the final report* Campaign wrap-up presentation. | \$ 17,600.00 | | \$ 17,600.00 |
| Total | | \$ 142,700.00 | \$ 318,500.00 | \$ 461,200.00 |
| PHASE FOUR - POST-CAMPAIGNS RESEARCH | | Agency Fee | Hard Costs | Total Costs |
| Post-campaign research | <ul style="list-style-type: none">* Evaluate campaign performance through post-campaign U&A study with statewide research involving problem gamblers and the general public. This study will utilize the same methodology as the pre-campaign research.* Program and test the survey instrument.* Field the survey and monitor responses.* Analyze data and generate reports. | \$ 46,800.00 | \$ 37,000.00 | \$ 83,800.00 |
| Total | | \$ 46,800.00 | \$ 37,000.00 | \$ 83,800.00 |

PGCC - DIRECT AND INDIRECT COSTS

PGCC Program Manager will dedicate 20% (0.2 FTE) of the time to oversee project activities and address inquiries coming through PGCC social media and/or website.

With the anticipated increase in traffic to PGCC's website and social media platforms, the Program Manager will play a crucial role in keeping all digital channels up to date with the latest resources.

Additionally, this individual will be responsible for promptly responding to all social media messages and inquiries received by PGCC, ensuring that those seeking assistance for problem gambling receive the necessary support and guidance.

| PGCC - YEAR 2 | | Agency Fee | Hard Costs | Total Costs |
|-----------------|---|------------|--------------|--------------|
| Program Manager | *Part-time PGCC Program Manager (0.2 FTE) overseeing project activities and addressing inquiries coming through PGCC social media and/or website. | | \$ 16,000.00 | \$ 16,000.00 |
| Indirect Costs | *Indirect cost to PGCC based on total project costs for year 2. | | \$ 54,500.00 | \$ 54,500.00 |
| Total | | \$ - | \$ 70,500.00 | \$ 70,500.00 |

TOTAL PHASES 3 & 4 ALL \$ 615,500.00

TOTAL BUDGET YEAR 2 - PHASE 3 & 4

| PGCC - YEAR 2 (PHASES 3 & 4) | Agency Fee | Hard Costs | Total Costs |
|--------------------------------|---------------|---------------|---------------|
| Idea - Direct Campaign Costs | \$ 189,500.00 | \$ 355,500.00 | \$ 545,000.00 |
| PGCC - Direct & Indirect Costs | | \$ 70,500.00 | \$ 70,500.00 |
| Total | \$ 189,500 | \$ 426,000 | \$ 615,500 |



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