

ASSSIGNED

COMMUNICATIONS PROJECT APPROVAL

CPA NO.	

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MINISTRY Health			BRAN	сн alth Engagement			DATE	7777-LIM-DD
PROJECT CONTACT NAME			1.10	and Engagement	CONTACT TO	EL.		2017-02-06 CT FAX
Eric Berndt					(250) 8	93-1245		
PROJECT								
Public Engagement To	ask Group; F	Phase II	-			-02-06	1	ETION DATE 2017-03-31
Extension of 2016-201	17 overdose	prevention c	amipa	ian	SCOPE Came	aign C Se	ries	C Single
THEME / MESSAGE			AUDIE	NCE	REGION	agn ar ou	103	Single
What's Your Plan/ Dor	n't Use Alone	/ Know OD	Pec	ple who use drugs		Ç Ca		C Internat'l
Improve knowledge ar	nd understan	ding of over	dose o	prevention & respon	IS THIS INCLI	UDED IN YOUR		MARKETING PLAN?
SERVICES & MATERIALS F				noverkien a respe	- A 100	C; 140		1000 1000 100 TO 100
ADVERTISING & MARKETING SERVICE	THE PERSON NAMED IN COLUMN TO SERVICE OF THE PERSON OF THE	ADVERTISING & M	MARKETIN	G MATERIALS	GRAPHIC COL	MMUNICATION	SERVIC	ER CONTRACTOR
: Strategic Planning		Paid Add	vertisin	2				s (advertising, etc)
Marketing Planning		Print Ma	terials		Deint	Publication	(reports	, poster, etc)
✓ Media Planning / Media	_	Promotic	inal ite	mis	Digita	l Publicatio	n (PÖF,	DVD, e-pub, etc)
Website Development / 1		Display (- 1	1	ay (static or o		
Social Media Developme				& Advertising	1	nation Grap		
Audlo / Video / Photogra Translation Services	phy	Other (ex	plain)		1	Design and		Graphics
Other (explain)			~~~~			otional Item		
		Public Se		nnouncement		ntation (Pow		
FOTILIZATIO GOGGO		(iio ioiioiiis	require	u,	Stock	Photograpi		•
ESTIMATED GOSTS	SERVICE PROVIDE					ing, New M		velopment
Campaign	SERVICE PACVIDE		STOB	COST ESTIMATE	Signa			
Media Purchase	Vizeum/ Jungle			\$ 1,000,000.00	Other	(explain)		
Consultation / Research				7 1,000,000.00				
Website Development					CONTENT			
Social Media Development					New Draft			Reprint proved
Audio / Video / Photography					PRODUCTION	. 74	a / Ap	proved
Production		1			V Online	: Pri	nt (STOS	regulred)
Distribution	***************************************				DISTRIBUTION			
Other					Minist	ry BO	Mail P	lus (STOB required)
GCPE/MINISTRY - Discretionary STO	6 67 MINISTRY	-Statutory STOB 68	3	TOTAL COST S \$ 1,000,000.00	OTHER			
MINISTRY APPROVALS			7.14.7,1					
Regan Hansen		-	SIGNATO	TOALA		DATE	417	-eps-100 /
MINISTRY EXPENSE AUTHORITY NAME			IGNATU	THE WALL		DATE	17	102/07
Arlene Paton	Treatment and		0	Vaton	a francisco incomo	Ze	17	102/07
GCPE APPROVALS GCPE MINISTRY COMMUNICATIONS DIR								
Sarah		- 1	SIGNATU	Tola.	Vez	DATE	,	2 /0 8
GCPE MARKETING & SUPPORT SERVICE		-	IGNATUR	Score		201	-	2100
Mary Nila	- water		-Orani Ul	Jan	. (-	DATE	1111	1445-ED .
GCPE EXPENSE AUTHORITY NAME		S	IGNATUR	RE .		DATE	1/6	2/14
SCPE MARKETING & SUPPORT	SERVICES PO	D BOX 9409 ST	N PRO	/ GOVT Victoria BC V8	W 9V1 Tel::	250 387-399	7 Fax	250 327-1/35

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AWARD NOTE TO FILE New Media Placement Services RSO# ON-002433

Ministry: Health
Branch:
Assignment: Overdose
Term: August 31 - March 31, 2017
Value:
Vendor selected: Jungle Media
Other vendor(s) contacted to provide quotes: N/A
Reason for assignment to vendor: Jungle media is one of the suppliers that currently holds a Standing Offer to provide new media placement to the Province. The procurement process for establishing Standing Offers was conducted in strict accordance with government policy through the Procurement Services Branch within the Ministry of Technology Innovation and Citizens' Services.
Ministry/GCPE Contact (name): Mary Dila
Signature: Date: January 24, 2017



AWARD NOTE TO FILE New Media Placement Services RSO# ON-002433

Ministry:

Small Business and Red Tape

Branch:

Assignment: Red Tape Reduction

Term:

November 11, 2016 - March 31, 2017

Value:

\$20,000

Vendor selected: Kimbo

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Kimbo has experience with campaigns of similar subject matter and strategy and can apply that knowledge to this campaign. Kimbo is one of the suppliers that currently hold Standing Offers to provide new media placement services to the Province.

Ministry/GCPE Contact (name): Mary Dila

Signature:

Date: January 26, 2017



AWARD NOTE TO FILE **Advertising Services** RSO# ON-002386

Ministry:

Small Business and Red Tape

Branch:

Assignment: Red Tape Reduction

Term:

November 11, 2016 - March 31, 2017

Value:

\$5,000

Vendor selected: St. Berndaine

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: St. Bernadine has experience with campaigns of similar subject matter and strategy and can apply that knowledge to this campaign. St. Bernadine is one of the suppliers that currently hold Standing Offers to provide new media placement services to the Province.

Ministry/GCPE Contact (name): Mary Dila

Signature:

Date: January 76, 2017



AWARD NOTE TO FILE New Media Placement Services RSO# ON-002433

Ministry: Jobs Tourism and Innovation
Branch:
Assignment: Work BC Information Campaign
Term: September 1, 2016 - March 31, 2017
Value:
Vendor selected: Kimbo
Other vendor(s) contacted to provide quotes: N/A
Reason for assignment to vendor: Kimbo has experience with campaigns of similar subject matter and strategy and can apply that knowledge to this campaign. Kimbo is one of the suppliers that currently holds a Standing Offer to provide new media placement services to the Province. The procurement process for establishing Standing Offers was conducted in strict accordance with government policy through the Procurement Services Branch within the Ministry of Technology Innovation and Citizens' Services.
Ministry/GCPE Contact (name): Mary Dila
Signature: Date: January 26, 2017



AWARD NOTE TO FILE Advertising Services RSO# ON-002386

Ministry:

Jobs Tourism and Innovation

Branch:

Assignment: WorkBC Information Campaign

Term:

September 1, 2016 - March 31, 2017

Value:

N/A

Vendor selected:

Response Advertising

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: Response Advertising has the ability to create in-language versions of marketing materials/advertising campaigns that are culturally relevant to the audiences. Response is one of the suppliers that currently holds a Standing Offer to provde advertsing services to the Province. The procurement process for establishing Standing Offers was conducted in strict accordance with government policy through the Procurement Services Branch within the Ministry of Technology Innovation and Citizens' Services.

Ministry/GCPE Contact (name): Mary Dila

Signature:

Date: January 26, 2017



AWARD NOTE TO FILE **Advertising Services** RSO# ON-002386

Ministry:

Jobs Tourism and Innovation

Branch:

Assignment: WorkBC Information Campaign

Term:

September 1, 2016 - March 31, 2017

Value:

N/A

Vendor selected: St. Bernadine

Other vendor(s) contacted to provide quotes: N/A

Reason for assignment to vendor: St. Bernadine has experience with campaigns of similar subject matter and strategy and can apply that knowledge to this campaign. St. Bernadine is one of the suppliers that currently holds a Standing Offer to provide new media placement services to the Province. The procurement process for establishing Standing Offers was conducted in strict accordance with government policy through the Procurement Services Branch within the Ministry of Technology Innovation and Citizens' Services.

Ministry/GCPE Contact (name): Mary Dila

Signature:

Date: January 26, 2017



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CPA NO.	

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ALST.			BRANC				2017-01-19
NICHOLAS JOHNSON	vi		, I'		(250) 50		CONTACT FAX
PROJECT		the state of the s	7.39	1000	/ frient rine	o rec	
BC JOB MAKERS		1	.,		START DATE 2017-0	1-19	2017-03-31
Connect British Colum	blans to sen	rices of Wor	kBC/B	C Jobs Plan	SCOPE Campa	ign 🔄 Se	nies 🔆 Şingle
THEME/MESSAGE			ALIDER		REGION	- i-	36 2
Find your opportunity	·		Billi	sh Columbians	E B.C.		PANULAL MARKETING PLANS
Awareness campaign	about econo	mic and em	ployme	ent opportunities	O Yes	C M	
SERVICES & MATERIALS F	REQUIRED			STEEL STATE			
Apremeiya L Mahaemiks services Strategic Planning Marketing Planning Media Planning / Media Website Development / I Social Media Development Aridio / Video / Photogra Translation-Services Other (explete) SERVICE Campaign Media Purchase Consultation / Research Website Development Social Media Development Audio / Video / Photography Production	Purchasing Fosting ent	Public S (no fondi	vertising stehtals on all iter (static or content uplain)	ns dignal B. Advertising	Print R Digital Display Informi Web D Promo Present Video Stock	in Design ublication Publication Publication Publication Station Gree esign end tional Han itation (For Motion & Photograp ng, New to se the public the pu	Services (solvetteling, etc) i (reports, poeter, etc) on (PDF, DVD, a-pub, etc) digital) phics i Online, Graphics res wert-onit, PDF) Araphics
Distribution	, Or Definadors !	TEO GRAE	- 41	4 00,000,00	DISTRIBUTION	-	
Other					Ministr	y , p	C Mail Plus (STOB regulato)
GOPE/ MINISTRY - Discretionary STO	pes viivieili.	+ Sunnay STOS	eń.	\$ 1,500,000,00.	J. J		
MINISTRY APPROVALS			EIGRATI		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	DATE	YYYY-MM-DD
MRISTRY EXPENSE AUTHORITY NAME David Mortimer	l.		SHAM	WHY Mel		701	1-01-25
GOPE EXPENSE AUTHORITY NAME GOPE EXPENSE AUTHORITY NAME GOPE EXPENSE AUTHORITY NAME	Rae		SIGNATION	M. M. W.		DATE DATE	7 - 01 - 23 - 23 - 23 - 23 - 23 - 23 - 23 - 23 - 23 - 23 - 23
GCPE MARKETING & SUPPOR	r services [.	PO BOX 9409 S	TN PRO	OV GOVT Victoria BC·V	8W.9V1 Tel:	250 387~	3957 Fax: 250 387-1435

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CPA NO.	

MINISTRY Finance			BRAN	ICH		DATE YYYY-MM-DD		
PROJECT CONTACT NAME					CONTACT YEL	2017-02-20		
Hide Ozawa / Mike W	/ilson				(778) 677-195	CONTACT FAX		
PROJECT	1623 (1.5)	THE PLANT	NO BY	A SOLUTION	(-10) 511-100	STATE OF THE STATE		
TITLE					START DATE	COMPLETION DATE		
Services Campaign -	Finance				2017-02-22	2017-03-31		
Connect British Colum	nhiane to ear	vices and no			SCOPE			
THEME / MESSAGE	ibidito to sei	vices and pi	AUDIE		© Campaign C	Series C Single		
Connect at gov.bc.ca.	Our opportu	unity is here.		ish Columbians		Canada C Internat'i		
OBJECTIVE		,			IS THIS INCLUDED IN VI	OUR ANNUAL MARKETING PLAN		
Increase awareness a	ind registrati	on in govern	ment s	services and prog	ran @ Yes C	No		
SERVICES & MATERIALS	REQUIRED		Militar	to Mean to the	CALL STREET	PANY TO DECIMAL TO THE PARK TH		
ADVERTISING & MARKETING SERVICE	S	ADVERTISING &	VARKETIN	NG MATERIALS	GRAPHIC COMMUNICAT	ION SERVICES		
Strategic Planning		√ Paid Ad		g		n Services (advertising, etc		
Marketing Planning ✓ Media Planning / Media	Durahasis s	Print Ma			Print Publicati	on (reports, poster, etc)		
Website Development /		Promoti				ation (PDF, DVD, e-pub, etc)		
✓ Social Media Developme	-	✓ Display ✓ Online C		digital) & Advertising	Display (static			
Audio / Video / Photogra		Other (ex		& Advertising		Information Graphics Web Design and Online Graphics		
Translation Services	 ,	Other les	(piciri)		Promotional II			
Other (explain)			enrico l	Announcement		PowerPoint, PDF)		
		(no fundin			1	Video / Motion Graphics		
ESTIMATED COSTS	VSB TO SHE	THE WAY	P (5.25)	0.5900.00000	Stock Photogr	raphy		
BERVICE	SERVICE PROVIDE	ER	STOB	COST ESTIMATE	II -	Mark Development		
Campaign					Signage			
Media Purchase	Various		67	\$ 773,000.00	Other (explain)			
Consultation / Research					CONTENT			
Website Development					New	Update / Reprint		
Social Media Development					Draft	Final / Approved		
Audio / Video / Photography					PRODUCTION			
Production					Online	Print (STOB required)		
Distribution					NOITUBIFTEID			
Other					Ministry	BC Mail Plus (STOB required		
GCPE / MINISTRY - Discretionary STO	36 67 MINISTRY	- Statutory STOB	18	\$ 773,000.00	OTHER			
MINISTRY APPROVALS		88 V 31 V 37	75.08	V 110 (000 100	1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			
ROGRAM DIRECTOR NAME			SIGNATU	RE	DATE	YYYY-MM-DD		
INISTRY EXPENSE AUTHORITY NAME			SIGNATU		DATE	YYYY-MM-DD		
Steve Klak			See	attached e-m	all	2017-02-20		
GCPE APPROVALS CPE MINISTRY COMMUNICATIONS DIS	DECTOR MAN	Arr. 12 4 1 91	elen.					
Jamie Edwardson	NEUTUR NAME	İ	SIGNATU	16/1	DATE	YYYY-MM-DD		
OPE MARKETING & SUPPORT SERVICE	FS NAME		SIGNATE	1/1/				
Mary Dila	IV WITE		VA	. 5	DATE	YYYY-MW-DD		
			SIGNATUL	~ O	DATE	2017-02-2		
CPE EXPENSE AUTHORITY NAME				nic .				

Kelch, Kyla GCPE:EX

From:

Klak, Steve M FIN:EX

Sent:

Monday, February 20, 2017 3:15 PM

To:

Kelch, Kyla GCPE:EX

Cc:

Mulloy, Eleanor FIN:EX; Butler, Jason GCPE:EX; Ozawa, Hide GCPE:EX; Landry, Dara M

FIN:EX

Subject:

FW: For Signature: Ministry of Finance - BC Services Campaign Cost Estimates

Attachments:

Ministry of Finance_Online Cost Estimate.pdf; MoF_CPA.pdf; Ministry of Finance_TV Cost

Estimate.pdf

Importance:

High

Approved

Steve Klak, CPA, CA

Chief Financial Officer and Executive Director Ministry of Finance and Office of the Premier Province of British Columbia (250) 356-1387

Corporate Services Division Ministry of Finance



From: Kelch, Kyla GCPE:EX

Sent: Monday, February 20, 2017 3:07 PM

To: Klak, Steve M FIN:EX

Cc: Mulloy, Eleanor FIN:EX; Butler, Jason GCPE:EX; Ozawa, Hide GCPE:EX

Subject: For Signature: Ministry of Finance - BC Services Campaign Cost Estimates

Importance: High

Hi Steve,

I'm hoping you can help us get EA approval on the attached cost estimates and communications project approval (CPA). The costings have been budgeted out of the Ministry of Finance's STOB 67 \$773K Bluebook allocation.

We are hoping to have these signed off by EOD today so please give Jason, Hide or I a call if you have any questions.

Thank you,

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services Government Communications and Public Engagement Phone: (250) 896-6348 | E-mail: <u>Kyla.Kelch@gov.bc.ca</u>



Natural Gas Develop			BRA	NCH C Housing	millen finklig progess over St no Pinky in Africation	DATE YYYY-MM-DD			
PROJECT CONTACT NAME		· ·	150	uaiig	CONTACT TEL.	2016-12-01 CONTACT FAX			
Hide Ozawa/Mike W	ilson	Marina			(778) 677-195				
PROJECT									
Services Campaign					2016-12-16	2017-03-31			
DESCRIPTION					SCOPE	2017-03-31			
Connect British Colu	mbians to se	vices and pr			G Campaign C	Series C Single			
Connect at gov.bc.ca	. Our opporti	inity is here	AUDIE	ish Columbians	REGION CO				
OBJECTIVE			-	-		Canada C Internat'l			
Increase awareness	and registrati	on in govern	ment.	services and prog	ran C Yes				
SERVICES & MATERIALS	REQUIRED					CONTRACTOR OF THE			
ADVERTISING & MARKETING SERVICE	ES	ADVENTISING & N	MARKETI	NG MATERIALS.	GRAPHIC COMMUNICATI	ON SERVICES			
✓ Marketing Planning		V. Pald Ad		ġ	Graphic Desig	n Services (edvertising, etc)			
✓ Media Planning / Media	Purchaeina	Print Ma			Print Publication	on (reports, poster, etc)			
Website Development /		✓ Display			Digital Publica	tion (PDF, DVD, e-pub, etc)			
✓ Social Media Developm				& Advertising	Display (static o				
Audio / Video / Photogra		Other (ex		& Auvertising	Information Gr				
Translation Services	, -	C G	P		Promotional Ite	d Online Graphics			
Other (explain)		. Public Se	rvice	Announcement	Presentation (PowerPoint, PDF)				
		(no fundin	requin	id)	Video / Motion				
ESTIMATED COSTS					Stock Photogra				
ERVICE Campaign	SERVICE PROVID	ы́.	STOB-	COST ESTIMATE		Mark Development			
Media Purchase	Vizeum/Kimbo				Signage Other (expitain)				
Consultation / Research	Vizeum/Kimbo		67	\$ 2,258,000.00					
Website Development	 				CONTENT				
Social Media Development					10 40 4 1	Ipdate / Reprint			
Audio / Video / Photography			<u> </u>	<u> </u>	Draft . J	final / Approved			
Production	St Bernadine/F		02,	2412 224 22	PRODUCTION P				
Distribution	Or Bell (Bullia)	esponse	67	\$ 242,000.00	DISTRIBUTION	rint (STOB required)			
Other	*******				1	C Mail Plus (STOB required)			
GCPE / MINISTRY - Discustionary STO			-	TOTAL COST \$	OTHER	- diameter de la constantina della constantina d			
do crimanpini - Decisionary Sid	Bey MINISTRY	-Statutory STOR 68		\$ 2,500,000,00					
MINISTRY APPROVALS			VALUE		12 20 0 5 0 0 0 0 0				
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NISTRY EXPENSE AUTHORITY NAME	-			- The state of the					
Ranbir Parmar		8	IGNATU	E C	DATE	TYTY-MM-DD			
GCPE APPROVALS	Si veni	The same of the sa		11.		In 31/2017			
PEMINISTRY COMMUNICATIONS DIS	arrob (laser		~~~						
Paul Woolley	NO TON POWE	(GNATUR		DATE	ANAX-WW-DD			
PE MARKETING & SUPPORT SERVICE	S NAME		GNATUR	O. Wooll		7-01-31			
Mary Dila		1	1)		DATE	YYYY-MM-DD			
DE MINISTER CO.		51	GNATUR	F	7017	-01-31			
PE EXPENSE AUTHORITY NAME		1 0.	-1-11		DATE	YYYY-MM-DD			



CPA NO.	_	

Note: Form must be co. applicabl	moleted and appro e. Please refer to :	ved before proceed	uing. A	marketing brief must be munications Materials an	submitte	ad first for project		
		e b.c. Governme	and the same of the same of	marketing briof must be munications Materials an	nd Servic	es Policy and Pro	cedures N	1000. Attach sample if fanual
Advanced Educati	on		1 -	GCPE			NAME AND ADDRESS OF	DATE YYYY-MM-D
Hide Ozawa / Mike	\A/ii					CONTACT TEL		2016-10-01
PROJECT	VVIISON	ESTABLISHED AND ADDRESS.	, E) A			(778) 677-	1958	CONTACT FAX
Services Campaigr	Dhann O					START DATE		
DESCRIPTION						2016-10-2	25	COMPLETION DATE
Connect British Col	lumbians to se	ervices and n	roore		-	SCOPE	-0	2017-03-31
				DIENCE		Campaign	C Serie	s C Single
Connect at gov.bc.c	a. Our oppor	tunity is here.		ritish Columbians		REGION		
						€ B.C.	Cana	da C Internat'i
SERVICES & MATERIAL	s and registrat	tion in govern	men	t services and pro	ogram	F Yes	N YOUR AN	NUAL MARKETING PLAN
SERVICES & MATERIAL ADVERTISING & MARKETING SERVI	O NEGUIRED			THE RELEASE OF	3.41	703	100	
Strategic Planning	CES	ADVERTISING &			10	BAPHIC COMMUNIC		
✓ Marketing Planning		✓ Paid Ad				Graphic De		
✓ Media Planning / Med	ia Purchasina	Print Ma			- 1	Print Public	ation /m	vices (advertising, etc ports, poster, etc)
Website Development	/ Hosting	Promotic				Digital Publ	lication /	PDF, DVD, e-pub, etc)
 Social Media Developr 	ment	✓ Display	static o	or digital)		Display (stat	tic or diaits	dr, DVD, e-pub, etc)
Audio / Video / Photog	raphy	Other (ex	onten	t & Advertising		Information	Graphic	s
Translation Services)	piain)		-	Web Design	and On	line Graphics
Other (explain)		Public S				Promotional	Items	
	-	(no funding	ervice g <i>requii</i>	Announcement	- 1	Presentation	(PowerP	oint, PDF)
ESTIMATED COSTS	E THEY				_	Video / Moti	on Grapi	nics
SERVICE Campaign	SERVICE PROVIDE	ER T	STOB	COST ESTIMATE		Stock Photo	graphy	
Media Purchase			0.00	COSTESTIMATE		Signage	ew iviark	Development
	Various		67	\$ 1,600,000.00	$-\parallel$	Other (explain,)	
Consultation / Research				1,1,100,000.00	\dashv			
Website Development					CON	TENT		
Social Media Development				-	$-\parallel$	New	Update	/ Reprint
Audio / Video / Photography Production					-	Draft	Final / ,	Approved
Distribution	Various		67	\$ 400,000.00	- PHOI	Online	Drint	
Other				7 100,000.00	DIST	RIBUTION	Print (S7	OB required)
					-	Ministry	BC Mail	Plus (STOB required)
GCPE / MINISTRY - Discretionary STO	B 67 MINISTRY -	Statutory STOB 68		TOTAL COST \$	OTHE	R		1 ids (STOB required)
MINISTRY APPROVALS		510B 68	L	\$ 2,000,000.00				
ROGRAM DIRECTOR NAME				THE PERSON NAMED IN		19 10 HT 19 11		
The same		Sic	SNATUF	RE		DATE		
MINISTRY EXPENSE AUTHORITY NAME						John	141	Y-MM-DD
		SIG	NATUR	E		DATE	VVV	Y-MM-DD
GCPE APPROVALS			_					
CPE MINISTRY COMMUNICATIONS DIRI	ECTOR NAME	SIG	NAT URI					THE THE ALL
Rodney Porter				1 1//		DATE	AAAA	MM-DD
PE MARKETING & SUPPORT SERVICES	NAME	ŞIG	ATURE	12/2		2	017.	135 14
Mary Dila		IN	8.	-×;		DATE	YYYY	-MM-DD
PE EXPENSE AUTHORITY NAME Jason Butler		SIGN	ATURE		_	20	17.02	2-20
			13			DATE	YYYY	-MM-DD
PE MARKETING & SUPPORT S	ERVICES PO	30X 0400 071	-			(C):	1/00	120
SIGNED	1 101	500 8409 SIN P	HOV	GOVT Victoria BC V81	W 9V1	Tel: 250 387-3	3957 Fax	C 250 387 1425
SSSIGNED						INT FORM	\$13513X4X000	C 250 387-143

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CLEAR FORM



AWARD NOTE TO FILE Advertising Services RSO# ON-002386

Ministry: Children and Families							
Branch:							
Assignment: Adoption Awareness							
Term: November 3 - November 30, 2016							
Value:							
Vendor selected: St. Berndaine							
Other vendor(s) contacted to provide quotes: N/A							
Reason for assignment to vendor: St. Bernadine has experience with campaigns of similar subject matter and strategy and can apply that knowledge to this campaign. St. Bernadine is one of the suppliers that currently holds a Standing Offer to provide new media placement services to the Province. The procurement process for establishing Standing Offers was conducted in strict accordance with government policy through the Procurement Services Branch within the Ministry of Technology Innovation and Citizens' Services.							
Ministry/GCPE Contact (name): Mary Dila							
Signature: Date: January 26, 2017							



AWARD NOTE TO FILE New Media Placement Services RSO# ON-002433

Branch:
Assignment: Adoption Awareness
Term: November 3-November 30, 2016
Value:
Vendor selected: Kimbo
Other vendor(s) contacted to provide quotes: N/A
Reason for assignment to vendor: Kimbo has experience with campaigns of similar subject matter and strategy and can apply that knowledge to this campaign. Kimbo is one of the suppliers that currently holds a Standing Offer to provide new media placement to the Province. The procurement process for establishing Standing Offers was conducted in strict accordance with government policy through the Procurement Services Branch within the Ministry of Technology Innovation and Citizens' Services.
Ministry/GCPE Contact (name): Mary Dila

Ministry:

Children and Families

Date: January 26, 2017



CPA NO. CPA-CEU-1617-018

THE RESERVE THE TRANSPORT OF STREET STATUTED IN	ed and approved wase refer to the E	belöre prosesoli) C. Goyammenis	ត្តព្រាស្រា	catons Materials and Ser	lieu first for projet vices Palley and P	sts aver \$1 roced.res	Marijal
Jobs, Tourism & Skills Training			Trades Training, Strategic Planning & Eng				2017-02-01
PROJECT CONTACT NAME				31 7	CONTACT TEL		CONTACT FAX,
Adam Skulsky					(250) 356	3-5391	
PROJECT							
WorkBC Aboriginal Ra	ack Cards				START DATE	2-01	COMPLETION DATE 2017-02-20
DESCRIPTION	aun Outus				SCOPE	2-0.1	2911-92-20
1000 WorkBC Aborigin	nal Rack Car	rds			Campa	ign C Se	ries © Single
THEME / MESSAGE	** - *	,	AUDIEN		REGION	.4 -	. / 28: / / / / / / / / / / / / / / / /
WorkBC Aboriginal Re	esources		ADO	riginal Youth	& B.C.	C) C	nada () Internat'i ANNUAL MARKETING PLANS
Disseminate Labour Ir	nformation				Q Yes	S. No	
SERVICES & MATERIALS F		BALL STATE	7// Sk	and the second	NAME OF TAXABLE PARTY.	and the same	142-1645-16046
ADVERTISING & MARKETING SERVICE		ADVERTISING & N	MARKETIN	IG MATERIALS	GRAPHIC COM	MUNICATION	SERVICES
Strategie Planning		Paid Ad					Services (advertising, etc)
Marketing Planning		Print Ma		•			(reparts, paster, etc)
Media Planning / Media	Purchasing	Promotik	onal Ite	mis	Digital	Publication	on (PDF, DVD, e-pub, etc)
Website Development /	Hasting	Display	static or	digital)	Display	fstatic or	digital)
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Audio / Video / Photogra	iphy.	Other (ex	plain)		Web Design and Online Graphics		
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[Other (explain)				Innouncement	232		werPoint, PDF)
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ESTIMATED COSTS							Mark Development
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Media Purchase					Other (explain)	
Consultation / Research	1		-	, , , , , , , , , , , , , , , , , , , ,	1		
Website Development				<u> </u>	CONTENT	7 0	pdate / Reprint
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Audlo / Video / Photography					PRODUCTION		
Production			65	\$ 1,35.00	Online	P	dut (auch wännen)
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Other					OTHER	y <u>£.</u> ; P	C (Aigh Litta tà Lon vedinied)
GCPE / MINISTRY - Discretionary, ST	dB 67. MINISTR	Y - Statutory : STOB (18	\$ 135.00	Junea		
MINISTRY APPROVALS							
PROGRAM DIRECTOR NAME		,	BIGNATO	211		DATE	170201
Renee Derksen			SIGNATE	185			T VYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME Renee Derksen			-	20_		DATE	17020
GCPE APPROVALS							
GEPE MINISTRY COMMUNICATIONS DIRECTOR NAME MEGHAN MCRAE			SIGNATU	IRE ALL		DATE	MAN-WW-DD
Meghan MCRO		·	SIGNAT	VIIII		2c	20/50/15
Man Dis	ico dunte		M	and		201	7/02/07
GCPE EXPENSE AUTHORITY NAME			SIGNATI	JRE		DATE	TITY-MM-DD.

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435 GLEAR FORM

PRINT FORM

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Note spining to correct applicable of MINISTRY	tad and aparticled	hofóra Ljoccedii	r An e	Meling briststrättbereibin	เป็นไปกรุ่มในเหมือ	cts Wedst	o.cod Attache imple 12.30	
MINISTRY	City in the contract of the co	s is Goldmani	sommu Sasta	n rations (vittorals and Se	vices Folicy and	Higdeourés	Manual	
Jobs Tourism and Ski			BHAL	оss Sector Initiative			2017-01-16	
PROJECT CONTACT NAME						L	CONTACT FAX	
Greg Booth					(250) 3	6-1845		
PROJECT		MARKET STATE	78.7	STATE OF STREET	MARKET NAMED IN		APPENDENCE OF THE PARTY OF THE	
πιε Video Production- AM	IE Roundup				START DATE 2016-	07-19	2017-03-15	
Video production					SCOPE Camp	algn 🌣 Se	ries 🏟 Single	
THEME / MESSAGE			AUDIE	NCE.	REGION			
Working with First National Value of the Nat	lions, develo	ping partner	Firs	t Nations/Industry	B.C.	C: Ca		
Promotion of success		ips between	First I	Nations and industr	IS THIS INCLU	DED IN YOUR	ANNUAL MARKETING PLAN?	
SERVICES & MATERIALS I						300		
ADVERTISING & MARKETING SERVICE	s'	ADVERTISING & N	ARKETI	NG MATERIALS	GRAPHIC CON	MUNICATION	SERVICES	
Strategic Planning		Pald Ad		g			Services (edvertising, etc)	
Marketing Planning Media Planning / Media	Durchasias	Print Ma					(reports, poster, etc)	
Website Development /		Promotio					n (PDF, DVD, e-pub, etc)	
Social Media Developme		Display (& Advertising		y (static or o		
Audio / Video / Photogra		Other (ex		d.Advertising		Information Graphics Web Design and Online Graphics		
Translation Services		Car. Caror las	Diody.			otional Item		
Other (explain)		Public S	nelan.	Announcement		1 100	verPoint, PDF)	
		(no fundin	g requir	ad) Huldovičement		/ Motion G		
ESTIMATED COSTS	State Called	15 CHA (2016)	19H25	MIN AND STREET		Photograp		
SERVICE	SERVICE PROVIDE	ER	STOB	COST ESTIMATE	11 6		fark Development	
Campaign					Signat			
Media Purchase					[] Other	(extolain)		
Consultation / Research					CONTENT			
Website Development					V New	: Un	odate / Reprint	
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Audio / Video / Photography	TBD - Video St	tories	60	\$ 9,500.00	PRODUCTION			
Production					Online	Pri	int (STOB required)	
Distribution					DISTRIBUTION Minist	· · · · · · · · · · · · · · · · · · ·	A. Wine	
Other					OTHER	y [] ac	Mail Plus (STOB regulred)	
GCPE / MINISTRY - Discretionary STO	18,67 MINISTRY	- Statutory STOB 6	3	\$ 9,500.00				
MINISTRY APPROVALS								
PROGRAM DIRECTOR NAME			T VIDIE	7277		DATE	YYYY-MM-DD:	
Greg Booth MINISTRY EXPENSE AUTHORITY NAME			_ X			2	2017-01-16	
Chris Gilmore		-	SIGNATI	OG Coy	0	DATE 2	үүүү-мм-оо 2017-01-16	
GCPE APPROVALS								
GCPE MINISTRY COMMUNICATIONS DI Meghan McRae	RECTOR NAME		SIGNATE	1. 1.		DAYE 201	7777-MM-DD	
GCPE MARKETING & SUPPORT SERVICE	ES NAMÉ		SIGNATU	IRE ///			· 0, -10.	
Mary Dila			F	la Ti	.)	DATE	YYYY-MM-OD	
GOPE EXPENSE AUTHORITY NAME			SIGNATU			DATE	1-01-23 YYYY-MM-DD	
SCPE MARKETING & SUPPORT	SERVICES P	O BOX 9409 ST	N PRO	OV GOVT Victoria BC V	SW 9V1 Tel:	250 387-38	157 Fax: 250 387-1435	



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MINISTRY			BRAN	CH	BARCHAR S		DATE YYYY-MM-DD		
FLNRO PROJECT CONTACT NAME				creation Sit	es & Tra		2017-01-16		
Erin Gunoff						CONTACT TEL	CONTACT FAX		
PROJECT	VIII NA LA					(250) 558-1754			
TITLE				ELEKSIAN.		START DATE	COMPLETENCE		
Blanket APO #						2017-01-16	COMPLETION DATE 2017-03-31		
DESCRIPTION						SCOPE	2011-00-01		
						Campaign C Se	ries C Single		
THEME / MESSAGE			AUDIE	VCE		REGION			
OBJECTIVE							ANNUAL MARKETING PLANT		
Blanket APO for statu	tory ads					C Yes C No			
SERVICES & MATERIALS			10 p. (2)	90/4437	TO MAY				
ADVERTISING & MARKETING SERVICE		ADVERTISING &	MARKETIN	IG MATERIALS		GRAPHIC COMMUNICATION	SERVICES		
Strategic Planning		Paid Ad	vertising	1			Services (advertising, etc)		
Marketing Planning		; Print Ma	aterials				(reports, poster, etc)		
Media Planning / Media		Promoti	onal Ite	ms		1.	on (PDF, DVD, e-pub, etc)		
Website Development /	-	Display	•	. ,	4	Display (static or o	digital)		
Social Media Developme		-		& Advertising		Information Grap			
Audio / Video / Photogra Translation Services	ipny	Other (a	xplain)			Web Design and Online Graphics			
Other (explain)		,				Promotional Items			
Julia lashand			Service Announcement			Presentation (PowerPoint, PDF) Video / Motion Graphics			
507UULTED 054TA	AND DESCRIPTION OF	(iio ianas	g require	,		Stock Photograp	11-12-14 17-14-14-14-14-14-14-14-14-14-14-14-14-14-		
ESTIMATED COSTS SERVICE	SERVICE PROVID	NED.	STOB	COST ESTIMAT			Mark Development		
Campaign	OLIVIOL PHOVIL	, Lit	3108	COST ESTIMA	-	Signage			
Media Purchase			68			Other (explain)			
Consultation / Research									
Website Development						CONTENT : U	odate / Reprint		
Social Media Development							nal / Approved		
Audio / Video / Photography						PRODUCTION			
Production						: Online : Pr	int (STOB required)		
Distribution						DISTRIBUTION			
Other						OTHER BO	C Mail Plus (STOB required)		
GCPE / MINISTRY - Discretionary STC	B 67 MINISTR	Y - Statutory STOB	68	\$ 0.00		OTHER			
MINISTRY APPROVALS			OIC.						
PROGRAM DIRECTOR NAME A Dir/John Crooks			SIGNATU	9 links		ks@gov.bc.ca	YYYY-MM-DD 2017-01-17		
MINISTRY EXPENSE AUTHORITY NAME			SIGNATU	RE	2017.01.11	7 09:50:43 -08'00' DATE	YYYY-MM-DD		
John Crooks				9ek		s@pay.hc.ca	2017-01-17		
GCPE APPROVALS				STATE OF STA					
SEPEMINISTRY COMMUNICATIONS DI			SIGNATU	[[MON]	BC	DATE	P OI I		
ACPE MARKETING A'SUPPORT SERVICE	NAME		SIGNATU	1//	/	DATE	YYYY-MM-DD		
PLACE EXPENSE AUTHORITY NAME			SIGNATU	RE	1	- 201	1/01/1/		
: :			Sidigito			DATE	YYYY-MM-DD		
CPE MARKETING & SUPPORT	SERVICES	PO BOX 9409 S	TN PRO	V GOVT Victo	ria BC V8	W 9V1 Tel: 250 387-3	957 Fax: 250 387-1435		
SSSIGNED						DRINT FORM	01545		



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Note: Form must be comple	eted and approved	hofore proceed	ina A ma	diation brief many to	AND DESCRIPTION OF THE PERSON	97500000	
applicable. P	lease refer to the E	3.C. Governmen	ing. A mai t Commu	rketing brief must be : nications Materials an	submitted first for projects nd Services Policy and Pro	s over \$10 ocedures	0,000. Attach sample if Manual
MINISTRY	NAME OF TAXABLE PARTY.	STATE OF STREET, ST.	BRAN				DATE YYYY-MM-DD
Advanced Education G				X		2017-01-19	
PROJECT CONTACT NAME					CONTACT TEL.		CONTACT FAX
Kyla Kelch					(250) 896-	6348	
PROJECT		S S AND			DAY WAS BEEN	W. W.	
Post-Secondary Care	START DATE		COMPLETION DATE				
DESCRIPTION Paccuitment meterials	for next				SCOPE		
Recruitment materials	s for post-sec	condary care	eer fair		C Campaign	n C Sei	ries Single
Recruitment			AUDIE	NGE	REGION © B.C.	C Ca	
OBJECTIVE							nada C Internat'I ANNUAL MARKETING PLAN?
					C. Yes	C No	
SERVICES & MATERIALS	REQUIRED		1000		China Resident	EN COAS	DANK STATE
ADVERTISING & MARKETING SERVICE	S	ADVERTISING &	MARKETIN	NG MATERIALS	GRAPHIC COMMU	NICATION	SERVICES
Strategic Planning		Paid Ad	dvertisin	q			Services (advertising, etc)
Marketing Planning			laterials				(reports, poster, etc)
Media Planning / Media	Purchasing	Promot	tional Ite	ms	Account to		n (PDF, DVD, e-pub, etc)
Website Development /	•	Display	(static or	digital)	Display (s		
Social Media Developme		Online	Content	& Advertising	Information	on Grap	hics
Audio / Video / Photogra	aphy	Other (e	explain)	27.20			Online Graphics
Translation Services				Prom			
Other (explain)				Announcement			verPoint, PDF)
		(no fundi	ing require	ed)	Video / M		
ESTIMATED COSTS					Stock Pho		-
SERVICE Campaign	SERVICE PROVIDE	ER	STOB	COST ESTIMATE	Signage	, New IV	ark Development
Media Purchase	 		-		Other (exp	olain)	
Consultation / Research	-		-				
Website Development	-		-		CONTENT		
Social Media Development			-		New		date / Reprint
Audio / Video / Photography			-		Draft	Fir	nal / Approved
Production			-		PRODUCTION Online	Del	nt 1070
Distribution			-		DISTRIBUTION	PII	nt (STOB required)
Other	Ougania Brista				Ministry	BC	Mail Plus (STOB required)
Other	Queen's Printe	r	65	\$ 100.00	OTHER		- Tab (or ob roquiros)
GCPE / MINISTRY - Discretionary STO	DB 67 MINISTRY	- Statutory STOB	68	TOTAL COST \$ \$ 100.00			
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PROGRAM DIRECTOR NAME		Parcer 6	SIGNATU	IRE		ATE	经工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工
						ATE	YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME			SIGNATU	IRE .	DA	ATE	YYYY-MM-DD
							TTT-MIM-DD
GCPE APPROVALS		41 3 3 3 3		STATE OF THE STATE		177	
GCPE MINISTRY COMMUNICATIONS DI	RECTOR NAME		SIGNATU	RE	l DA	ATE	YYYY-MM-DD
				\cap			1111-MM-05
GCPE MARKETING & SUPPORT SERVICE	ES NAME		SIGNATU	FE)	DA	ATE	YYYY-MM-DD
Mary Dila			1	tan D'		20	7101119
GOPE EXPENSE AUTHORITY NAME	,		SIGNATU	RE (DA	ATE ATE	YYYY-MM-DD
Denise Chai	mpion	· ·	(Mamoi	ion	20	17/01/23
ODE MARKETING & CO.	1			.			. 110.100

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

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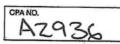
Technology, Innovation			1 1000 400		rintest irai fortigo esta o Brisses, ficilista a ri Brissa V	
The state of the s	n & Citizano	Contion	BRAN	ICH		DATE YYYY-MM-D
PROJECT CONTACT NAME				chnology & Innova		2017-02-07
Tammi Carter					(250) 387-1	CONTACTFAX
PROJECT	THE PARTY		PANT.	10 70 Walter 19	(200)001-1	949
ime	START, DATE	COMPLETION DATE				
Stickers to apply on BO	CKDF-funde	d equipment	for re	ecognition of Provi	ingi	
Stickers with provincial	lone and re	ecognition			SCOPE.	*
HEME/MESSAGE	iogo aila ic	soo Stunott	1 AUDIE	NCF :	C) Campaign	G Series
			pos	t-secondary and r		Canada C Internat'i
OBJECTIVE			-		TOUTHE INCLUSION IN	N YOUR ANNUAL MARKETING PLA
To recognize the Provi		itment to res	earch	and innovation in	P O Yes	Q: No
SERVICES & MATERIALS RI OVERDSING & MARKETING SERVICES					Be in Egyptis	
Strategic Planning	•	ADVERTISING. & N		- /	GRAPHIC COMMUNIC	**
Marketing Planning.		Paid Adv		9.		isign Services (advertising, e.
Media Planning / Media P		Promotic		ms.		cation (reports, poster, etc.) lication (PDF, DVD, a-pub, etc.
Website Development / H		T Display	static or	digitalij	Display sta	
Social Media Developmen		·		& Advertising	[] Information	
Audio / Video / Photograp Translation Services	ahy	Other (ex	plain)		Web Design	n and Online Graphics
Other (explain)		100			Promotiona	
- Yakariy		Public Se	rvice /	Announcement	Presentatio	in (PowerPoint, PDF) tion Graphics
ESTIMATED COSTS		,,,,,,,,,,,,,,,,			Stock Photo	ography
	SERVICE PROVIDE	R·	STOR	COST ESTIMATE		lew Mark Development
Campaign					Signage	
Media Purchase					Other (explain	hi) be printed at QP
Consultation / Research					CONTENT	ne binited at Cit.
Website Davelopment					New	Update / Reprint
Social Media Development					Draft 1	Final / Approved
Audio / Video / Photography Production					PRODUCTION	73
Dist-Oir Man	QP - Stob 6509			\$ 1,000.00	Online'	Print (STOB required)
Other .						BC Meil Plus (STOB regular
	· · · · · · · · · · · · · · · · · · ·			TOTAL COST'S'	OTHER	at the factor of the same
GCPE / MINISTRY - Glecretionally STOB	67 MINISTRY	- Statutory STOR 6	3	\$ 1,000,00	1	
MINISTRY APPROVALS						The state of the s
OGRAM DIRECTOR NAME			SIGNATI	RE	DAT	ANY AND I
Kevin Butterworth						
Sin Balls Aumeen (M.)			इट राजा		Part Part	
Manuferia de						
CPE APPROVALS	The state of the s					
Tasha Schollen	70				CATIE	TO A STAN SOL
MARKETING & SUPPORT SERVICES	NAME	A STATE OF S	GNATZE			1000
	Q.		X		DATE	66 17/17
PE EXPENSE AUTHORITY NAME		3	IGNATUE		DATE	VYYYAMA DD
PE MARKETING & SUPPORTS	SERVICES (PO	O BOX 9400 ST	N PPO	V GOVT VIOLENT DO	fold rays	
THE PARTY OF THE P			y e no	A GOAL AIGIOUS BOLL	en en en en en en en	37-3957 Fax: 250 387-143
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	d and approved t are rejer to the B	heldre proceeding G. Gd eenment D	នព្រះភាប់ព 	calions Materials and Servic	d.first (n) projects (is Policy and Fisc	iver \$1 acurts	Mariyot
Jobs, Tourism and Ski	lls Training		Trades Training, Strategic Planning and			2017-01-20	
PROJECT CONTACT NAME	ra ilatin's			Transpirity Strate	CONTACT TEL.	7	CONTACT FAX
Leslie Page					(250) 952-6	393	
PROJECT		10 M		Production of			
TIFLE					51ART DATE 2017-01-2	1	COMPLETION DATE
WorkBC Parents' Guide (Translations - 7 languages)						q	2017-03-23
French/Punjabi/Simplified Chinese/Trad.Chinese/Tagalog/Arabic/Korean						Se	ries © Single
THEME! MESSAGE AUDIENCE					REGION	1	70,000,4
Supporting parents to	support their	teens	Pare	ents and teens	€ B.C.	C	nada Ci Internat'i
OBJECTIVE		,	-				ANNUAL MARKETING PLAN?
Provide parents w care	er resource	s to help tee	ns acc	ess training & work	Ves Yes	₩ N)
SERVICES & MATERIALS F	EQUIRED						
ADVERTISING A MARKETING SERVICES	3	ADVERTISING & M			GRAPHIC COMMUN		
Strategic Planning		Pald Adı		}			Services (advertising, etc.)
Marketing Planning		Print Ma	4	_	-10.71		(réports, poster, etc)
Media Planning / Media Website Development / I		Promotle			Til Mailant		on (PDF, DVD, e-pub, etc)
Social Media Developme		Display (8, Advertising	Informatio	•	
Audio / Video / Photogra		Other (ex		a'vaveritenis	.10'44		Online Graphics
Translation Services	P. iy	,_, Quici, p.,	promy		Promotion		
Other (explain)		Dublic 9	anilca A	innouncement	Presentati	on (Pa	werPóliif, PĎF)
		(no fundin			Video / Me		•
ESTIMATED COSTS			4447		Stock Pho		
SERVICE	SERVICE PROVIDE	er i	STICE	COST ESTIMATE	Marin	New I	Mark Development
Campaign					Signage Other (exp	Introl	
Media Purchase		1			(_ / Outer jest)	cony.	
Consultation / Research					CONTENT	+	
Website Development					New	110	pdate / Reprint
Social Media Development					Draft	TIE	inal I Approved
Audio / Video / Photography					PRODUCTION	1	
Production	RESPONSE		60	\$ 75,000,00	V. Online	Y P	rint (STOB reguland)
Distribution				4	DISTRIBUTION Ministry	AT.A	C. Mail Plus (STOS required)
Other					OTHER	1	
GCRE/MINISTRY-Discretionary 5Ts	18 67 MINISTRY	- Statutory STOB	18	* 75,000.00			
MINISTRY APPROVALS					STATE OF THE STATE		
PROGRAM DIRECTOR NAME			SIGNATI			ATE.	PETY-MM-DD
Renée Derksen			SIGNATI	serve the		DI	70120
MINISTRY EXPENSE AUTHORITY NAME				10		TO THE	170120
Rense Derken		1	10	ence con	_ 6	70	101 00.
GCPE APPROVALS			SIGNATI		CONTRACTOR OF THE PARTY OF THE	4-	Story, May 22
Meaka Mircu				Mill		20	17 02-06
Meghan MYKae				RI -		ATE	VYRY-MM-DD
GCPE MUTKETING & SUPPORT SERVICES NAME			SIGNATI	B.D.	_) "	20	
GCPE EXPENSE AUTHORITY NAME			SIGNATI	IRE		IZO NE	AAAA-Wiy-ba
ing antendring to leading a statife .						1	
GOPE MARKETING & SUPPORT	SERVICES 1	PO BOX 9409 S	TN PRO	OV GOVT Victoria BC V8	W 9V1 Tel: 250	387-	3957 Fax: 260 387-1435





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Note: Form must be comple applicable, P.	ted and approved lease refer to the t	before proceedii 3.C. Gavernment	ig. A ma Commu	rketing brief must be subr nications Materials and Se	nitted first for pro ervices Policy and	ects over \$1 Procedures	0,000. Affach sample if Manual,	
Ministry of Children a			BRAN	NEWSCOOL SERVICE SECURITY SERVICES AND SECURITY SERVICES.			DATE YYYY-MM-DD 2017-02-09	
Reed Eurchuk, assign	ned social wo	orker			(604) 7	75-0096	CONTACT FAX (604) 660-0647	
PROJECT	FERNES IS	WAY WAY	1881		(00.17.	0 0000	(004) 000-0047	
TITLE	_				START DATE		COMPLETION DATE	
Court order subservice	e for upcomi	ng court dat	e (Fet	22/2017)	2017-	02-09	2017-02-15	
Place one advertisem	ent in the '24	Hours' free	pape		SCOPE C Camp	aigh 🗘 Se	ries Single	
THEME/MESSAGE	.f		AUDIE		REGION			
Make parents aware o	oi abcoming	court date	Par	ents	€ B.C.	C Ca	C	
OSCIONE						***	ANNUAL MARKETING PLAN?	
CEDVICES & MATERIAL S					C Yes	O No)	
SERVICES & MATERIALS I			15/23					
ADVERTISING & MARKETING SERVICE	S	ADVERTISING &			GRAPHIC CON			
Strategic Planning		Paid Ad		9	Graph	ric Design	Services (advertising, etc)	
Marketing Planning Media Planning / Media	Dunah as la s	Print Ma					(reports, poster, etc)	
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Social Media Developme		Display				y (static or o		
Audio / Video / Photogra				& Advertising		Information Graphics		
Translation Services	ibrià	Other (e.	xplain)		Web Design and Online Graphics			
Other (explain)		F1				otional Item		
		(no fundir	ervice /	Announcement			verPoint, PDF)	
FOTHER COOKS		(no totton	ig require		Stock	/ Motion G Photograp	rapnics	
ESTIMATED COSTS SERVICE	Lormage and an						lark Development	
Campaign	SERVICE PROVIDE	-H	STOB	COST ESTIMATE	Signa		ia, i soupidon	
Media Purchase					Other	(explain)		
Consultation / Research					┨			
Website Development					CONTENT			
Social Media Development					New		date / Reprint	
Audio / Video / Photography					Draft	Fil	nal / Approved	
Production					PRODUCTION			
Distribution					Online	Pn	int (STOB required)	
Other					- Minist	y BC	Mail Plus (STOB required).	
				20011 00001	OTHER	J 1, 9	Trial Filos (0105 require).	
GCPE / MINISTRY - Discretionary STC	B 67 MINISTRY	-Statutory STOB	88	TOTAL COST \$ \$ 0.00				
MINISTRY APPROVALS		TO 10 10 10 10				STEED WATER		
PROGRAM DIRECTOR NAME			SIGNATU	RE ,		DATE	YYYY-MM-DD	
Balwant by	ana		en	nail app	roval	201		
MINISTRY EXPENSE AUTHORITY NAME			SIGNATU	RE		DATE	YYYY-MM-DB	
Balwant K	ana	ĺ	cm	nail apprail appr	ova 1	2017		
GCPE APPROVALS	A DE COM	THE PARTY OF		U. WERSON MAKE			02	
GCPE MINISTRY COMMUNICATIONS DI	RECTOR NAME		SIGNATU	RE A		DATE:	William Allanda	
K Lauvaas				ta Vayenes		201	7 02 09	
GCPEMARKETING & SUPPORT SERVICE	ES NAME		SIGNATU	ME / MUSICAL		DATE	YYYY-MM-DD	
Kula Kelo	c.h		11	1/1/		2017		
GCPE EXPENSE AUTHORITY NAME			SIGNATU	RE		DATE	02 09 YYY-MM-DD	
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GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

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PRINT FORM

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.	
A2939	

Note: Form-nust be completed	and approved b	efore progesding	i. A mari	eting brief must be subr	nitted district projects over S	10,000. Attach sample if		
applicable. Plea	se refer to the B	C Government (Dainmun	cations Materials and Se	ervices Policy and Proceduit	s Manual.		
Ministry of Children and Family Development				н d Protection		2017-02-15		
Reed Eurchuk, assigne	ed social wo	rker			(604) 775-0096	(604) 660-0647		
PROJECT	40 K-41		200		STATE OF THE STATE	A CHARLEST STATE		
Court order subservice	for upcomír	ng court date	(Feb	xx/2017)	2017-02-18	2017-02-20		
Place one advertiseme	nt in the '24	Hours' free	paper		SCOPE C Campaign C S	Series Single		
THEME/MESSAGE Make parents aware of	uncomina	out data	AUDIEN		REGION			
OBJECTIVE	apcoming c	ourt date	Pare	ents		Canada C Internat'l UR ANNUAL MARKETING PLAN?		
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Media Purchase					Other (explain)			
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Social Media Development					Draft	Final / Approved		
Audio / Video / Photography					PRODUCTION			
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Distribution					DISTRIBUTION	DO 14-11 DI		
Other					7.11	BC Mail Plus (STOB required)		
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h. Lauva	as		K	Tuba Xam	0.00	17/2/15		
GCPE MARKETING & SUPPORT SERVICE GCPE EXTENSE AUTHORITY NAME	ES NAME		SIGNAT	LLL	DATE	YYYY-MM-DD YYYY-MM-DD		
GCPE MARKETING & SUPPORT	SERVICES	PO BOX 9409 S	STN PRO	OV GOVT Victoria BC	V8W 9V1 Tel: 250 387	-3957 Fax: 250 387-1435		

page # 22 of 32 GCP-2017-71006



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PROJECT CONTACT NAME DESCRIPTION DESCRIPTION LOCAL OF CC. THEME! MESSAGE OBJECTIVE		PACES POIGN and Proceedings Manual
SERVICES & MATERIALS REQUIRED ADVERTISING & MARKETING SERVICES Strategic Planning Marketing Planning Media Planning / Media Purchasing Website Development / Hosting Social Media Development Audio / Video / Photography Translation Services Other (explain) ESTIMATED COSTS SERVICE PROVIDE Campaign Media Purchase Consultation / Research	ADVERTISING & MARIGETING MATERIALS Paid Advertising Print Materials Promotional Items Display (static or digital) Online Content & Advertising Other (explain) The Province Public Service Announcement (no funding required)	GRAPMIC COMMUNICATION SERVICES Graphic Design Services (advertising, etc) Print Publication (reports, poster, etc) Digital Publication (PDF, DVD, e-pub, etc) Display (static or digital) Information Graphics Web Design and Online Graphics Promotional Items Presentation (PowerPoint, PDF) Video / Motion Graphics Stock Photography Branding, New Mark Development Signage Other (explain)
MINISTRY APPROVALS PROGRAM DIRECTOR NAME	Statutory STOR 68 \$ SIGNATURE	New Update / Reprint Draft Final / Approved
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10 Tel: 250 387-3957 Fax: 250 387-1435

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International Trade			SB	IIM IIM			2016-11-24	
PROJECT CONTACT NAME Theresa Wittstock					CONTACT TEL		CONTACT FAX	
FROJECT .					(250) 216	6066		
TILE	-				START DATE			
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Media Planning / Media Website Development /			tional ite	-110			n (FDF, DVD, e-pub, etc	
Social Media Developme			(static or		Dîsplay (static or di	igitaj	
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Note: Form must be complete applicable. Flo	o and approved base refer to the 9	nefore proceeding C. Government (y A mar Sommun	ieting brief must be subm cations waterals and Sc	tted first to vices Folicy	r projects and From	over \$10 edures N	COO Affact sample if . farual
Ministry of International	al Trade		Inte	он rnational Marketin	g			DATE YYYY-MM-DD 2017-02-01
PROJECT CONTACT NAME					CONTA			CONTACT FAX
Amrinder Sandhar					(604	1) 512-3	3613	
PROJECT								
Collateral Audit Project	t					017-02-0		COMPLETION DATE 2017-03-31
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GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

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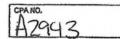
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Jobs, Tourism and Ski	lls Training	· · · · · · · · · · · · · · · · · · ·	Clie	nt Engagement Ur	nit	-		2474-146-00 2-01
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Davin Greenwell		Name and Address of the Owner, where	7.30		(778) 676	-2540		
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Renee Derksen			-	20-		DATE	702	
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		SERVICES) PC	BÖX 9409 ST	N PRO	VGOVŤ Victoria BC VBV	V 9V1 Tel: 2	50 387-398	57 Fax: 250 387-1435

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Note: Form must be comple applicable. Pr	ted and approved lease refer to the B	before proceeding. C. Government	ig. A mar Commun	keting brief must be submit vications Materials and Serv	ted first for proje	ects over \$1	0,000: Attach sample if	
MINISTRY			BRAN		cesi oley alic	racedures	para la	
Health				Corporate Engagement			2017-02-21	
PROJECT CONTACT NAME				374	CONTACT TEL	_	CONTACT FAX	
Eric Berndt					(250) 95	2-3010		
PROJECT								
Public Engagement Task Group; Strategic Pl				& Print Advertising	START DATE	,	2017-03-31	
Engaging Stakeholders for Strategic Planning					aign () Se	ries 🔘 Single		
Public Health Emerge	псу		People who use drugs B.C. C C				anada 🧔 Internat'i	
OBJECTIVE Strat Plan for 2017-2018/ Print Ads			1		IS THIS INCLU	. 401	ANNUAL MARKETING PLAN?	
SERVICES & MATERIALS I	REQUIRED		080		120 140	99 190	EDITOR OF STREET	
ADVERTISING & MARKETING SERVICE	S	ADVERTISING &	MARKETIN	IG MATERIALS	GRAPHIC COM	MUNICATION	SERVICES	
Strategic Planning		Paid Ad	vertising	9	7 and 100 and		Services (advertising, etc)	
Marketing Planning		Print Ma	aterials				(reports, poster, etc)	
Media Planning / Media		Promoti	ional Ite	ms			on (PDF, DVD, e-pub, etc)	
Website Development /		Display	(static or	digital)		y (static or o		
Social Media Developme		AT 400		& Advertising	Inform	ation Grap	phics	
Audio / Video / Photogra	phy	Other (e.	xplain)		☐ Web □	esign and	Online Graphics	
Translation Services						notional Items		
Other (explain)	- 1	Public S	Service Announcement Presentation			itation (Pou	verPoint, PDF)	
		(no fundir			Video .	Motion G	raphics	
ESTIMATED COSTS	THE REAL PROPERTY.	TO THE LAND	7997			Photograp		
SERVICE	SERVICE PROVIDE	R	STOB	COST ESTIMATE			flark Development	
Campaign-					Signag			
Media Purchase					Other (explain)		
Consultation / Research								
Website Development					CONTENT	[] Ui	odate / Reprint	
Social Media Development					Draft		nal / Approved	
Audio / Video / Photography					PRODUCTION	-		
Production	Traction		60	\$ 12,000.00	Online	Pr	int (STOB required)	
Distribution					DISTRIBUTION Ministr		2 Mail Dhannain	
Other	Traction		60	\$ 20,000.00	OTHER	Y LI BC	C Mail Plus (STOB required)	
GCPE / MINISTRY - Discretionary STO	DB 67 MINISTRY	- Statutory STOB	6å·	* 32,000.00				
MINISTRY APPROVALS								
PROGRAM DIRECTOR NAME Regan Hasen			SIGNATIO	(RE)		DATE	YYYY-MM-DO	
MINISTRY EXPENSE AUTHORITY NAME			SIGNATU	-10000			2017-02-21	
Matthew		2	SIGNATO	12/20		DATE	YYYY-MM-DD	
GCPE APPROVALS	11020	الاستان		2000	23		2017-2-27	
GCPE MINISTRY COMMUNICATIONS DI	BECTOR NAME		SIGNATU	RE CO	CV CV A			
Sarah Plank	ino to the initial		'>	Clan	e	DATE	үүүү-мм-оо 2017-02-21	
GCPE MARKETING & SUPPORT SERVICE	ES NAME		SIGNATU	RE T		DATE	YYYY-MM-DD	
Mary Dila				He - D		20		
GCPE EXPENSE AUTHORITY NAME			SIGNATU	RE		DATE	AAAA-WW-6D	
GCPE MARKETING & SUPPORT	SERVICES P	O BOX 9409 S	TŃ PRO	V GOVT Victoria BC VR	W9V1 I Tel- 1	50 387-30	357 Fav: 250 397 1425	
ASSSIGNED -					AND DESCRIPTIONS ASSESSMENT AND ADDRESS OF THE PARTY AND ADDRESS OF THE		CLEAR FORM	



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Transportation & Infras	otructuro		BRAN			DATE YYYY-MM-DD
Transportation & Infrastructure			Em	ergency Manage	CONTACT TEL	2017-02-08
Lisa Barrett					(250) 213-8075	
PROJECT						VIII WILLIAM
TITLE High Ground Hike 201	7 - Teunami	Awaronoce I	Mook		START DATE	COMPLETION DATE
High Ground Hike 2017 - Tsunami Awarenes					2017-03-31 SCOPE	2017-03-31
High Ground Hike is a	community-	led event tha	t take	s place during E		aries C Single
THEME/MESSAGE			ALIDIE	The second second second	REGION	
tsunami preparedness/awareness			sch	ools/LAs/public	W 100000 NO 100	anada C Internat'i
Increase understanding	o of tsunami	risk and app	ropris	ate response ac	tivita Yes CA	IR ANNUAL MARKETING PLAN
SERVICES & MATERIALS R	-			ato reeponde do	TANATI SE LOS	
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Strategic Planning		Paid Adv				Services (advertising, etc.
Marketing Planning		Print Mat		-		n (reports, poster, etc)
Media Planning / Media F			nal Ite	ms		ion (PDF, DVD, e-pub, etc)
Website Development / I		Display (•	Display (static or	
Social Media Developme		100 0000 30		& Advertising	Information Gra	
Audio / Video / Photograp Translation Services	phy	Other (ex	plain)			d Online Graphics
Other (explain)					Promotional Ite	
Public (no fund				Announcement	Presentation (Presentation (Pr	A CONTRACTOR OF THE PARTY OF TH
ESTIMATED COSTS		(in the last	roquis	~,	Stock Photogra	
ERVICE	SERVICE PROVIDE	=	STOB	COST ESTIMATE		Mark Development
Campaign	DETITION NOTION		3100	OCCUPATION ALE	Signage	
Media Purchase					Other (explain)	
Consultation / Research						
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Social Media Development						Final / Approved
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Other					MInistry E	BC Mail Plus (STOB required
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MINISTRY APPROVALS	WELL A DA					
ROGRAM DIRECTOR NAME			SIGNATI	76, 11100	Vitore DATE	YYYY-MM-DD
Carol McClintock			1/	110/19 81	Model	2017-02-08
NISTRY EXPENSE AUTHORITY NAME Carol McClintock			SIGNATI	War Klep	I STORAL DATE	YYYY-MM-DD
GCPE APPROVALS			W	uni u	CHU (K)	2017-02-08
GOPE APPROVALS PEMINISTRY COMMUNICATIONS DIF	RECTOR NAME		EIGNATI	FOR		The series of
			CKSKALL		DATE	YYYY-MM-DD
MCC office The			SIGNATI	RE / P	/	2017 0313
11	/			MM	DATE	2217 - 22 - 10
HIDE OZAWA				0 1/		JUL 15
CPE EXPENSE AUTHORITY NAME			SIGNATI	RE //	DATE	YYYY-MM-DD





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Note: Form must be complated auptinable. Ple-	d ind approved o	efore processing C. Government C	A man e ommunic	ating b fet must be submitted allians Materials and Service	d first for project as Policy and Pr	s over \$1 occdures	0 000° A Manual	itaca sample il
MINISTRY			BRANC					YYYY-AMA-SD
International Trade			SBII	M	CONTACT TEL.			016-11-24 CT FAX
PROJECT CONTACT NAME Theresa Wittstock					(250) 216	-6066	CONTA	or rac
PROJECT	128 AV 200		EXCITE OF		(200)	NO UNA	TOPICS!	
TITLE					START DATE	•	COMPL	ETION DATE
BC Image Project - Message Validation					2016-12	2-19		2017-03-31
Validatation of key msg	gs for the BC	Image proje	ect.		SCOPE Campal	gn .C. Se	ries	© Single
THEME / MESSAGE			AUDIEN		REGION			·
BC is a attractive desti	nation for bu	siness	Inter	national influencers			anada	€ Internat'I
Increase awareness of	BC as a pro	ferred husin	ace de	estination globally	Yes	C: N		L WARRETING PLANT
	_	elerred busin	533 UC	Stillation globally.	7, 100			2081.510.235.61
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ADVERTISING & MARKETING SERVICES	•			1		0.00		es (advertising, etc)
 Strategic Planning Marketing Planning 		Paid Adv	_	'				s, poster, etc)
Media Planning / Media F	Purchasing	Promotio		ne			0.0	, DVD, e-pub, etc)
Website Development / F	-	Display (17570		(static or	1 3 m	
Social Media Developme				& Advertising	Informa	tion Gra	phics	
Audio / Video / Photogra		Other (ex		-	Web De	esign and	d Online	e Graphics
Translation Services	. ,				Promot	ional Iter	ns	
√: Other (explain)		· · Public S	ervice A	nnouncement	Present	ation (Po	werPolr	nt, PDF)
Message Validation + Research (no funding			g required) Video / Motio				•	es
ESTIMATED COSTS			3070	WINDSHEET		hotogra		
SERVICE	SERVICE PROVID	ER	STOB	COST ESTIMATE			Mark D	evelopment
Campaign					Signage Other (c			
Media Purchase					, 0.1.0. (
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Social Media Development					: Draft	1. 1	inal (A	Approved
Audio / Video / Photography					PRODUCTION Online		Delet cor	OB required)
Production					DISTRIBUTION	'	Tine (S)	OB requiredy
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Other	Cossette		60	\$ 50,765.00	OTHER			
GCPE / MINISTRY - Discretionary ST	OB 67 MINISTR	Y - Statutory STOB	6 B	\$ 50,765.00			-	
MINISTRY APPROVALS				CASSON SERVE				
PROGRAM DIRECTOR NAME			GIGISIAST	URE		DATE	YY	74-MA-PD
Sue Wheatley			X.		·			
MINISTRY EXPENSE AUTHORITY NAME		4	SINA	ORE	2	DATE	Y*	YY-MM-DD
GCPE APPROVALS								
GCPE MINISTRY COMMUNICATIONS D	IRECTOR NAME		SIGNATI			DATE		YY-MM-DD
GCPE MARKETING & SUPPORT SERVICE			SIGNAT	dian Rhode	4	DATE		12.19
11 -11	<u>a</u>		1	and_		20		03.13
GCPE EXPENSE AUTHORITY NAME			SIGNAT	URE		DATE	n	YY-MM-DD
		**11						

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

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MINISTRY Aboriginal Delations or	nd Danamaili	-4:	BRANC				DATE YYYY MM-DO	
Aboriginal Relations ar	10 Reconcilia	ation	Negotiations and Regional Operations				2016-12-23	
Sharon Pocock					(250) 387-1253		CONTACT FAX	
PROJECT	MARKS IN	W. S. S. S. S. S. S.	1000	Allow Maria Carl	(200) 00	WALKE !		
TITLE					START DATE		COMPLETION DATE	
Tsilhqot'in Accord Ope	n Houses							
Paid print advertising in	n Milliame I	oko Tribuno			SCOPE	· ·C ·C ·	rice & Sinete	
THEME / MESSAGE	II VVIIIIailis L	ake moune	AUDIEN	ICE .	C Campa REGION	ign (Se	ries 6 Single	
	Information sharing - Why the Accord was neg							
OBJECTIVE			-			ED IN YOUR	ANNUAL MARKETING PLAN?	
Highlight Open Houses	s to intereste	ed members	of the	public in the Cariba	C Yes	@ No	•	
SERVICES & MATERIALS R	EQUIRED	North Street	1		E 20 3 4 4	HALL S		
ADVERTISING & MARKETING SERVICES		ADVERTISING & N	ARKETIN	G MATERIALS	GRAPHIC COM	NUNICATION	SERVICES	
Strategic Planning		√ Paid Adv	vertising	9	√ Graph	c Design	Services (advertising, etc)	
Marketing Planning		Print Ma	terials		Print P	ublication	(reports, poster, etc)	
Media Planning / Media I		Promotic					on (PDF, DVD, e-pub, etc)	
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1007 (100 Texture 10 Contact to				& Advertising	Information Graphics			
Translation Services	Audio / Video / Photography Other (expl			No. 10 and 10 an			Online Graphics	
Other (evolute)				Promotional Items Presentation (PowerPoint, PDF)				
	Public			Service Announcement			/ Motion Graphics	
ESTIMATED COSTS	Charles and	NAME OF TAXABLE PARTY.	- DELLE	ON CALEDON DE	Stock	Photograp	ohy .	
SERVICE	SERVICE PROVID	ER	STOB	COST ESTIMATE	Brandi	ng, New f	Mark Development	
Campaign			0.02		Signag			
Media Purchase	Williams Lake	Tribune	67	655,20	Other	explain)		
Consultation / Research					CONTENT			
Website Development					✓ New	U	pdate / Reprint	
Social Media Development					Draft		inal / Approved	
Audio / Video / Photography					PRODUCTION			
Production					Online	√ P	rint (STOB required)	
Distribution					DISTRIBUTION	0	C Mail Dha area	
Other					OTHER	у в	C Mail Plus (STOB required)	
GCPE / MINISTRY - Discretionary STO	OB 67 MINISTR	Y - Statutory STOB	68	100 655,70				
MINISTRY APPROVALS	Pilledal 1			District Street	ALCOHOLD BY			
PROGRAM DIRECTOR NAME Neilane Mayhew			SIGNATI	JRE		DATE	YYYY-MM-DD	
MINISTRY EXPENSE AUTHORITY NAME Neilane Mayhew			SIGNATI	UREO /	-	DATE	0/7/01/06	
GCPE APPROVALS							ASSESSMENT AND A SECOND	
GCPE MINISTRY COMMUNICATIONS D	IRECTOR NAME		SIGNATI	JRE /		DATE	YYYY-MM-DD	
Lisa Leslie			0	Busle	0	20	17-01-05	
GCPE MARKETING & SUPPORT SERVICE	CES NAME		SIGNAT	THE STATE OF	-	DATE	YYYY-MM-DD	
Mary Vila				mes-		201	7.01-17	
GCPE EXPENSE AUTHORITY NAME	Se_		SIĞNATI	340		DATE 201	7-01-17	
GCPE MARKETING & SUPPOR		PO BOX 9409 S			W 9V1 Tel·			

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