



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: This project is completed and approved before project. All advertising and marketing materials must be submitted to the project manager for review. \$10,000.00 (tax sample) applicable. Please refer to the B.C. Government Communications Policy and Services Policy and Procedures Manual.

MINISTRY Health	BRANCH Health Engagement	DATE YYYY-MM-DD 2017-02-06
PROJECT CONTACT NAME Eric Berndt		CONTACT TEL. (250) 893-1245
PROJECT		
TITLE Public Engagement Task Group; Phase II		START DATE 2017-02-06
DESCRIPTION Extension of 2016-2017 overdose prevention campaign		COMPLETION DATE 2017-03-31
THEME / MESSAGE What's Your Plan/ Don't Use Alone/ Know OD	AUDIENCE People who use drugs	SCOPE <input checked="" type="checkbox"/> Campaign <input type="checkbox"/> Series <input type="checkbox"/> Single
OBJECTIVE Improve knowledge and understanding of overdose prevention & response		REGION <input checked="" type="checkbox"/> B.C. <input type="checkbox"/> Canada <input type="checkbox"/> Internat'l
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES <input type="checkbox"/> Strategic Planning <input type="checkbox"/> Marketing Planning <input checked="" type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input checked="" type="checkbox"/> Paid Advertising <input type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input checked="" type="checkbox"/> Display (static or digital) <input checked="" type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input checked="" type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum/ Jungle		\$ 1,000,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 1,000,000.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Regan Hansen	SIGNATURE 	DATE YYYY-MM-DD 2017/02/07
MINISTRY EXPENSE AUTHORITY NAME Arlene Paton	SIGNATURE 	DATE YYYY-MM-DD 2017/02/07

GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Sarah Plank	SIGNATURE 	DATE YYYY-MM-DD 2017/02/08
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE YYYY-MM-DD 2017/02/14
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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

ASSIGNED





**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. 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 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
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 provide advertising 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



COMMUNICATIONS PROJECT APPROVAL

CBANO.

Notes: This must be completed and submitted to the Communications Branch. A marketing plan must be submitted for all projects. The plan must include a description of the project, the objectives, the target audience, the communication strategy, the communication mix, the budget, and the evaluation method.

MINISTRY: JTST. BRANCH: DATE: 2017-01-19

PROJECT CONTACT NAME: NICHOLAS JOHNSON CONTACT TEL: (250) 508-9159 CONTACT FAX:

PROJECT:

TITLE: BC JOB MAKERS START DATE: 2017-01-19 COMPLETION DATE: 2017-03-31

DESCRIPTION: Connect British Columbians to services of WorkBC/BC Jobs Plan SCOPE: ☒ Campaign ☐ Series ☐ Single

THEME/MESSAGE: Find your opportunity AUDIENCE: British Columbians REGION: ☒ B.C. ☐ Canada ☐ International

OBJECTIVE: Awareness campaign about economic and employment opportunities IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
<input type="checkbox"/> Strategic Planning <input type="checkbox"/> Marketing Planning <input checked="" type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input checked="" type="checkbox"/> Social Media Development <input checked="" type="checkbox"/> Audio / Video / Photography <input checked="" type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain):	<input checked="" type="checkbox"/> Field Advertising <input checked="" type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input checked="" type="checkbox"/> Display (static or digital) <input checked="" type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain): <input type="checkbox"/> Public Service Announcement (no funding required)	<input type="checkbox"/> Graphic Design Services (advertising, etc.) <input type="checkbox"/> Print Publication (reports, poster, etc.) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc.) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain):

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	VIZEU/KIMBO	67	\$ 1,420,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	St Bernadine / RESPONSE	67	\$ 80,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Discretionary STOB 67			TOTAL COST \$ 1,500,000.00

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: SIGNATURE: DATE: 2017-01-25

MINISTRY EXPENSE AUTHORITY NAME: David Mortimer SIGNATURE: DATE: 2017-01-25

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME: Meghan McRae SIGNATURE: DATE: 2017-01-23

GCPE MARKETING & SUPPORT SERVICES NAME: Mary Dill SIGNATURE: DATE: 2017-01-23

GCPE EXPENSE AUTHORITY NAME: SIGNATURE: DATE:

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PRINT FORM

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: This form must be completed and submitted to the Communications Project Approval Committee (CPAC) for review and approval. Please refer to the BC Government Communications Materials and Services Policy for more information.

MINISTRY Finance	BRANCH	DATE YYYY-MM-DD 2017-02-20
PROJECT CONTACT NAME Hide Ozawa / Mike Wilson		CONTACT TEL (778) 677-1958
PROJECT		
TITLE Services Campaign - Finance		START DATE 2017-02-22
DESCRIPTION Connect British Columbians to services and programs		COMPLETION DATE 2017-03-31
THEME / MESSAGE Connect at gov.bc.ca. Our opportunity is here.	AUDIENCE British Columbians	SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single
OBJECTIVE Increase awareness and registration in government services and programs		REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES <ul style="list-style-type: none">Strategic PlanningMarketing Planning<input checked="" type="checkbox"/> Media Planning / Media PurchasingWebsite Development / Hosting<input checked="" type="checkbox"/> Social Media DevelopmentAudio / Video / PhotographyTranslation ServicesOther (explain)	ADVERTISING & MARKETING MATERIALS <ul style="list-style-type: none"><input checked="" type="checkbox"/> Paid AdvertisingPrint MaterialsPromotional Items<input checked="" type="checkbox"/> Display (static or digital)<input checked="" type="checkbox"/> Online Content & AdvertisingOther (explain) Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <ul style="list-style-type: none">Graphic Design Services (advertising, etc)Print Publication (reports, poster, etc)Digital Publication (PDF, DVD, e-pub, etc)Display (static or digital)Information GraphicsWeb Design and Online GraphicsPromotional ItemsPresentation (PowerPoint, PDF)Video / Motion GraphicsStock PhotographyBranding, New Mark DevelopmentSignageOther (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Various	67	\$ 773,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 773,000.00

CONTENT	
New	Update / Reprint
Draft	Final / Approved
PRODUCTION	
Online	Print (STOB required)
DISTRIBUTION	
Ministry	BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD
Steve Klak	See attached e-mail	2017-02-20
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
Jamie Edwardson		
GCPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE YYYY-MM-DD
Mary Dila		2017-02-20
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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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

Best
Places
to Work
2016 Winner

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: Kyla.Kelch@gov.bc.ca



COMMUNICATIONS PROJECT APPROVAL

CFA NO.

Note: Funds must be approved and any award before proceeding. Approval to start the communications project is given. Starting date of activities. Funds to be used for the project. The project must be approved by the Minister of Finance and the Minister of Health.

MINISTRY Natural Gas Development	BRANCH BC Housing	DATE 2016-12-01	
PROJECT CONTACT NAME Hide Ozawa/Mike Wilson		CONTACT TEL. (778) 677-1958	
PROJECT Services Campaign		CONTACT FAX	
TITLE Connect British Columbians to services and programs		START DATE 2016-12-16	
DESCRIPTION Connect at gov.bc.ca. Our opportunity is here		COMPLETION DATE 2017-03-31	
THEME / MESSAGE Connect at gov.bc.ca. Our opportunity is here	AUDIENCE British Columbians	SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single	
OBJECTIVE Increase awareness and registration in government services and programs	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input checked="" type="radio"/> No	
SERVICES & MATERIALS REQUIRED			
ADVERTISING & MARKETING SERVICES <input checked="" type="checkbox"/> Strategic Planning <input checked="" type="checkbox"/> Marketing Planning <input checked="" type="checkbox"/> Media Planning / Media Purchasing <input checked="" type="checkbox"/> Website Development / Hosting <input checked="" type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input checked="" type="checkbox"/> Paid Advertising <input type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input checked="" type="checkbox"/> Display (static or digital) <input checked="" type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)	
ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	Vizeum/Kimbo	67	\$ 2,258,000.00
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	St Bernadine/Response	67	\$ 242,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 65	TOTAL COST \$ \$ 2,500,000.00
MINISTRY APPROVALS			
PROGRAM DIRECTOR NAME	SIGNATURE	DATE	YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME Ranbir Parmar	SIGNATURE	DATE	YYYY-MM-DD Jan 31/2017
GCPE APPROVALS			
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Paul Woolley	SIGNATURE	DATE	YYYY-MM-DD 2017-01-31
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE	DATE	YYYY-MM-DD 2017-01-31
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE	YYYY-MM-DD

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PRINT FORM

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COMMUNICATIONS PROJECT APPROVAL

CPA NO. _____

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Advanced Education	BRANCH GCPE	DATE YYYY-MM-DD 2016-10-01
PROJECT CONTACT NAME Hide Ozawa / Mike Wilson		CONTACT TEL. (778) 677-1958
PROJECT TITLE Services Campaign - Phase 2		CONTACT FAX
DESCRIPTION Connect British Columbians to services and programs		START DATE 2016-10-25
THEME / MESSAGE Connect at gov.bc.ca. Our opportunity is here.		COMPLETION DATE 2017-03-31
AUDIENCE British Columbians		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single
OBJECTIVE Increase awareness and registration in government services and programs		REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No

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)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- Print Materials
- Promotional Items
- ☒ Display (static or digital)
- ☒ Online Content & Advertising
- Other (explain)

Public Service Announcement
(no funding required)

GRAPHIC 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)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Various	67	\$ 1,600,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Various	67	\$ 400,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 2,000,000.00

CONTENT	
New	Update / Reprint
Draft	Final / Approved
PRODUCTION	
Online	Print (STOB required)
DISTRIBUTION	
Ministry	BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE
Rodney Porter		2017-03-14
GCPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE
Mary Dila		2017-02-20
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE
Jason Butler		2017/02/20

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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. 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



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

Ministry: Children and Families

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

Signature: 

Date: January 26, 2017



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
CPA-CEU-1617-018

Note: Form must be completed and approved before proceeding. A marketing plan must be submitted first for projects over \$10,000. Each sample must be submitted. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Jobs, Tourism & Skills Training	BRANCH Trades Training, Strategic Planning & Eng	DATE 2017-02-01
PROJECT CONTACT NAME Adam Skulsky		CONTACT TEL. (250) 356-5391
PROJECT		
TITLE WorkBC Aboriginal Rack Cards		START DATE 2017-02-01
DESCRIPTION 1000 WorkBC Aboriginal Rack Cards		COMPLETION DATE 2017-02-20
SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single		
THEME / MESSAGE WorkBC Aboriginal Resources	AUDIENCE Aboriginal Youth	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l
OBJECTIVE Disseminate Labour Information		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES <input type="checkbox"/> Strategic Planning <input type="checkbox"/> Marketing Planning <input type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input checked="" type="checkbox"/> Paid Advertising <input checked="" type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input checked="" type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)
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ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production		65	\$ 135.00
Distribution			\$ 0.00
Other			

GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

TOTAL COST \$
\$ 135.00

CONTENT

☐ New
☐ Draft ☒ Update / Reprint
☐ Final / Approved

PRODUCTION

☐ Online ☐ Print (STOB required)

DISTRIBUTION

☐ Ministry ☐ BC Mail Phys (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Renee Derksen	SIGNATURE 	DATE 20170201
MINISTRY EXPENSE AUTHORITY NAME Renee Derksen	SIGNATURE 	DATE 20170201

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Meghan McRae	SIGNATURE 	DATE 2017/02/02
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dile	SIGNATURE 	DATE 2017/02/02
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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COMMUNICATIONS PROJECT APPROVAL

GPA NO.

Note: This form must be completed and approved before proceeding. An advertising budget must be submitted first for projects over \$10,000. For a complete list of applicable rules, refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY **Jobs Tourism and Skills Training** BRANCH **Cross Sector Initiatives** DATE **YYYY-MM-DD**
2017-01-16

PROJECT CONTACT NAME **Greg Booth** CONTACT TEL. **(250) 356-1845** CONTACT FAX

PROJECT TITLE **Video Production- AME Roundup** START DATE **2016-07-19** COMPLETION DATE **2017-03-15**

DESCRIPTION **Video production** SCOPE ☒ Campaign ☐ Series ☐ Single

THEME / MESSAGE **Working with First Nations, developing partnerships** AUDIENCE **First Nations/Industry** REGION ☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE **Promotion of successful partnerships between First Nations and industry** IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

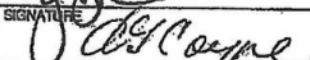
ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
<input type="checkbox"/> Strategic Planning	<input type="checkbox"/> Paid Advertising	<input type="checkbox"/> Graphic Design Services (advertising, etc)
<input type="checkbox"/> Marketing Planning	<input type="checkbox"/> Print Materials	<input type="checkbox"/> Print Publication (reports, poster, etc)
<input type="checkbox"/> Media Planning / Media Purchasing	<input type="checkbox"/> Promotional Items	<input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc)
<input type="checkbox"/> Website Development / Hosting	<input type="checkbox"/> Display (static or digital)	<input type="checkbox"/> Display (static or digital)
<input type="checkbox"/> Social Media Development	<input type="checkbox"/> Online Content & Advertising	<input type="checkbox"/> Information Graphics
<input checked="" type="checkbox"/> Audio / Video / Photography	<input type="checkbox"/> Other (explain)	<input type="checkbox"/> Web Design and Online Graphics
<input type="checkbox"/> Translation Services	<input type="checkbox"/> Public Service Announcement (no funding required)	<input type="checkbox"/> Promotional Items
<input type="checkbox"/> Other (explain)		<input checked="" type="checkbox"/> Presentation (PowerPoint, PDF)
		<input checked="" type="checkbox"/> Video / Motion Graphics
		<input type="checkbox"/> Stock Photography
		<input type="checkbox"/> Branding, New Mark Development
		<input type="checkbox"/> Signage
		<input type="checkbox"/> Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography	TBD - Video Stories	60	\$ 9,500.00
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ 9,500.00

CONTENT	
<input checked="" type="checkbox"/> New	<input type="checkbox"/> Update / Reprint
<input type="checkbox"/> Draft	<input type="checkbox"/> Final / Approved
PRODUCTION	
<input type="checkbox"/> Online	<input type="checkbox"/> Print (STOB required)
DISTRIBUTION	
<input type="checkbox"/> Ministry	<input type="checkbox"/> BC Mail Plus (STOB required)
OTHER	

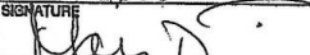
MINISTRY APPROVALS

PROGRAM DIRECTOR NAME **Greg Booth** SIGNATURE  DATE **YYYY-MM-DD**
2017-01-16

MINISTRY EXPENSE AUTHORITY NAME **Chris Gilmore** SIGNATURE  DATE **YYYY-MM-DD**
2017-01-16

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME **Meghan McRae** SIGNATURE  DATE **YYYY-MM-DD**
2017-01-16

GCPE MARKETING & SUPPORT SERVICES NAME **Mary Dila** SIGNATURE  DATE **YYYY-MM-DD**
2017-01-23

GCPE EXPENSE AUTHORITY NAME SIGNATURE DATE **YYYY-MM-DD**

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9408 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3857 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A2920

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY FLNRO		BRANCH Recreation Sites & Trails BC	DATE YYYY-MM-DD 2017-01-16
PROJECT CONTACT NAME Erin Gunoff		CONTACT TEL (250) 558-1754	CONTACT FAX
PROJECT			
TITLE Blanket APO #		START DATE 2017-01-16	COMPLETION DATE 2017-03-31
DESCRIPTION		SCOPE <input type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single	
THEME / MESSAGE	AUDIENCE	REGION <input type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l	
OBJECTIVE Blanket APO for statutory ads		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input type="radio"/> No	

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)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC 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)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION



- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

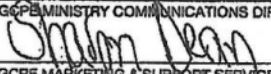
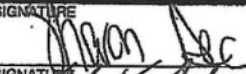
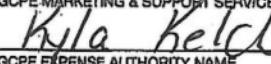
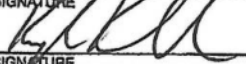
- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME A Dir/John Crooks	SIGNATURE 	DATE YYYY-MM-DD 2017-01-17
MINISTRY EXPENSE AUTHORITY NAME John Crooks	SIGNATURE 	DATE YYYY-MM-DD 2017-01-17

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME 	SIGNATURE 	DATE YYYY-MM-DD 2017/01/17
GCPE MARKETING & SUPPORT SERVICES NAME 	SIGNATURE 	DATE YYYY-MM-DD 2017/01/17
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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

ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Advanced Education		BRANCH GDX	DATE YYYY-MM-DD 2017-01-19
PROJECT CONTACT NAME Kyla Kelch		CONTACT TEL. (250) 896-6348	CONTACT FAX
PROJECT			
TITLE Post-Secondary Career Fair		START DATE	COMPLETION DATE
DESCRIPTION Recruitment materials for post-secondary career fairs		SCOPE <input type="radio"/> Campaign <input type="radio"/> Series <input checked="" type="radio"/> Single	
THEME / MESSAGE Recruitment	AUDIENCE	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l	
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input type="radio"/> No	

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)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☒ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)

☐ Public Service Announcement
(no funding required)

GRAPHIC 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)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Queen's Printer	65	\$ 100.00
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 100.00

CONTENT

- ☐ New
- ☐ Draft
- ☐ Update / Reprint
- ☐ Final / Approved

PRODUCTION

- ☐ Online
- ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry
- ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE [Signature]	DATE YYYY-MM-DD 2017/01/19
GCPE EXPENSE AUTHORITY NAME Denise Champion	SIGNATURE [Signature]	DATE YYYY-MM-DD 2017/01/23

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ASSIGNED

PRINT FORM

CLEAR FORM



BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPA NO.:

Note: This form is for use by the Communications Project Approval Committee. It is not to be used for projects that are not approved by the Committee. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures for more information.

MINISTRY Technology, Innovation & Citizens' Services		BRANCH Technology & Innovation	DATE YYYY-MM-DD 2017-02-07
PROJECT CONTACT NAME Tammi Carter		CONTACT TEL (250) 387-1069	CONTACT FAX
PROJECT			
TITLE Stickers to apply on BCKDF-funded equipment for recognition of Province		START DATE	COMPLETION DATE
DESCRIPTION Stickers with provincial logo and recognition		SCOPE <input type="radio"/> Campaign <input type="radio"/> Series <input checked="" type="radio"/> Single	
THEME/MESSAGE		REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l	
AUDIENCE post-secondary and res		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input checked="" type="radio"/> No	
OBJECTIVE To recognize the Province's commitment to research and innovation in B.C.			

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)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC 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)
Stickers to be printed at QP

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	QP - Stob 6509		\$ 1,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 1,000.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Kevin Butterworth	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME Kevin Butterworth	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Tasha Schellen	SIGNATURE	DATE YYYY-MM-DD Feb 6, 2017
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE	DATE YYYY-MM-DD Feb 10/17
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9408 STN PROV GOVT Victoria BC V8W 9V1 | Tel 250 387 3957 Fax 250 387 1435

ASSIGNED:

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
CPA-CEU-1617-017

Note: Form must be completed and approved before processing. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Jobs, Tourism and Skills Training	BRANCH Trades Training, Strategic Planning and	DATE 2017-01-20
PROJECT CONTACT NAME Leslie Page		CONTACT TEL. (250) 952-6393
PROJECT		
TITLE WorkBC Parents' Guide (Translations - 7 languages)		COMPLETION DATE 2017-03-23
DESCRIPTION French/Punjabi/Simplified Chinese/Trad.Chinese/Tagalog/Arabic/Korean		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single
THEME / MESSAGE Supporting parents to support their teens	AUDIENCE Parents and teens	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> International
OBJECTIVE Provide parents w career resources to help teens access training & work		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES <input type="checkbox"/> Strategic Planning <input type="checkbox"/> Marketing Planning <input type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input checked="" type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input type="checkbox"/> Paid Advertising <input type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)
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ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	RESPONSE	60	\$ 75,000.00
Distribution			
Other			
GORE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 75,000.00

CONTENT <input checked="" type="checkbox"/> New <input type="checkbox"/> Update / Reprint <input type="checkbox"/> Draft <input type="checkbox"/> Final / Approved	
PRODUCTION <input checked="" type="checkbox"/> Online <input type="checkbox"/> Print (STOB required)	
DISTRIBUTION <input checked="" type="checkbox"/> Ministry <input type="checkbox"/> BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Renee Derksen	SIGNATURE <i>Renee Derksen</i>	DATE 2017 01 20
MINISTRY EXPENSE AUTHORITY NAME Renee Derksen	SIGNATURE <i>Renee Derksen</i>	DATE 2017 01 20

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Meghan McRae	SIGNATURE <i>Meghan McRae</i>	DATE 2017 02 06
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE <i>Mary Dila</i>	DATE 2017 02 07
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A2936

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Ministry of Children and Family Development	BRANCH Child Protection	DATE YYYY-MM-DD 2017-02-09
PROJECT CONTACT NAME Reed Eurchuk, assigned social worker		CONTACT TEL (604) 775-0096
PROJECT Court order subservice for upcoming court date (Feb 22/2017)		CONTACT FAX (604) 660-0647
TITLE Court order subservice for upcoming court date (Feb 22/2017)		START DATE 2017-02-09
DESCRIPTION Place one advertisement in the '24 Hours' free paper		COMPLETION DATE 2017-02-15
SCOPE <input checked="" type="radio"/> Campaign <input checked="" type="radio"/> Series <input type="radio"/> Single		REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l
THEME / MESSAGE Make parents aware of upcoming court date		AUDIENCE Parents
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No

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)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)

- ☐ Public Service Announcement (no funding required)

GRAPHIC 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)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

GOPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

TOTAL COST \$
\$ 0.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Balwant Kang	SIGNATURE email approval	DATE YYYY-MM-DD 2017 02 09
MINISTRY EXPENSE AUTHORITY NAME Balwant Kang	SIGNATURE email approval	DATE YYYY-MM-DD 2017 02 09

GOPE APPROVALS

GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME K. Lauvaas	SIGNATURE K. Lauvaas	DATE YYYY-MM-DD 2017 02 09
GOPE MARKETING & SUPPORT SERVICES NAME Kyla Belch	SIGNATURE Kyla Belch	DATE YYYY-MM-DD 2017 02 09
GOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A2939

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Ministry of Children and Family Development	BRANCH Child Protection	DATE YYYY-MM-DD 2017-02-15
PROJECT CONTACT NAME Reed Eurichuk, assigned social worker		CONTACT TEL. (604) 775-0096
		CONTACT FAX (604) 660-0647
PROJECT		
TITLE Court order subservice for upcoming court date (Feb xx/2017)		START DATE 2017-02-18
		COMPLETION DATE 2017-02-20
DESCRIPTION Place one advertisement in the '24 Hours' free paper		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single
THEME / MESSAGE Make parents aware of upcoming court date	AUDIENCE Parents	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input type="radio"/> No

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)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC 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)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

CONTENT

- ☐ New
- ☐ Draft
- ☐ Update / Reprint
- ☐ Final / Approved

PRODUCTION

- ☐ Online
- ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry
- ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Balwant Kang	SIGNATURE email approval	DATE YYYY-MM-DD 2017/2/15
MINISTRY EXPENSE AUTHORITY NAME Balwant Kang	SIGNATURE email approval	DATE YYYY-MM-DD 2017/2/15

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME K. Lauvaas	SIGNATURE Kimberly Lauvaas	DATE YYYY-MM-DD 2017/2/15
GCPE MARKETING & SUPPORT SERVICES NAME Kyle Kelch	SIGNATURE Kyle Kelch	DATE YYYY-MM-DD 17/2/16
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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ASSIGNED

PRINT FORM

CLEAR FORM



BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A forwarding order must be submitted first for projects over \$10,000. Attach schedule if applicable. Please refer to the B.C. Government Communications Manual and Services Policy and Procedures Manual.

MINISTRY M.C.F.D.	BRANCH RFJ- Downtown East Side	DATE 2017 Feb 17
PROJECT CONTACT NAME Deborah Cooley or Joan Goluez	CONTACT TEL 604-745-1300	CONTACT FAX 604-660-5191
PROJECT		
TITLE Court Order Ad.	START DATE Feb 18/17	COMPLETION DATE Feb 18/17
DESCRIPTION Notice of C.C.O. Hearing	SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single	
THEME / MESSAGE Notify Parent	AUDIENCE The Province	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l
OBJECTIVE IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input type="radio"/> No		

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)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
The Province
- ☐ Public Service Announcement (no funding required)

GRAPHIC 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)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE
MINISTRY EXPENSE AUTHORITY NAME Louise MacDonald	SIGNATURE Louise MacDonald	DATE 2017 Feb 16
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME B. Lauvaas	SIGNATURE B. Lauvaas	DATE 2017 02 17
GCPE MARKETING & SUPPORT SERVICES NAME Byla Kelch	SIGNATURE Byla Kelch	DATE 2017-02-17
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

MINISTRY International Trade		BRANCH SBIIM	DATE YYYY-MM-DD 2016-11-24
PROJECT CONTACT NAME Theresa Wittstock		CONTACT TEL. (250) 216-8086	CONTACT FAX
PROJECT TITLE BC Image Project - Messaging			
DESCRIPTION Research/Dev/ Validate of key msgs for the BC Image project.		START DATE 2016-11-24	COMPLETION DATE 2017-03-31
THEME / MESSAGE BC is a attractive destination for business	AUDIENCE International influencers	SCOPE <input checked="" type="checkbox"/> Campaign <input type="checkbox"/> Series <input type="checkbox"/> Single	
OBJECTIVE Increase awareness of BC as a preferred business destination globally.		REGION <input checked="" type="checkbox"/> B.C. <input type="checkbox"/> Canada <input type="checkbox"/> Internat'l	
SERVICES & MATERIALS REQUIRED		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
ADVERTISING & MARKETING SERVICES <input checked="" type="checkbox"/> Strategic Planning <input checked="" type="checkbox"/> Marketing Planning <input type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input checked="" type="checkbox"/> Other (explain) Message development		ADVERTISING & MARKETING MATERIALS <input type="checkbox"/> Paid Advertising <input type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	
ESTIMATED COSTS		GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)	
SERVICE PROVIDER		CONTENT <input type="checkbox"/> New <input type="checkbox"/> Update / Reprint <input type="checkbox"/> Draft <input type="checkbox"/> Final / Approved	
STOB		PRODUCTION <input type="checkbox"/> Online <input type="checkbox"/> Print (STOB required)	
COST ESTIMATE		DISTRIBUTION <input type="checkbox"/> Ministry <input type="checkbox"/> BC Mail Plus (STOB required)	
TOTAL COST \$		OTHER	
GCP/ MINISTRY - Discretionary STOB 67			
MINISTRY - Statutory STOB 68			
GCP/ MINISTRY - Discretionary STOB 67			
MINISTRY - Statutory STOB 68			
MINISTRY APPROVALS			
PROGRAM DIRECTOR NAME Sue Wheatley		SIGNATURE 	DATE YYYY-MM-DD 2016/11/30
MINISTRY EXPENSE AUTHORITY NAME NICHOLA WADE		SIGNATURE 	DATE YYYY-MM-DD 2016/12/1
GCP/ MINISTRY APPROVALS			
GCP/ MINISTRY COMMUNICATIONS DIRECTOR NAME GILLIAN RHODES		SIGNATURE 	DATE YYYY-MM-DD 2016-11-30
GCP/ MARKETING & SUPPORT SERVICES NAME MARY DILA		SIGNATURE 	DATE YYYY-MM-DD 2017-02-16
GCP/ EXPENSE AUTHORITY NAME		SIGNATURE	DATE YYYY-MM-DD

GCP/ 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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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing plan must be submitted first for projects over \$10,000. Attach a sample of application. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Ministry of International Trade		BRANCH International Marketing	DATE YYYY-MM-DD 2017-02-01
PROJECT CONTACT NAME Amrinder Sandhar		CONTACT TEL. (604) 512-3613	CONTACT FAX
PROJECT			
TITLE Collateral Audit Project		START DATE 2017-02-01	COMPLETION DATE 2017-03-31
DESCRIPTION Providing recommendations on ways to improve our current suite of mark		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single	
THEME / MESSAGE B.C. is an attractive destination for business	AUDIENCE International investors/c	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l	
OBJECTIVE Enrich BCs intl. image as destination for business and investment \$		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES <input type="checkbox"/> Strategic Planning <input checked="" type="checkbox"/> Marketing Planning <input type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input type="checkbox"/> Paid Advertising <input type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)
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ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research	Cossette	60	\$ 24,980.00
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

**TOTAL COST \$
\$ 24,980.00**

CONTENT	
<input type="checkbox"/> New	<input type="checkbox"/> Update / Reprint
<input type="checkbox"/> Draft	<input type="checkbox"/> Final / Approved
PRODUCTION	
<input type="checkbox"/> Online	<input type="checkbox"/> Print (STOB required)
DISTRIBUTION	
<input type="checkbox"/> Ministry	<input type="checkbox"/> BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME <i>[Signature]</i>	SIGNATURE <i>Regan Macdonald</i>	DATE YYYY-MM-DD 2016-02-01
MINISTRY EXPENSE AUTHORITY NAME <i>Regan Macdonald</i>	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2016-02-01

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME <i>GILLIAN RHODES</i>	SIGNATURE <i>Gillian Rhodes</i>	DATE YYYY-MM-DD 2017-02-08
GCPE MARKETING & SUPPORT SERVICES NAME <i>HIDE OZAWA</i>	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2017-02-14
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO:
CPA-CEU-1617-019

Notes: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Jobs, Tourism and Skills Training	BRANCH Client Engagement Unit	DATE 2017-02-01
PROJECT CONTACT NAME Davin Greenwell		CONTACT TEL. (778) 676-2540
PROJECT TITLE 5 WorkBC.ca Pullup Banners - Digital Tools Update		COMPLETION DATE 2017-03-02
DESCRIPTION WorkBC.ca, Career Compass, Blueprint Builder, Career Trek		SCOPE <input checked="" type="radio"/> Campaign <input checked="" type="radio"/> Series <input type="radio"/> Single
THEME/MESSAGE WorkBC.ca can help you with your career	AUDIENCE Job Seekers	REGION <input checked="" type="radio"/> B.C. <input checked="" type="radio"/> Canada <input checked="" type="radio"/> International
OBJECTIVE Help job seekers understand the different ways they can utilize WorkBC		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="radio"/> Yes <input checked="" type="radio"/> No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES <input type="checkbox"/> Strategic Planning <input type="checkbox"/> Marketing Planning <input type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input type="checkbox"/> Paid Advertising <input checked="" type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input checked="" type="checkbox"/> Display (static or digital) <input type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input checked="" type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input checked="" type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Queen's Printer	6509	\$ 1,473.39
Distribution			
Other			
TOTAL COSTS			\$ 1,473.39
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Renee Derksen	SIGNATURE <i>R. Derksen</i>	DATE 2017-02-03
MINISTRY EXPENSE AUTHORITY NAME Renee Derksen	SIGNATURE <i>R. Derksen</i>	DATE 2017-02-03
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Meaghan McRae	SIGNATURE <i>Meaghan McRae</i>	DATE 2017-02-03
GCPE MARKETING & SUPPORT SERVICES NAME HIDE OZAWA	SIGNATURE <i>HIDE OZAWA</i>	DATE 2017-02-22
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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

ASSIGNED 125.51531.11855.6509.511WBME

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A2943

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY
FLNRO

BRANCH
Thompson Okanagan NRD

DATE
2017-02-15

PROJECT CONTACT NAME
Lorraine E. MacLauchlan

CONTACT TEL.
(250) 828-4179

CONTACT FAX

PROJECT

TITLE
PMP for south area 2017-2021-4

START DATE
2017-02-15

COMPLETION DATE
2017-03-31

DESCRIPTION
Pest Management Plan for pesticide use

SCOPE
☒ Campaign ☐ Series ☐ Single

THEME / MESSAGE
5 year plan on pesticide use

AUDIENCE
public

REGION
☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE
Blanket APO for statutory ads

IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?
☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
<input checked="" type="checkbox"/> Strategic Planning	<input checked="" type="checkbox"/> Paid Advertising	<input checked="" type="checkbox"/> Graphic Design Services (advertising, etc)
<input type="checkbox"/> Marketing Planning	<input type="checkbox"/> Print Materials	<input type="checkbox"/> Print Publication (reports, poster, etc)
<input type="checkbox"/> Media Planning / Media Purchasing	<input type="checkbox"/> Promotional Items	<input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc)
<input type="checkbox"/> Website Development / Hosting	<input type="checkbox"/> Display (static or digital)	<input type="checkbox"/> Display (static or digital)
<input type="checkbox"/> Social Media Development	<input type="checkbox"/> Online Content & Advertising	<input type="checkbox"/> Information Graphics
<input type="checkbox"/> Audio / Video / Photography	<input type="checkbox"/> Other (explain)	<input type="checkbox"/> Web Design and Online Graphics
<input type="checkbox"/> Translation Services		<input type="checkbox"/> Promotional Items
<input type="checkbox"/> Other (explain)	<input type="checkbox"/> Public Service Announcement (no funding required)	<input type="checkbox"/> Presentation (PowerPoint, PDF)
		<input type="checkbox"/> Video / Motion Graphics
		<input type="checkbox"/> Stock Photography
		<input type="checkbox"/> Branding, New Mark Development
		<input type="checkbox"/> Signage
		<input type="checkbox"/> Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCOPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

CONTENT	
<input checked="" type="radio"/> New	<input type="radio"/> Update / Reprint
<input type="radio"/> Draft	<input type="radio"/> Final / Approved

PRODUCTION	
<input type="radio"/> Online	<input type="radio"/> Print (STOB required)

DISTRIBUTION	
<input type="radio"/> Ministry	<input type="radio"/> BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE
Ted Zimmerman		2017/02/15
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE
Leith McKenzie		

GCOPE APPROVALS

GCOPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE
Sharon Dean		2017/02/17
GCOPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE
Kyla Kelch		2017/02/17
GCOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCOPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1436

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PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

APD: A2947

OPANO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted for all projects over \$10,000. All projects are subject to applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY
Financé

BRANCH
FIGOM

DATE
YYYY-MM-DD
2017-02-22

PROJECT CONTACT NAME
Angela Frattaroli

CONTACT TEL
(250) 387-3514

CONTACT FAX

PROJECT
TITLE
Coast Capital Savings call for public comment

START DATE
2017-03-01

COMPLETION DATE
2017-03-30

DESCRIPTION
ad in print media for feedback from public re: credit union nationalization

SCOPE
☒ Campaign ☐ Series ☐ Single

THEME / MESSAGE
Call for comments

AUDIENCE
British Columbians

REGION
☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE
get feedback on nationalization of the credit union

IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?
☐ Yes ☒ No

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)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☒ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, posters, 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)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	\$55,000
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GOPE / MINISTRY - Discretionary STOB 07		MINISTRY - Statutory STOB 00	TOTAL COSTS \$55,000

CONTENT

- ☒ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☒ Online ☐ Print (STOB required)

DISTRIBUTION

- ☒ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME

SIGNATURE

DATE
YYYY-MM-DD

MINISTRY EXPENSE AUTHORITY NAME
Tara Richards

SIGNATURE
Richards

DATE
YYYY-MM-DD
2017-02-23

GOPE APPROVALS

GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME
Jamie Edwardson

SIGNATURE

DATE
YYYY-MM-DD
2017-02-22

GOPE MARKETING & SUPPORT SERVICES NAME

SIGNATURE
Mary Dila

DATE
YYYY-MM-DD
2017-02-27

GOPE EXPENSE AUTHORITY NAME

SIGNATURE

DATE
YYYY-MM-DD

GOPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3857 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Health	BRANCH Corporate Engagement	DATE YYYY-MM-DD 2017-02-21
PROJECT CONTACT NAME Eric Berndt		CONTACT TEL (250) 952-3010
CONTACT FAX		
PROJECT		
TITLE Public Engagement Task Group; Strategic Planning & Print Advertising		START DATE
DESCRIPTION Engaging Stakeholders for Strategic Planning- Developing Print Ads		COMPLETION DATE 2017-03-31
THEME / MESSAGE Public Health Emergency	AUDIENCE People who use drugs	SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single
OBJECTIVE Strat Plan for 2017-2018/ Print Ads		REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No

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)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)

☐ Public Service Announcement
(no funding required)

GRAPHIC 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)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Traction	60	\$ 12,000.00
Distribution			
Other	Traction	60	\$ 20,000.00

GCPE / MINISTRY - Discretionary STOB 67

MINISTRY - Statutory STOB 68

TOTAL COST \$
\$ 32,000.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Regan Hasen	SIGNATURE 	DATE YYYY-MM-DD 2017-02-21
MINISTRY EXPENSE AUTHORITY NAME Matthew Herman	SIGNATURE 	DATE YYYY-MM-DD 2017-2-27

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Sarah Plank	SIGNATURE 	DATE YYYY-MM-DD 2017-02-21
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE YYYY-MM-DD 2017-02-23
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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

ASSIGNED

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

MINISTRY Transportation & Infrastructure		BRANCH Emergency Management BC	DATE 2017-02-08
PROJECT CONTACT NAME Lisa Barrett		CONTACT TEL (250) 213-8075	CONTACT FAX
PROJECT			
TITLE High Ground Hike 2017 - Tsunami Awareness Week		START DATE 2017-03-31	COMPLETION DATE 2017-03-31
DESCRIPTION High Ground Hike is a community-led event that takes place during BC's		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single	
THEME / MESSAGE tsunami preparedness/awareness	AUDIENCE schools/LAs/public	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l	
OBJECTIVE Increase understanding of tsunami risk and appropriate response activities		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No	
SERVICES & MATERIALS REQUIRED			
ADVERTISING & MARKETING SERVICES <ul style="list-style-type: none">Strategic PlanningMarketing PlanningMedia Planning / Media PurchasingWebsite Development / HostingSocial Media DevelopmentAudio / Video / PhotographyTranslation ServicesOther (explain)		ADVERTISING & MARKETING MATERIALS <ul style="list-style-type: none">Paid AdvertisingPrint Materials<input checked="" type="checkbox"/> Promotional ItemsDisplay (static or digital)Online Content & AdvertisingOther (explain)Public Service Announcement (no funding required)	
		GRAPHIC COMMUNICATION SERVICES <ul style="list-style-type: none">Graphic Design Services (advertising, etc)Print Publication (reports, poster, etc)Digital Publication (PDF, DVD, e-pub, etc)Display (static or digital)Information GraphicsWeb Design and Online Graphics<input checked="" type="checkbox"/> Promotional ItemsPresentation (PowerPoint, PDF)Video / Motion GraphicsStock PhotographyBranding, New Mark DevelopmentSignageOther (explain)	
ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Passion sports	65	\$ 1,800.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 57		MINISTRY - Statutory STOB 66	
		TOTAL COST \$ \$ 1,800.00	
MINISTRY APPROVALS			
PROGRAM DIRECTOR NAME Carol McClintock		SIGNATURE 	DATE 2017-02-08
MINISTRY EXPENSE AUTHORITY NAME Carol McClintock		SIGNATURE 	DATE 2017-02-08
GCPE APPROVALS			
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME McCaffrey Jules		SIGNATURE 	DATE 2017 03 13
GCPE MARKETING & SUPPORT SERVICES NAME HIDE OZAWA		SIGNATURE 	DATE 2017-02-15
GCPE EXPENSE AUTHORITY NAME		SIGNATURE	DATE

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MINISTRY International Trade		BRANCH SBIIM	DATE 2016-11-24
PROJECT CONTACT NAME Theresa Wittstock		CONTACT TEL. (250) 216-6066	CONTACT FAX
PROJECT			
TITLE BC Image Project - Message Validation		START DATE 2016-12-19	COMPLETION DATE 2017-03-31
DESCRIPTION Validation of key msgs for the BC Image project.		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single	
THEME / MESSAGE BC is a attractive destination for business	AUDIENCE International influencers	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l	
OBJECTIVE Increase awareness of BC as a preferred business destination globally.		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
<input checked="" type="checkbox"/> Strategic Planning <input checked="" type="checkbox"/> Marketing Planning <input type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input checked="" type="checkbox"/> Other (explain) Message Validation + Research	<input type="checkbox"/> Paid Advertising <input type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	<input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)

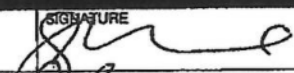

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Cossette	60	\$ 50,765.00
TOTAL COST \$			\$ 50,765.00

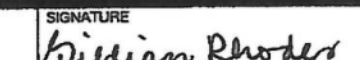
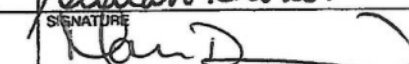
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

CONTENT	
<input type="radio"/> New	<input type="radio"/> Update / Reprint
<input type="radio"/> Draft	<input type="radio"/> Final / Approved
PRODUCTION	
<input type="radio"/> Online	<input type="radio"/> Print (STOB required)
DISTRIBUTION	
<input type="radio"/> Ministry	<input type="radio"/> BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Sue Wheatley	SIGNATURE 	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME S Wheatley	SIGNATURE 	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Gillian Rhodes	SIGNATURE 	DATE 2016-12-19
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE 2017-03-13
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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MINISTRY Aboriginal Relations and Reconciliation	BRANCH Negotiations and Regional Operations	DATE 2016-12-23
PROJECT CONTACT NAME Sharon Pocock		CONTACT TEL. (250) 387-1253
PROJECT		
TITLE Tsilhqot'in Accord Open Houses		START DATE
DESCRIPTION Paid print advertising in Williams Lake Tribune		COMPLETION DATE
THEME / MESSAGE Information sharing - Why the Accord was necessary	AUDIENCE Local communities, B.C.	SCOPE <input type="checkbox"/> Campaign <input type="checkbox"/> Series <input checked="" type="checkbox"/> Single
OBJECTIVE Highlight Open Houses to interested members of the public in the Cariboo	REGION <input checked="" type="checkbox"/> B.C. <input type="checkbox"/> Canada <input type="checkbox"/> Internat'l	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

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)	ADVERTISING & MARKETING MATERIALS <input checked="" type="checkbox"/> Paid Advertising Print Materials Promotional Items Display (static or digital) Online Content & Advertising Other (explain) Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input checked="" type="checkbox"/> 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)
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ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Williams Lake Tribune	67	655.20
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
TOTAL COST \$			655.20

GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Neilane Mayhew	SIGNATURE	DATE 2017-01-06
MINISTRY EXPENSE AUTHORITY NAME Neilane Mayhew	SIGNATURE	DATE

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Lisa Leslie	SIGNATURE	DATE 2017-01-05
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE	DATE 2017-01-17
GCPE EXPENSE AUTHORITY NAME Susan Bruce	SIGNATURE	DATE 2017-01-17

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