NATIVA

COLUMBUS OFFICE
1275 Kinnear Rd, Columbus, OH 43212
(614) 719-9245

www.thenativa.com

PHOENIX OFFICE
3428 N. 15th Ave Phoenix, AZ 85015
(602) 277-0224

ASU Marketing Strategy Proposal for 100,000 Opportunities Initiative

October 26, 2015

Dear Diana,

Based on our conversation, we have created a proposal that will assist ASU with the promotion of the 100,000 Opportunities Initiative, with the goal of helping create pathways for the hiring of Opportunity Youth.

Specifically, the Nativa team will perform Facebook Ad campaigns from October 27th-30th, targeting the Phoenix Metropolitan Area. Some Ad examples are included below for your reference.

I have included our proposal for your review. We look forward to working with you; in the meantime, if you have any questions or need any additional information from us, please don't hesitate to contact me.

Cost: $1,000
Reach: 60,000 Impressions
Target: 16-24 Year Olds
Duration: October 27th-30th
Geo Location: Phoenix Metro Area

Ad Samples:

The #Phoenix #100kOpportunities Job Fair & Forum has something for everyone looking to become #JobReady. Polish up your interview skills, improve your resume, get help with job applications and much, much more. First you gotta #StartSomewhere. Join us @PhoenixConvCtr on 10/30. Registration is FREE!
www.100kopportunities.org

#100kOpportunities Job Fair is coming to #PHX! All 16-24 Year Olds Join us on 10/30 @PhoenixConvCtr Registration is open!
www.100kopportunities.org/phoenix

20+ companies will be at the #PHX #100kOpportunities Job Fair on 10/30. They want 16-24 Year Olds like YOU! Register today at
http://ow.ly/ToKai

Sincerely yours,

Eric Diaz
Eric@thenativa.com
602.277.0224

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Authorization to Proceed

Please sign, scan and email this page to eric@thenativa.com by October 27th, 2015 to confirm acceptance of the proposal.

Project: **100,000 Opportunities**

Company: Arizona State University

Name: _____

Signature: _____

Date: _____

PO# (if necessary): _____