



# Prime Advocacy

## *Proposal for*

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



October 30<sup>th</sup>, 2019



## **Table of Contents**

<i>Prime Advocacy</i> Introduction.....	Page 3
Advocacy Day Plan.....	Pages 4-5
Compensation and Summary.....	Page 6
Client References.....	Page 7



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*Prime Advocacy*  
499 South Capitol St, SW  
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October 30<sup>th</sup>, 2019

Bryan Soukup  
American Society of Interior Designers  
1152 15th St NW  
#910  
Washington, DC 20005

Re: Proposal for 2020 Advocacy Days

Dear Mr. Soukup,

It was great speaking with you and learning more about ASID's 2020 Advocacy Day plans. Per our conversation, included in this proposal are the planning, services and fees associated with your potential Advocacy Days. We are excited about the possible opportunity to work for you, and look forward to hearing back soon.

Thank you again for your consideration.

Sincerely,

Lincoln Clapper



*Prime Advocacy* is pleased to provide ASID with this proposal to successfully manage your state-level meetings, and any logistical needs for your Advocacy Day.

At *Prime Advocacy*, we have created a high-powered brand by working with premiere associations and corporations, continually managing their Advocacy Days year after year. Our growth is attributed to our action-oriented and detailed approach that puts clients and their goals first. Since 2010, we have scheduled a total of 33,000 meetings for over 37,000 individuals. In 2018 alone, we completed 70 Advocacy Days, totaling 6,600+ meetings for clients.

We believe in a competitive, strategic plan that is tailored to our clients' objectives. The backbone of our organization lies within the strength of our established relationships with each office. *Prime Advocacy* has proven capable of handling any Advocacy Day challenge at the state level and in Washington, DC. Our team repeatedly produces results that continue to exceed expectations.

This plan is uniquely designed to meet ASID's specific needs and goals. At *Prime Advocacy*, we pledge to make your life easier and to manage all of the logistical details you seek for your Advocacy Day, so you can focus on effectively delivering your message to legislators.

Per our conversation we will provide the following services:

- Scheduling Legislative Appointments

First, we work with you to determine which offices you wish to target. Not only should you meet with Members on relevant committees, you should be meeting with each respective committee staff.

We then work directly with those Members' Schedulers and Chiefs of Staff to organize productive meetings for your attendees. Throughout the process, we will update you daily with status reports on the meetings we have scheduled. When we have finalized times with the Members' offices, we will provide your attendees with individual schedules for all meetings.

- 24/7 Access to Scheduling Updates

*Prime Advocacy* will provide a login capability 1 month prior to the Advocacy Day, allowing ASID to follow *Prime Advocacy*'s progress.

- Creation and Delivery of Electronic Schedules

*Prime Advocacy* will create and send you the completed and personalized PDF schedules electronically for you to include with your booklets and talking points material. As meeting times or logistics change, we will continue to send updated schedules through the Advocacy Day. Our 24-hour phone line will be made available to your attendees to call if their schedule needs to be altered or adjusted.



Furthermore, we can provide the following services at additional cost:

- Mobile Access to Schedules  
Attendees will be able to log into our mobile tool to view schedules from their cellular device, providing real-time information about their meetings. This feature includes sections for talking points attachments, special notes/instructions, and a live feedback notepad that allows for attendees to record relevant information during each meeting. (\$2,000)
- Creation and Delivery of Physical Schedules  
*Prime Advocacy* can also print and provide labor for stuffing attendee packets at \$2 per page. *Prime Advocacy* can also assemble pre-printed material for packets that include talking points, one pagers, folders, nametags etc for .50 cents per picked item.
- Advocacy Training  
Before your attendees attempt to advocate, we can provide expert training on the most successful techniques and what your attendees can expect while they are in the capital. (\$1,000)
- Registration Page  
*Prime Advocacy* can create and administer the Advocacy Day registration page, alleviating the hassle of overseeing the various logistical items associated with its day-to-day management. (\$500)
- Private Dinner/Reception Reservations and Logistics  
We can secure dinner/reception space and arrange F&B to accommodate your attendees for each event. Logistical support includes sourcing space/quotes, arranging catering orders/menus, and processing paperwork/advancing payment. (price based on complexity)
- Transportation  
Using our network of reliable transportation services, we will research quotes and arrange the logistical task of transporting your attendees from the hotel to the capital. (price based on complexity)
- Hotel Reservations  
Essential for every Advocacy Day, we can secure a block of rooms for your attendees at an affordable, convenient hotel in the area. (price based on complexity)



### **Compensation**

Our fee is based on the scope of engagement and complexity of the assignments surrounding your project, as detailed above. The fee established is based upon our assessment of the amount of time to procure **50-150 meetings** and provide the above referenced services. With this in mind, we propose the following:

50 meetings - \$5,000  
100 meetings - \$10,000  
150 meetings - \$13,500

### **Summary**

Our comprehensive, action-oriented approach has resulted in tremendous success for our clients. We are confident that we can fulfill the logistical needs of ASID and are eager to begin work on your behalf.

Again, we appreciate the opportunity to present you with this proposal. We will be in touch to follow up. In the meantime, if you have any questions, please do not hesitate to contact us. We can be reached at 202-834-4178.



## References

### Advocacy Days

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