

**SAPPHIRE STRATEGIES  
CBFWA PUBLIC RELATIONS CONTRACT  
STATEMENT OF WORK  
April 1, 2006 – March 31, 2007**

**DESCRIPTION OF SERVICES-**

**Deliverables**

- A. Define Products and assist in Implementation Strategies to:
1. Seek feedback and input to the Status of the Resource document by affiliated fish and wildlife entities in the Columbia River Basin, such as the NPCC, BPA and others
  2. Design and implement a campaign and media strategy to promote and disseminate the Status of the Resource Project.
- B. Identify and assist in strategies and marketing tools to:
1. Promote a positive image for increased support of CBFWA members' initiatives for the protection and restoration of fish, wildlife and habitat in the Columbia River Basin.
  2. Create communication tools that support external public education of CBFWA member initiatives along with strategic and political leveraging for those member initiatives.
  3. Expand partnership opportunities and associations with external government, community leaders, nonprofit, and advocacy groups.
- C. Create a plan and assist in implementing methods to coordinate with BPA and NPCC on marketing strategy.
1. Identify cost share opportunities in external communications within fish and wildlife community, utility community, and the public.

Deliverables and tasks will be reviewed and may be updated with further detail after June 1, 2006.

**CONTRACT REPRESENTATIVE-**

Mr. Brian Lipscomb, President, Columbia Basin Fish and Wildlife Foundation will be CBFWF's contract representative for the activity. \_\_\_\_\_ will be Sapphire Strategies Contract Representative for the activity.

**COMPENSATION and TRAVEL-**

Sapphire Strategies will be compensated with a retainer in the amount of \$2,400.00 per month for 50 hours of services. Hours over 50 require prior approval by the CBFWF Contract Representative and will be billed not to exceed \$65.00 per hour. Travel expenses, including lodging and per diem in compliance with the Federal Travel Regulations, and production costs, are over and above the monthly retainer. Payment will be made in US Dollars.

Contract Total Shall Not To Exceed \$60,000.00. Unexpended funds do not carryover.

\*\*All travel expenses are to be billed on or accompanied by a CBFWF Travel Claim which is found on the CBFWA website at [www.cbfwa.org](http://www.cbfwa.org).

**All invoices on this contract must be received by April 30, 2007.**