



TULEBURG

February 13, 2018
San Joaquin County Fairgrounds
1658 S Airport Way
Stockton, CA 95206
Attention: Board of Directors

Dear members of the Board of Directors of the San Joaquin County Fairgrounds:

Tuleburg is excited to submit our proposal of services.

Tuleburg, a California Limited Liability Company, is an industry leader in business development and consulting. We have been committed to providing digital advertising strategy, out-of-home solutions, corporate identity, brand marketing, social strategy, and management consulting solutions to organizations all over the country for 6 years. Tuleburg is committed to the delivery of strategic marketing and advertising to increase awareness on the importance of child development in the early stages of life, while continuing to improve and maintain child health, and strengthening family and community support and partnership. As a Central Valley business leader, we have superior knowledge of the best practices regarding communications and advertising in our market, while using the appropriate means of communication to our targeted demographic. Tuleburg has completed campaigns for both McDonald's and Coca Cola USA that aggregated more than 3 million transactions across only 27 locations in less than 60 days on a very strict, not-to-exceed budget, now running 46 locations with more business than ever. Tuleburg is not adverse to a challenge. Our firm recognizes the need to assess a community voice before creating marketing strategies.

Jason Roth is the CEO of Tuleburg and has the contractual responsibility with the San Joaquin County Fairgrounds. The project manager will be Clare Simpson, Project Manager. Both are based at 401 N San Joaquin Street, Suite 212, Stockton, CA 95202, and can be reached on 855.438.8853.

We can confirm that this proposal shall remain valid, but not exceed, 12 months from the date of completion. All information submitted with the proposal is true and correct. We would be very happy to answer any questions you have about our proposal and look forward to hearing from you.

Sincerely,



Becky Moffitt, CMO
Tuleburg
becky@tuleburg.co // (855) 438-8853 // fax (209) 390-1075

Company History | *Tuleburg*

Tuleburg (two + lee + burg), a nickname for Stockton, CA, was founded in 2012 by Jason Roth and Becky Moffitt. At Tuleburg, our mission is to provide result-oriented business development strategies designed to meet our clients' objectives. We approach all client projects with competitive creativity and poise. Our goal is to differentiate ourselves by the work we produce and the relationships we build.

Tuleburg is a full-service business development firm offering a comprehensive suite of services focused on development, branding and design, social media, film and photography, and consulting. Our goal at Tuleburg is to create long-term value to consistently develop and grow your business. We live at a crossroads of form and function, driven by a desire for progress. Growing rapidly, in our fifth year, our team comes from varied backgrounds that give the firm an undeniable variance of experience. It is the belief of Tuleburg that marketing and development comprise the growth of any business and in any industry. Whether it is piloting a test campaign in a specific region or rebranding a 75 year old family business, we understand what it takes to build a solution with a foundation in research and measurable return on investment.

Many firms can design but are unable to articulate the rationale or the psychology behind their work. We believe that without a proper foundation the longevity and relevance of a solution is severely limited. With our group of creatives and extensive knowledge in not only our industry, but an understanding of our many clients' industries, we feel confident in the work we provide. We are a group of dreamers and doers, visionaries and realists, united by the belief that success is the product of ingenuity, hard work, creativity, perseverance, and just a little bit of magic. Tuleburg is not just a name — it is a promise to elevate your business into the realm of strategic, creative, and digital excellence.

Proposed Services *Tuleburg*

Project Management Approach:

We will start the project with a kick-off meeting attended by the Project Manager (Clare Simpson), Chief Creative Director (Clark Beggs) and COO (Ben Orloff). The goal of this meeting will be to confirm the Scope of Work for the project and to assess any scope changes the team may encounter. Simpson, Beggs, and Orloff will ensure the proper contact information is given, any project management tools are explained, and that we identify database and proper formats by the San Joaquin County Fairgrounds staff and a general outline of deliverables from San Joaquin County Fairgrounds to the team.

After the kick-off, the Project Manager, Clare Simpson, will prepare the Project Management Approach and Plan, which will highlight any discussion points from the kick-off.

Media Relations:

Tuleburg has always been cognizant to avoid a “one-size fits all” mindset when securing press coverage. Rather than seeking broad, overly-general exposure, our firm values timing and targeting, sitting down with clients to identify or develop public-facing initiatives that encapsulate the company image they aspire to create.

The heart and soul of our firm’s Media Relations services lie in Heather Brent; Tuleburg’s media coordinator oversees everything pertaining to our client’s public image and relationship with the press. Offering years of experience working directly in media throughout the Central Valley, Heather represents a direct bridge between our clients and a host of local press contacts from television to web & print, including KSRE 3, Channel 10, Good Day Sacramento, Central Valley Business Journal, Stockton Record, Sacramento Bee, Modesto Bee, various local radio stations, and beyond. Direct points of contacts at each enable our firm to secure an audience for worthy stories.

Along from contacts and connections, Tuleburg offers a comprehensive management of every step of the media process. Our firm will handle all press coordination and communication, in addition to drafting and disseminating heavily vetted and compelling press releases whenever necessary. Recognizing the importance of clients feeling comfortable and prepared for filming, Tuleburg will offer both one-on-one instruction and group training for the San Joaquin County Fairgrounds leadership and employees for on-screen etiquette and interview preparedness.

Communications:

Tuleburg has collaborated with government consultants for a number of years and has notable experience utilizing both traditional outreach methods and grassroots campaigns for our clients. One of our longest-standing clients, BG Strategies, is a political consultant who employs our firm for everything from marketing and design to developing connections with influential community stakeholders.

Crisis communications relies on a very clear delineations of responsibilities and a communication chain within management. In our partnership with the San Joaquin County Fairgrounds, we will carry over creative and inventive strategies used in the past to anticipate and divert public concern. In our work with Golden State Restaurant Group, our firm has implemented a long-term strategy to reverse existing stigma about McDonald's food through a renewed narrative of local sourcing. By capturing photos, footage, and testimonies during visits to Golden State Restaurant Group's local suppliers of ingredients, we have steadily conveyed the company's commitment to nutrition and local business through targeted social media content and user-friendly infographics on their website.

Public Relations:

Bearing great similarity to our approach to media relations, Tuleburg's public relations methodology is heavily rooted in both timing and contacts. Our firm is constantly in search of the right moment to leverage relationships with community stakeholders and prominent local dignitaries in order to improve the San Joaquin County Fairgrounds' overall community reputation. Furthermore, our firm has an extensive history of selecting clients that express a committed interest in improving our community, both Stockton and the greater San Joaquin County. This attribute has helped Tuleburg form a close network of organizations willing to collaborate and come together for the right cause. We like to think the San Joaquin County Fairgrounds is already a part of that network and are looking forward to working with your company in a greater capacity in the near future.

The positive, creative and proactive approach we lend to public relations has led to some wonderful and memorable campaigns. In Tuleburg's partnership with Support Stockton Police Department, an organization of community members devoted to expressing validation and appreciation to Stockton officers, we have created "Coffee With a Cop" events to start a productive and humanizing dialogue between Police and the Stockton community and the "Beacon of Blue" initiative, installing an array of blue lights outside dozens of local McDonald's franchises to convey solidarity with Stockton's first responders. Moreover, we have ample experience promoting "launch" events in real estate: pre-event and groundbreaking coverage for CAL WEBER 40, Haggerty Construction, and Grupe's The Vine have all placed Tuleburg at the center of documenting and relaying vital event narratives.

Brand Development

Brand development is a cornerstone service for our Tuleburg team: we take immense pride in offering a uniquely collaborative experience for clients. This process will take place parallel to the development of an annual report and will consist of a few major milestones, similar to those described in Section 3.2.

After an exploratory meeting with the client and considerable research into industry trends, competitors, and their existing brand, Tuleburg will provide a Brand Brief talking exclusively about voice, potential clients profiles, and company values. This step helps establish what aspects of the business are the most vital for new branding elements to emphasize while determining a clear path forward for our firm.

Following this step, our team will begin to design your brand: the visuals, tone of voice, and overall messaging that will redefine your business' identity. After the right fit for each has been determined, Tuleburg will finalize all designs and construct your Brand Book : a comprehensive physical and digital guide to newly agreed-upon imagery, tone, logo, color pallet. The Brand Book will remain a reference for the San Joaquin County Fairgrounds moving forward to clarify how and when to implement each element of your new brand.

Past brand development projects have given our firm the opportunity to design and develop brands for clients from a wide array of businesses both local and international, from home health care to craft brewing. In recent months, we have been hard at work constructing a new brand from the ground up for both MILC Group and Data Destroyers: two developed agencies in agriculture and data storage respectively.

Tuleburg uses Teamwork and Slack as project management tools to ensure all employees involved in the project are informed of all details of the project, follow the scope, and complete by promised deadlines. The project manager is responsible for monitoring the tasks.

Schedule of Fees

We propose this retainer level for a minimum of four months, after which we can reevaluate your needs. Doing a retainer opposed to a project based billing schedule will allow us to leverage our full scope of services for any needs that arise during the scope of engagement.

General Retainer Scope of Work:

1. Consulting
 1. Operations Analysis
 2. Performance Improvement
 3. Organizational Design
 4. Talent Acquisition
 5. Talent Retention
2. Social Media
 1. Social Media Strategy
 2. Social Media Audit
 3. Channel Consistency
 4. Customer Engagement
3. Branding and Design
 1. Brand Identity
 2. Collateral Design
 3. Brand Development
 4. Advertising
 5. Branding Guidelines
4. Film and Photography
 1. Promotional Videos
 2. Commercials
 3. Training Videos
 4. Product Photography
 5. Headshots/Office Photography
 6. Event Film/Photography

Deliverables Within the Scope

Rebrand the Fair - 10k

In an effort to ignite nostalgia, it is recommended to professionally create a new brand for the fair. The focus will lend itself to inclusion vs. exclusion. We need to attract the masses to come to the fairgrounds, not just those who have visited before.

- highlight the different cultures in SJC

Campaign - 15k

Leading the narrative is critical when in a state of crisis. Properly messaging the current situation is imperative to any success surrounding marketing, advertising, community meetings, engagement and support. We recommend an approach that bridges the gap between the old ways of doing business in San Joaquin County with the new wave.

- provide talking points for brand ambassadors
- digital strategy
- leveraging chambers and associations for each culture org to push out to their markets: Give marketing toolkits to each

Local fusion - 15k

At Tuleburg, we believe in community. Our team is active in San Joaquin County both on behalf of the firm, and in our personal lives. As a result of being relationship-oriented and loyal to those we do business with, we are in a position that when we ask for others to come together, they know we are asking for a reason. We believe in our community and understand the creative nuances that must exist to create success.

- Beer Alley
- Cooking competition
- GSRG receipts
- Local bands

Community Outreach - 10k

It is no secret that how individuals and businesses communicate in the valley is unique where only those who are from here, understand the language. We must approach this outreach correctly from the moment it's discussed in an open forum as we have one chance to make a favorable first impression.

- Press Release
- Media Coverage
- Local contests to be featured at the Fair/video/media

Proposed Monthly Cost

Option 1: Monthly retainer of 50 hours of work allotted to any of the areas within the scope, for the contracted 1 year, costing \$7500/ month.

Option 2: Monthly retainer of 66 hours of work allotted to any of the areas within the scope, for the contracted 1 year, costing \$10,000 / month.

Option 3: Monthly retainer of 80 hours of work allotted to any of the areas within the scope, for the contracted 1 year, costing \$12,000/ month.

After a retainer is chosen, if at anytime the San Joaquin County Fairgrounds feels more hours should be added each month, or hours should be used each month, the retainer amount can change. Although we recommend for this 1 year contract a retainer, if after the 1 year contract the San Joaquin County Fairgrounds chooses to extend the contract for 4 more years, they may choose to stay on retainer and increase or decrease the amount of hours allotted each month or project based pricing and be billed at our hourly rate of \$150/hr.

There will be no markups, reimbursements, or extra fees, not including the cost of printing (not covered under the retainer). Standard turnaround time varies for each department, or piece of collateral and also is determined by the client's response rate. Tuleburg does not reimburse or roll over retainer hours, however if you feel a retainer is not being fully utilized or met, you may reduce your retainer for the following month. Tuleburg agrees to complete and comply to all forms necessary that are provided by the San Joaquin County Fairgrounds. Tuleburg will not be utilizing any forms during this process. Time reports and any measurable media analytics can be provided at the request of the San Joaquin County Fairgrounds at any time during the project contract.

Managerial Capacity/ Financial Viability

Tuleburg acknowledges the request to confirm its managerial and financial capacity to deliver the proposed services in this proposal. Our management team consists of four individuals who assist in leading each department, the Project Manager's sole role is to ensure the scope is followed and deadlines are met. It is to our utmost integrity that each and every individual provides their best quality work. Tuleburg confirms their ability to generate sufficient income to meet operating payments, debt commitments and, where applicable, to allow for growth, while maintaining service levels. The following resumes are the key individuals who will be leading this project, including the management staff and project manager. This project is not limited to these individuals, rather the entire Tuleburg team.

Jason Roth Co-Owner/ Chief Executive Officer



Bio

Jason is the Chief Executive Officer at Tuleburg. Having come into his own as a strategic leader well before graduating from Pacific, Jason is able to judge everything for its potential, offering invaluable insight into the projected effects of his firm's creative choices on their clients and community. With a deep connection to the City of Stockton, Jason incorporates both his natural empathy and strong rapport with peers in his work to better understand and realize clients' goals. With Tuleburg, he has intentionally built a strong team of talented consultants, writers, photographers, developers, designers, and project managers to compliment one another and expand the capability of the firm. Today, Jason is jointly committed to both the development of Tuleburg and to raising his children as junior Tuleburgers.

EDUCATION

Dual Degree Bachelors
of Science in English and Business
University of the Pacific, May 2010

QUALIFICATIONS

Advertising Management
Corporate Identity
B2B Marketing, Business Development and Strategy
Brand Marketing
Cause and Experience Marketing
Management Consulting
Social Media Advertising/Management
Digital Network Advertising
Media Buying
Research
Google Apps
Market Segmentation
Data Analysis
Wireframing
Cost Analysis/Development
Public Speaking/Presenting
Business Development
Budgeting

EXPERIENCE

Co-Founder/Chief Executive Officer at TULEBURG

February 2012 – Present

Cultivates a productive, candid, and healthy company culture
Oversees all company growth, direction, and major strategy
Manages all company budgeting, payroll, and hiring
Builds and maintains trust, open-channeled communication, and transparency with clients
Directs company workflow, delegating assignments to department heads
Vets all creative content for quality, veracity, and messaging before releasing to clients

Founder/Owner/Chief Executive Officer at PORT CITY MARKETING

2010 - 2012

Founded company while in college, recruiting classmates and community contemporaries
Brought company from creation to purchase within two years
Developed and carried over lasting relationships with Stockton businesses and organizations to Tuleburg

Benjamin Orloff Chief Operating Officer



Bio

Ben is the Chief Operating Officer at Tuleburg. If you were to peek into his office on any given day, you would probably find him managing projects or geeking out over data. Ben is an alumnus of University of the Pacific's Eberhardt School of Business, where he graduated Summa Cum Laude. Ben has a passion for efficiency, a penchant for minimalism, and a knack for identifying creative solutions. When he's not working, Ben is either working on his girlish figure, pretending to be a photographer, or planning his next adventure.

EXPERIENCE

EDUCATION

Eberhardt School of Business,
Summa Cum Laude
University of the Pacific, May 2014

QUALIFICATIONS

Project Management
Market Research
Web Development
Web Design
Graphic Design
Operations Analysis
Business Development
Policy Development and Implementation
Data Mining
Data Analysis
Database Management
Email Marketing
Wireframes
Digital Strategy
Web Hosting
Domain Management

Chief Operating Officer at TULEBURG

September 2013 – Present

Oversees all operations, the company's project management department, and Human Resources. Works alongside the CEO and CMO to develop Tuleburg policies, project management guidelines, and the overall organization of the company.

Project Management for SJCOG:

Rideshare Week
One Voice
Commute Connections Annual Report

Project Management for City of Kirkland, Washington:

Focus Groups

Project Management for Stanislaus County:

Website Development
Database Development

•1800+ projects managed in the areas of Business Development, Marketing, Digital Strategy, Management Consulting, Social Media Strategy/Management, Graphic Design, Database Development & Management, Website Development & Maintenance

•110+ websites

•3 major database developments

•Implemented new project management platform for Tuleburg, resulting in 30-40% increase of company-wide efficiency

•Completed in-depth operations analysis for healthcare organization with 3000+ employees, resulting in the development and implementation of two completely custom ground-up databases for each of their business units. These databases replaced their existing systems in the following areas and dramatically increased productivity while decreasing operating costs:

HR
Payroll
CRM
Accounting
Time Tracking

•Lead Developer on 20+ websites

•Sustained +100% YOY growth for Tuleburg since inception

Becky Moffitt Co-Owner/Chief Marketing Officer



Bio

Becky is the Chief Marketing Officer at Tuleburg. If you were to shadow her, any given day would not be the same -she balances internal and external tasks between meetings with Tuleburg's clients whom she cares so deeply about. Becky is an alumna of University of the Pacific's Eberhardt School of Business, where she graduated Magna Cum Laude while playing Division I soccer. Becky has a passion for life, a strong belief in her community, and an innate ability to identify business development needs. When she's not working, Becky is focused on being the best mom and role model to her two children and fitting in bikram yoga as much as she is able, followed by a nice glass of wine.

EDUCATION

Bachelor of Science in Finance
University of the Pacific, May 2003

QUALIFICATIONS

Business Development
B2B Marketing & Communications Corporate
Identity
Brand Marketing
Cause Marketing
Management Consulting
Corporate Training

EXPERIENCE

Co-Owner/Chief Marketing Officer at TULEBURG

February 2010– Present

Responsible for creating a highly productive, yet healthy workplace.

- Initial point of contact for all sales and production within the company
- Overseeing all departments and any work that is delivered to our clients
- Customer service, sales, marketing, human resources, and public relations

Partner NP of Sales & Marketing at NEW YORK LIFE

March 2003 – August 2010

In charge of recruiting, developing, and training all employees for their first three years.

- Responsible for benchmarks, employee retention, job standards, etc
- Restructure the online recruiting process to increase the overall pool of
- industry workers best suitable for the company

PROJECT EXPERIENCE

Facilitated focus group sessions, and target marketing interviews for housing waste management tools

-City of Kirkland, WA

San Joaquin County Council of Governments

-Rideshare Week

-One Voice

-Commute Connections Annual Report

10,000+ Projects in Business Development, Marketing, and Consulting 150+ Websites 5 major database developments

Personal database of 25,000+ local contacts

Developed a strategic plan for Emerald Peak

Sales & Training Programs for Sierra Wellness, Inc.



Bio

Clark has extensive knowledge and background in branding and has experience working within already established brands. Most recently Clark has served as team lead on a campaign for Coca-Cola Freestyle and has overseen the development of many complete branding suites in a variety of industries.

QUALIFICATIONS

Adobe CC
Copywriting
Branding
Iconography
Print Production
Project Management

EXPERIENCE

Creative Director at TULEBURG

August 2014 – Present

- Oversees the visual elements in all creative projects.
- Manages print design projects and assists with web, film, and social media projects.

Graphic Designer - Sign Production at the Never Boring Associates

April 2011 – September 2013

- Handled creation of signage from design to production.
- Worked with client to quickly turn around jobs.
- Was point of contact for Prime Shine Car Wash.

Graphic Design Intern, Network Productions LLC

October 2007 – January 2008

- Assisted head of graphic division in various projects.

Graphic Designer at Delta-Sierra Distributing

October 2007 to November 2008

- Worked with sales reps and owners of businesses throughout central CA carrying Anheuser-Busch products to create custom signs advertising specials or new products.
- Kept each project cost-efficient while custom-tailoring each sign to customer's needs.

Web Designer, Cornerstone Studios

November 2003 – November 2005

- Worked with sales reps and owners of businesses throughout central CA carrying Anheuser-Busch products to create custom signs advertising specials or new products.
- Kept each project cost-efficient while custom-tailoring each sign to customer's needs.



Bio

Clare is an operations professional with an academic background in business management information systems and marketing. Clare joined the Tuleburg team as a Business Development Associate while pursuing her B.S. in Business Administration at University of the Pacific. Her primary responsibility at Tuleburg as Project Manager is to ensure clients' satisfaction by making projects efficient, transparent, and pleasant from start to finish.

EDUCATION

Bachelor of Science in Business Administration
University of the Pacific, May 2017

QUALIFICATIONS

Copywriting
Database Management
Leading Projects
Event Planning
Organizing Marketing Campaigns
Maintaining Financial Records
Preparing Formal Reports
Advanced in Excel
Intermediate Access & SQL

EXPERIENCE

Project Manager at TULEBURG

September 2016 – Present

Worked directly with the CMO as a Business Development intern for six months before being promoted to Assistant Project Manager, and later Project Manager. Reported directly to, and worked alongside, the COO as Project Manager to develop policies for effective project management and the reduction of project completion time.

- Oversaw 20 – 40 ongoing projects to ensure they stayed within the allocated time budget
- Managed the assignment of tasks and determined deadlines for more than 75 projects according to individual and team workloads.
- Developed weekly reports, submitted to executives, to analyze work time allocation, monitor billable and retainer clients, and the degree of hours worked to allocated time.
- Designed a client focused knowledge base to improve customer satisfaction and knowledge

Analyst at the Integrated Development Group

February 2016 – May 2016

Pacific's Integrative Development Group is a student-run consulting team serving international non-profit organizations. We developed a marketing guideline for a community education campaign led by Kaeme, a Ghanaian NGO.

- Researched cultural norms and marketing trends in West African nations
- Worked with a team to prepare a marketing proposal detailing an action plan for Kaeme

Office Assistant at the Westgate Center For Leadership & Management Development

August 2015 – March 2016

Used database management, data entry, and organizational skills to assist the Office Manager in coordinating professional education programs.

- Designed and prepared custom documents
- Maintained participant records in an Access database



Bio

Mishi is a Graphic Designer at Tuleburg, creating visual concepts that best communicate the range of services our clients offer. Her role requires a great deal of alternative and creative thinking to generate the best possible solutions. Mishi grew up in a creatively-inclined family that bolstered her passion for art and went on to earn her Graphic Design Degree from the Art Institute in Sacramento. When she isn't designing, Mishi enjoys surfing through Pinterest inspirations, shopping online, scouring through Yelp reviews, and binge-watching shows on Netflix.

EDUCATION

Associates of Science Degree
The Art Institute of California-
Sacramento, May 2014

QUALIFICATIONS

Adobe CC
Copywriting
Typography
Branding
Photography
Photo Editing
Wordpress CMS

EXPERIENCE

Graphic Designer at TULEBURG

September 2017 – Present

- Work efficiently in a fast-paced environment.
- Work closely with the Chief Creative Officer.
- Develop, as well as, work within client's established brands.
- Collaborate with web, social media, and film.

Graphic Designer at E.J. Gallo Winery

March 2017 – July 2017

- Digital Content Designer for various wine brands
- Retouch photos and photo manipulation
- POS Designer / Wine Labels and Box Packaging
- Retail displays: End caps and store displays
- NBA, MiLB, Stagecoach – flyers, banners,
- social posts and advertisements
- Wine Brands worked on (US & International): Barefoot Wine, André Wine, The Naked Grape, Gallo Family Vineyards, Carlo Rossi, Dark Horse Wine, Vin Vault, La Marca, Madria Sangria & more

Design Associate / Print Quality Specialist at Minted

November 2016 – January 2017

- Creating and editing design file templates
- Proofing orders to ensure accuracy and providing quality control assessment
- Process reprints and customer service
- Color correct photos and customizations

Freelance Graphic Designer

2012 – Present

- Logos / Brand identity
- Snapchat Geo-filters
- Invitations / Greeting cards
- Flyers / Web advertisements
- Illustrations



Bio

Heather is the Media Coordinator at Tuleburg. She's the one setting interviews for clients' company videos, reaching out to media for coverage of special events, leading fundraisers, and making sure her co-workers always look great on camera. Her career background includes working in a top 20 news market as an on-air reporter and as a celebrity interviewer on a nationally syndicated TV show. Outside of work, you can catch her shuttling her two children to soccer, baseball, and music lessons, running with her Husky, Sly, or on her next outdoor adventure.

EDUCATION

Bachelor of Arts Concentration in Mass
Communication
Sacramento State University, May 2014

QUALIFICATIONS

Customer Service
Written Communication
Oral Communication
Public Relations
Emcee
Media Spokesperson

EXPERIENCE

Media Coordinator at TULEBURG

October 2016 – Present

- Creating Press Releases and distributing to multiple media outlets.
- Media Spokesperson / Public Information officer for Tuleburg and various clients.
- Coordinating Videography / photography shoots.
- Creating and teaching public speaking courses for team and clients.
- Assisting with production of videography / photography.
- Creating and posting social media content.

Reporter, KMAX31/KOVR13 (CBS Corporations)

October 2012 – January 2017

- Enterprising stories to produce and report as live on-air segments for a 5.5 hour morning show.
- Promoting the station content on all of its social media platforms.
- To serve as a station ambassador in the community by volunteering time at events as an Emcee, Volunteer, or supporter.

Field Producer/Production Assistant/Fill in Reporter CBS13 (CBS Corporations)

March 2014 – September 2016

- Enterprising stories to produce, help film, edit and report live on-air segments for the noon and evening shows.
- Promoting station content on all of its social media platforms.
- Fill in as needed as a Field producer and fill in Reporter.

Client Information | *Tuleburg*



Carli Schrader
Owner/Operator
Golden State Restaurant Group
209.938.1234
carli@mcogs.org
goldenstatemcd.com

Current retainer client. Offering services from 2016-Present.

- Web Development with integrations
- Rebrand
- Graphic Design/ All print collateral
- Social Media Management
- Public Relations
- Consulting



Leticia Robles
President
Pacific Homecare Services
209.956.2532
lrobles@pacifichomecare.com
pacifichomecare.com

Current retainer client. Offering services from 2014-Present.

- Web Development with integrations
- Rebrand
- Graphic Design/ All print collateral
- Social Media Management
- Consulting

Client Information | *Tuleburg*



Dave Darmstandler

Owner

Datapath

209.312.9804

david@mydatapath.com

mydatapath.com

Current client. Offering services from 2016-Present.

- Web Development
- Rebrand and Brand Identity
- Graphic Design and Annual Report



Community Connections

Tiffany Panella

Director

Community Connections

209.954-5151 ext. 6209

tpanella@communityconnectionssjc.org

communityconnectionssjc.org

Current retainer client. Offering services from 2016-Present.

- Built this tool from ground up
- Created the brand
- Built the website and database
- Social Media Management
- Graphic Design of physical version

Project Experience | *Tuleburg*

Coca-Cola Freestyle Mix 2 Win Campaign

Tuleburg, in partnership with Golden State Restaurant Group was retained to create a pilot campaign in 27 San Joaquin County restaurants to promote engagement with Coca-Cola Freestyle machines via the official CCFS app. The campaign was measured by the number of “handshakes” (when an app connects with a Freestyle machine).

A simple campaign headline was developed, “Mix 2 Win”, to both create incentive and to have a clear call to action. CCFS app users could create custom mixes in-app and then upon using a CCFS machine in select McDonald’s restaurants, would be entered to win a year of free drinks as well as smaller daily prizes.

To make participation as simple as possible, Tuleburg created instructions that were printed on Trayliners, as well as in social onto backs of each media ads and creative. Users were also encouraged to participate through push notifications and Instagram’s Stories feature.

In the drive-thru, custom cut signage in the shape of the actual CCFS dispenser as well as mini billboards also encouraged guests to participate.

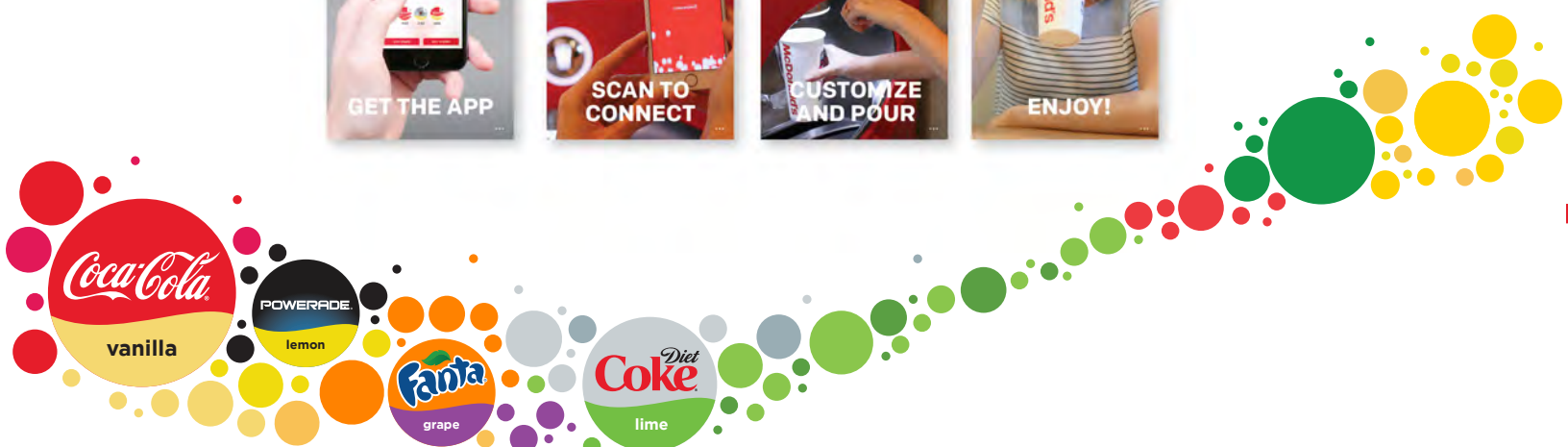
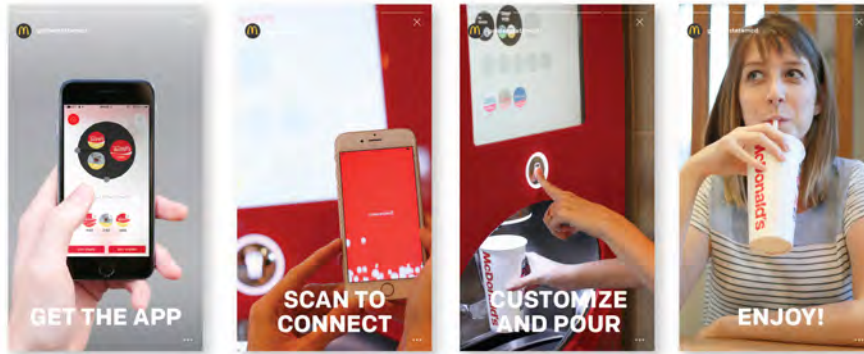
Overall the campaign was a huge success and the test market had 40% higher app handshakes than the rest of the country while generating over 750,000 impressions on social media and around 3 million at McDonald’s Restaurants.



Project Experience | Tuleburg

Coca-Cola Freestyle Mix 2 Win Campaign

Instagram Stories



Facebook



Twitter



2
KS

MIX 2 WIN™

Coca-Cola
freestyle

GOLDEN STATE
RESTAURANT GROUP

Project Experience | Tuleburg

Doctors Medical Center Employee Engagement

Doctors Medical Center (DMC) retained Tuleburg to help promote employee engagement within the hospital as well as to encourage employees to become brand champions while raising awareness of their awards and achievements.

The three pieces of this project were DMCfit, ACTS, and Awards & Achievements. DMCfit promotes healthy habits as well as a little friendly competition. ACTS is a program that helps DMC employees connect directly to needs in the community and give of their personal time. The Awards & Achievements portion of this campaign was to raise awareness for the massive amount of accomplishments and innovations that DMC has achieved.

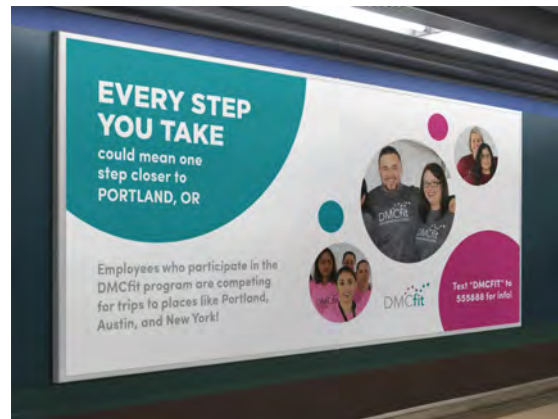
The campaign focused heavily on print, through banners, wall mounted signage and more. The campaign was intentionally built to be able to transition into digital mediums if and when the program could be expanded.

Our approach for each portion was different. For DMCfit we appealed to the sense of humor of employees. Hospitals can be bland and sterile, so we wrote catchy headlines that were funny and relevant. For ACTS we appealed to the more emotional side, highlighting the fulfillment that other employees get from their own participation. For Awards & Achievements we focused simply on raising awareness as many employees were underinformed.



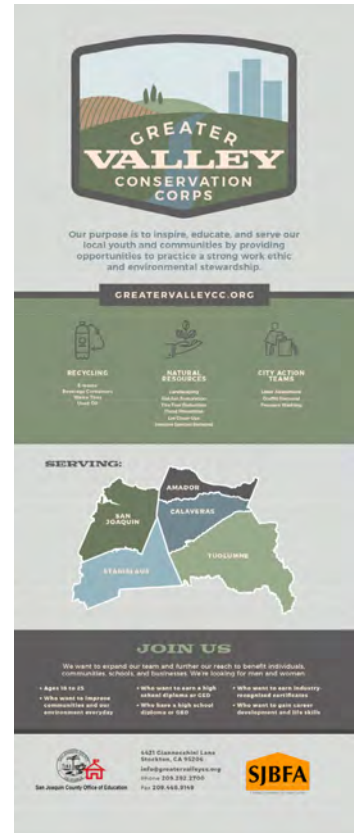
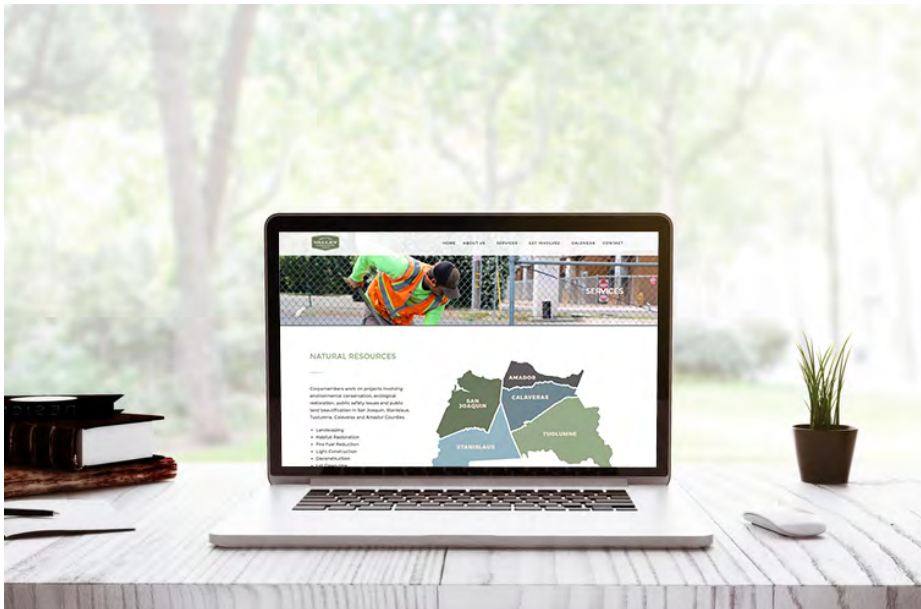
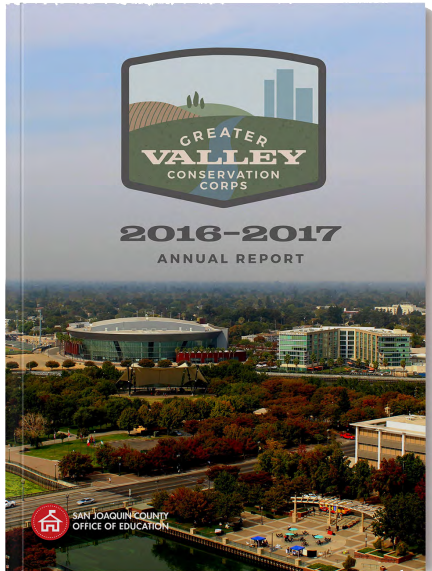
Project Experience | Tuleburg

Doctors Medical Center Employee Engagement



Project Experience | Tuleburg

Tuleburg has worked with Greater Valley Conservation Corp on many different types of projects, utilizing the plethora of services we offer. From recreating their website, to truck wraps, and their annual report, we have enjoyed working with a company that does the type of work GVCC does.



Project Experience | Tuleburg

Berberian European Motors is a Mercedes-Benz dealer in Stockton. Tuleburg creates consistent, clear campaigns based on the dealership's goals in a given month. The below example is promoting their lease program.



\$329/mo

2015 CLA250

\$329 First month's payment
\$2,499 Capitalized Cost Reduction
\$795 Acquisition fee

\$329/mo
for 36 month lease, \$3,623 due at signing



Mercedes-Benz



Berberian
EUROPEAN MOTORS



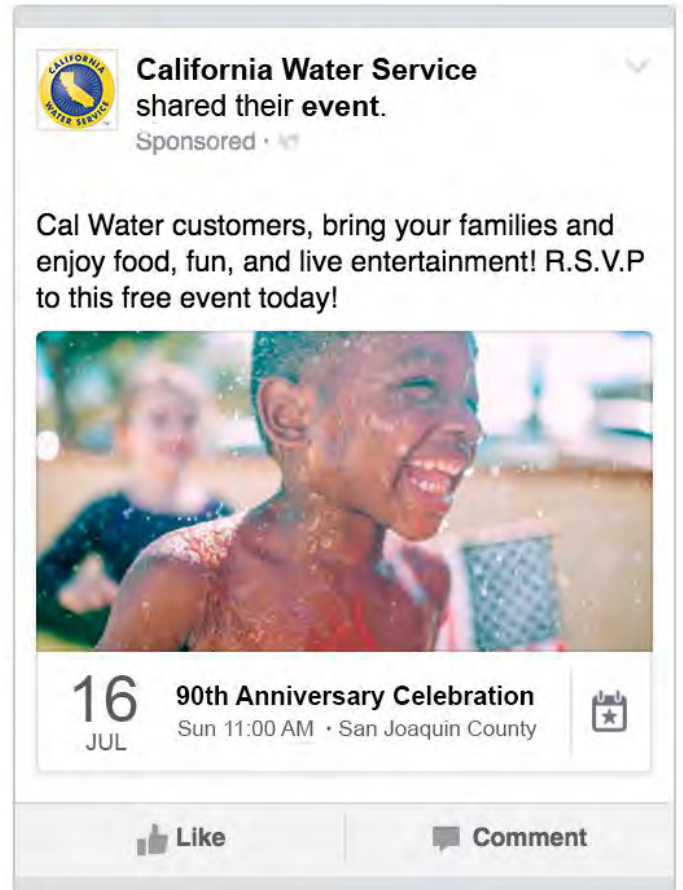
2015 CLA250

BERBERIANMOTORS.COM



Project Experience | Tuleburg

Tuleburg has completed several types of advertisements for different clients whether it be billboards, social media ads, or website ads.



Project Experience | *Tuleburg*

Tuleburg's media team works hard to help our clients get the proper media coverage when necessary. With our connections in the community, whether it be new stations, publications, or the proper social media outlets, our clients always have access to a source.



Project Experience | *Tuleburg*

Tuleburg loves taking companies through a rebrand and allowing them to rediscover their company, its culture, and values and beliefs. We know how important brand identity is, and want to ensure your brand fits you right. We also do extensive research and work to ensure your brand is successful. One of our recent branding projects was with milc group. This brand was created to fit their work lifestyle.



Project Experience | Tuleburg

Stockton Adopt-A-Bulls aims to improve the lives of abandoned, neglected and abused Pit Bull and Pit Bull mixes at the Stockton Animal Shelter. The program's goal is to increase the number of Pit Bull dogs that find responsible, loving, forever homes. Through advocacy, adoption and enrichment, we hope to return to them the title of All American dog. Tuleburg ran a social media campaign to raise \$40,000 for the organization to keep running. With graphic design work, video, and a gofundme account, they succeeded.



 **Stockton Adopt-A-Bulls**
about 5 months ago · 🌐 Follow ...

The truth is that there truly are no bad dogs, and that every dog, no matter the breed, deserves a happy ending. #IamAdoptabull
<https://www.gofundme.com/adoptabull>

👍❤️ 31 29 Shares 948 Views

👍 Like 💬 Comment ➦ Share 👤

 **Stockton Adopt-A-Bulls**
about 3 months ago · 🌐 Follow ...

Peach is a bundle of Pit Bull puppy love who was rescued, she now lives happily at her forever home with her mom and dad and furry brother, Coco. Just a reminder that every dog, no matter the breed, deserves a happy ending. If you'd like to help us save the Adopt-A-Bulls program, please consider donating to bridge the \$7,210 gap to our \$40,000 goal. [gofundme.com/adoptabull](https://www.gofundme.com/adoptabull). #IamAdoptable

👍❤️ 11 1 Share 161 Views

👍 Like 💬 Comment ➦ Share 👤

