

Invoice

BIG FISH CREATIONS

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web design • marketing • graphic design • branding • copywriting
multimedia authoring • photography • music composition

When you need to get noticed
swim upstream.

Bill To:
Feather River Rail Society PO Box 608 Portola, Ca 96122

Date	Invoice No.	P.O. Number	Terms	Project
08/30/18	6164		Net 10	

Quantity	Description	Rate	Amount
1	Retainer for professional advertising, marketing and research services. <i>CLASS- 695 CODE- 67979</i>	1,440.00	1,440.00
		Total	\$1,440.00

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Feather River Rail Society (WPRM) Patty Aug 2018 Timesheet - Patty

8-3-18	0.5	Marketing/media w/ EV on Deals & Wheels ads, Radio spot switch up and print for upcoming events - pumpkin & Santa. Direction on buys.
8-8-18	0.5	Pumpkin Train email discussion w/ Ali, KC and EV on direction of event.
8-8-18	0.5	Father direction on Pumpkin Train and event planning - role of BFC in planning & execution process.
8-10-18	1.25	Visit to Sierra Valley Farms for vendor contacts interested in both Pumpkin & Santa Train events - follow up needed.
8-10-18	0.5	Feedback on Pumpkin Train and email discussion w/ GE, EV, AD and KC on direction & input.
8-11-18	0.75	Prep for board meeting & actual board meeting on RAL promotion ideas and direction from SH on pumpkin train event. New strategy for RAL and further direction on Pumpkin Train needs to be confirmed. Billboard possibilities, messaging & printing costs from EV.
8-11-18	0.5	Email & phone call to Todd Brusio for confirmation with spot (s) running and heads up for new promo changes for upcoming events.
8-14-18	0.75	Contacted Deals & Wheels on media buys for print on Pumpkin Train and Santa Train special price breaks. Contacted Mayor Pat Morton asking city co-op status on ad price splits. Have revised 1/4 page ad costs, w/ budget should city not participate in co-op advertising.
8-18-18	1.5	Vendor search and introductions (Graeagle Craft Fair) for Pumpkin & Santa Train
8-19-18	0.75	Detailed findings w/ contacts and direction to EV for Pumpkin Train vendors and event.
8-19-18	0.75	Detailed RAL results and new marketing direction w/ EV. To be executed for marketing strategy.
8-22-18	3.25	Met EV in Portola for marketing/events overview on Pumpkin Patch event. Radio spots, banner ads, Deals & Wheels ad. Contacted city to get on agenda for \$400 media but split. Placed/Held media with Deals & Wheels. Met KC w/ EV for clarification and approvals on Pumpkin Patch direction.
8-27-18	1	Created Pumpkin Patch Vendor Booth Form - edits w/ EV.
8-31-18	1	Called and emailed vendors for their participation
TOTAL	13.5	Hours