



April 12, 2017

Libertarian National Committee  
Attn: Chairman Sarwark

**RE: Development, Consulting, and Public Affairs Proposal**

Chairman Sarwark,

There are few times in American history that the opportunity for a reorganization of the establishment presents itself.

This is one of them.

And no organization is better positioned to upset the “two-party” institutions than the Libertarian Party.

We can help you do it.

Renegade Public Affairs, IVC Media LLC, and NationBuilder (“Our Team”) is excited to submit to the Libertarian National Committee (“LNC”) a comprehensive digital development, creative consulting, and public affairs proposal.

This cover letter, together with the attached presentation, presents a partnership opportunity that combines high-level consultation with guaranteed performance.

This partnership model is built on selling experience and skill in one monthly fee and is structured in a way that incentivizes mutual success, not billable hours.

We hope that you find our business philosophy, ethic, and expertise can be a catalyst for a fundamental change in American two-party politics -- with the Libertarian Party leading the reorganization on the front lines.

Sincerely,

**Anthony Astolfi**  
IVC Media, LLC  
Creative Director

**Carlos Sierra**  
Renegade Public Affairs  
President

*/s/ Chris Ritkin*

**Chris Ritkin**  
NationBuilder  
Director of Politics  
& Advocacy

# OUR TEAM

Our Team is a strategic partnership that includes the breadth of services required to design, develop, and deploy a network infrastructure.

## THE PARTNERS

### **NationBuilder**

NationBuilder is a company that helps leaders build movements. Historically, it has been nearly impossible for leaders to root their power in true relationships with supporters, because the technology simply didn't exist to support them. This meant that the major parties – whose power was rooted in money, not people – had a lock on the political establishment.

Since 2011, NationBuilder has shifted that paradigm. Now, candidates from school board to president can power their campaigns on real relationships. Now, power is rooted in the people, not in political elites and money politics. NationBuilder allows Libertarian candidates for local office and county parties to use the same technology to build relationships as the President of the United States.

In the US, over 3,000 candidates on the ballot last November used NationBuilder to power their campaigns, including Governor Gary Johnson. Johnson's campaign - with key leadership from Carlos Sierra, Burly Cain and IVC Media - used NationBuilder to raise an unprecedented amount of money, form new relationships, and acquire key assets for the future of the Libertarian Party. Chief among those assets is a huge social media following, field campaign interactions, and the campaign's massive million-person email list.

The National Libertarian Party has an historic opportunity to capitalize on those assets, build a national network of leaders, donors and supporters never before seen, and compete as a new kind of major party. The technology exists and the experts are ready to implement it – the party itself just needs to invest.

### **IVC Media LLC**

IVC Media has 13 full-time employees and a broad network of professional partners that have assisted hundreds of nonprofits and campaigns. We transitioned and built the network for Gary Johnson's 2016 Presidential campaign after we took over in mid-July. Our team, in short time, executed a seamless migration of existing resources onto the

NationBuilder platform and new campaign store, while simultaneously executing an award-winning fundraising strategy.

IVC Media manages everything from data, development, content creation, and even Spanish language public relations so you can focus on what's really important -- growing your party.

## **Renegade Public Affairs**

Renegade Public Affairs is a full-service nonpartisan political, business, and nonprofit consulting firm. We specialize in the latest strategies in political campaigns, marketing, communications, digital strategy, website development, mail/literature/brochure design, grassroots and coalition building, and government relations.

We have experience in presidential, gubernatorial, congressional, and local campaigns, and a long track record of success.

Renegade Public Affairs is a highly-sought after firm in the United States.

## **THE KEY PROJECT MANAGERS**

### **Carlos Sierra, Renegade Public Affairs President**

Carlos Sierra is the President of Renegade Public Affairs, a full-service consulting firm working with candidates and committees of all parties, and spearheading reform-oriented initiatives across the country.

Most recently, Carlos served as the National Field Director for the Gary Johnson for President Campaign. He oversaw ballot access in all 50 states and D.C., and planned all political rallies and events for Governor Johnson and Governor Weld. He oversaw all advocacy groups and coalitions, along with the field and grassroots efforts, including the ground game in all 50 states, volunteers, field staff, and the distribution of merchandise.

Carlos also served as the general consultant and strategist to the victorious Oscar Leeser for Mayor Campaign in El Paso, Texas. Prior to that, as a national leader in the Hispanic community, he was asked to be the Co-Chairman and Campaign Manager to the Committee to Defeat Sheriff Joe Arpaio in Maricopa County, Arizona.

Carlos has also been a regular contributor to CNN OutFront and POLITICO, and is

often quoted in major publications that call upon his knowledge, bluntness, and insight on national politics.

Carlos began his political career as an intern for the John McCain for President Campaign in 2000 and was put in charge of McCain's battleground field operations in 2008.

During the 2012 presidential election, Sierra served as national campaign manager to the Buddy Roemer for President Campaign – the youngest presidential campaign manager of the 2012 cycle. Carlos was one of ten national campaign managers invited to speak at Harvard's Institute of Politics on the 2012 presidential election.

Carlos has been an advisor to dozens of independent-minded Republican, Democratic, and Independent campaigns across the United States, and is dedicated to candidates and causes that represent the best challenge to a system that needs reform.

Although Carlos enjoys being a thorn in the side of business-as-usual politicians, he most enjoys spending time with his two kids, Destiny and Carlos.

## **Anthony Astolfi, IVC Media LLC Creative Director**

Anthony Astolfi is the Creative Director of IVC Media LLC. He got his start in Libertarian politics doing voluntary lead generation for Ron Paul's 2008 campaign money bombs. He also developed the "Students for Ron Paul" section of the official campaign website.

Anthony also led the website and lead generation effort for the successful "Draft Rand Paul 2010" campaign, later building Rand Paul's first official campaign website.

Since 2010, Anthony has raised millions of dollars for Libertarian-minded candidates and causes including John Dennis and Art Robinson.

As a programmer, graphic designer, marketer, and political strategist, Anthony has a unique set of talents that allows him to oversee the operations of a large team --- from initial design & development to advertising & analytics.

## **S. Chad Peace, IVC Media LLC**

Chad is President of IVC Media LLC, where he has been recognized by the American Association of Political Consultants as a “40 Under 40” professional to watch.

Chad is also an attorney for Peace & Shea LLP, where he is a nationally recognized expert in election law and involved in some of the most important litigation challenging the two-party system, including his work on an *amicus curiae* in support of Level the Playing Field’s lawsuit against the Commission on Presidential Debates.

He got involved in digital voter outreach during Ron Paul’s 2008 presidential campaign. Along with Anthony, he lead the successful effort to Draft Rand Paul in 2010. He was also the ghostwriter for Gary Johnson’s email fundraising efforts that shattered third party online fundraising records and won a prestigious Reed Award for the Most Creative Fundraising Email for a Presidential Campaign in 2016, beating Hillary, Trump, and even Bernie.

## **Chris Ritkin, NationBuilder Director of Politics & Advocacy**

Chris Riklin is a Director of Politics & Advocacy at NationBuilder where he helps major political organizations, party infrastructures and national advocacy efforts develop and implement state-of-the-art digital engagement programs using the NationBuilder platform

# PROJECT OVERVIEW

Our proposal is comprehensive. It should be considered within the context of a true partnership between Our Team and yours.

Our Team has worked together on projects for nearly five years. Over that time, we've learned that nothing is more important than having confidence in the people with whom you work. Our strategic partnership is an expression of the confidence we have in each other.

Think of us as an extension of your team. In short, we grant you full access to the breadth of our personnel and technological resources. Our Team has partnered on this project to provide the tools, expertise, and creative direction to:

1. Build a scalable and manageable online infrastructure,
2. Develop a cost-effective online outreach strategy,
3. Create and execute digital fundraising and membership acquisition strategies, and
4. Manage field operations, candidate training, ballot access advising, event planning, and traditional public relations.

The project will be completed in three general phases:

1. Develop the Roadmap
2. Build the Infrastructure
3. Execute Outreach Campaigns

## Phase 1 | Develop the Roadmap

### Timeline - 1 Month

The first phase of the project will involve taking a step back, analyzing the current infrastructure and data sets, and putting together a comprehensive strategy roadmap for the development of a core infrastructure.

As a part of this process, we will set up organizational charts and a project management system with all the key team-members involved, so that we stay on task, hit our deadlines, and stay swimming in the same direction.

Additionally, we can begin earned media outreach immediately.

## **Phase 2 | Build the Infrastructure**

**Timeline: 3-4 Months after completion of Phase 1**

After completion of the project roadmap and project management system setup, we will begin building the core network infrastructure. This will include the design and development of your online network, email system(s), seamless migration of your existing databases and infrastructure, and development of the store and related distribution chains.

Throughout this process, we will establish clearly defined permission sets for party leaders and vendors so that everyone has the proper and secure administrative privileges to access and update the network.

Additionally, we will begin candidate training and party event planning.

## **Phase 3 | Execute Outreach Campaigns**

**Timeline: Ongoing after completion of Phase 2**

After completion of phase two, we will be ready to absorb, organize, and activate new supporters. We will begin the process of expanding the Libertarian Party's footprint by executing a targeted voter education and lead generation strategy.

We will follow-up these outreach efforts with focused fundraising campaigns to increase recurring dues-paying members as well as one-time donation asks. We will leverage issue-based calls-to-action and merchandise sales to increase conversion rates and campaign virility.

# PRICING

## IVC Media and Renegade Public Affairs

Our cost structure is designed to incentivize productivity and reward mutual success. IVC Media is proposing a single combined retainer to simplify the strategic partnership between you and Our Team.

### RETAINER

#### **\$25,000 per month**

Under this retainer, Renegade Public Affairs and IVC Media LLC agree to commit at least 300 hours of services per month to the project. This hourly rate is substantially lower than our normal billable rates, but provides enough coverage of our overhead that we can invest ourselves in your success, per the commission below.

### Commission

#### **25% of all new online donations and 10% of store sales**

Our Team is all but guaranteed to spend significantly more hours on this project than the 300 hour minimum, especially in the development stages. In short, this commission aligns all of our personal and financial interests in growing the party.

## NationBuilder

NationBuilder has two main pricing structures relevant to the Libertarian National Committee - Enterprise and Network. Both are high level NationBuilder engagements where the Libertarian Party central staff and IVC media would work closely with a dedicated NationBuilder community strategist to ensure the best roll-out and use of NationBuilder across the entire party infrastructure.

NationBuilder will develop detailed pricing proposals for the LNC as discussions continue based on exact software infrastructure, training, and technical services needs. See below for software options and estimated ranges based on current NationBuilder knowledge of the LNC needs:

### **Option 1. NationBuilder for the LNC central HQ only**

**\$3,500 per month**

Enterprise model - 1 nation with up to 2 million total records (LNC HQ)

### **Option 2. NationBuilder for the LNC central HQ + 5 basic state subnations**

**\$8,750 per month**

1 nation with up to 2 million total records (LNC HQ)

5 sub-nations with up to 200k total records (states)

### **Option 3. NationBuilder for the LNC central HQ + 6-50 state subnations (varying data levels)**

**\$8,750 - \$50,000 per month**

1 nation with up to 2 million total records (LNC HQ)

6-50 sub-nations with up to 200k total records (states)