



Jim Wineland, ALR Chair, Program Administrator
Connie Koonce, Assistant Program Administrator
Ted Wieder, ALR Safety Officer & Road Captain



PROJECTED BUDGET



\$566,667.00

YEAR ONE
PROJECTED BUDGET

\$367,104.87

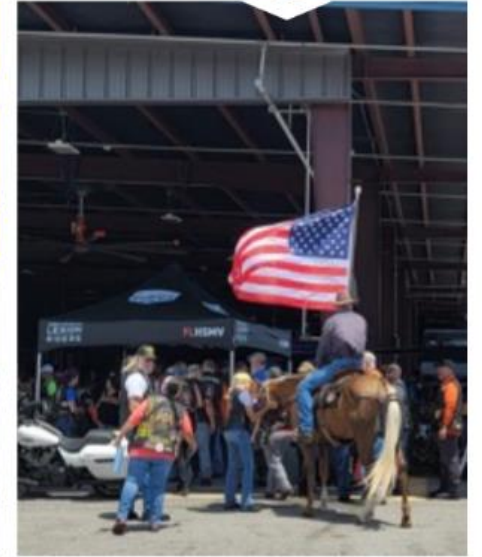
YEAR TO DATE FUNDING
OCTOBER 1, 2023 – MARCH 31, 2024



BRANDED TANGIBLE EDUCATIONAL ITEMS (BTEI)



\$42,074.77



10 X 10 OUTREACH TENT



BRANDED TANGIBLE EDUCATIONAL ITEMS (BTEI)



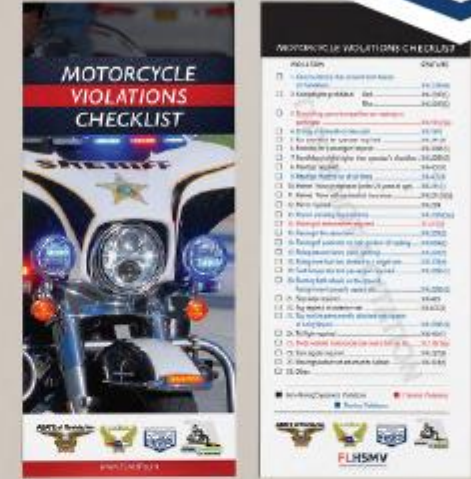
FMSP is partnering with Motorcycle Dealerships to distribute Safety Folders to new riders that will be filled with educational safety information.



We're working with FLHSMV to offer Motorcycle Safety Courses at a reduced cost for participants.



SAFETY POCKET FOLDERS



MOTORCYCLE VIOLATIONS CHECKLIST

HELMET REMOVAL DANGER DECAL

The decal features a red and white striped border. At the top, it says "DANGER" in large white letters on a red background. Below that, in large black letters on a white background, it reads "DO NOT REMOVE HELMET unless you have been trained. DO NOT RISK PARALYSIS." At the bottom, it says "FLHSMV FLORIDA HIGHWAY SAFETY AND MOTOR VEHICLES" in white letters on a red background. On the left side of the decal, there are logos for ABATE of Florida, Inc., L.A.M.A., and the Department of Florida American Legion Riders.

BRANDED TANGIBLE EDUCATIONAL ITEMS (BTEI)



Creating Awareness of Motorcycles and Keeping Riders Safe



SAFETY POCKET FOLDERS



REFLECTIVE ARM AND WRIST BANDS

WEBSITE DEVELOPMENT

DEPARTMENT OF FLORIDA



\$121,500.00

AMERICAN LEGION RIDERS WEBSITE



FL-MSP.COM WEBSITE



PROGRAM ADMINISTRATION COMPLIANCE



Outreach Coordination

- Large Motorcycle Event Calendar/ Reminders
- Volunteer opportunities

Daily Funding Updates

- Updating Monday.com to track every check from FLHSMV
- Reconciling checks cut by FLHSMV with checks sent to each group to ensure receipt of all funds

Bi-Weekly Program Administrators Meetings

- Agendas
- Notes
- Action Steps



- » Monthly Progress Reports
- » Monthly Invoicing and Financial Reports
- » Quarterly Progress Reports delivered to FLHSMV
- » Quarterly Meeting/Presentation

- ### LOOKING AHEAD
- » Annual Report
 - » Annual Finance Report

PAID MEDIA BUY



CAMPAIGN GOAL:

Deliver ads to the largest amount possible of the target audience using **\$250,000** total marketing dollars. Each of the three FMSP groups contributes **\$83,333**.



OPTION 1

This option provides for a good mix of ad delivery through social media, programmatic and billboards. With this option, we'd be able to reach our audience at home, on the go and while at other locations that they travel to throughout their day.

Deliverables/Cost:

- Facebook Display Ads: \$17,000 (~2.9 million impressions)
- Programmatic Display Ads: \$58,000 (~5.6 million impressions)
- Digital Billboard Ads: \$175,000 (~21.8 million impressions)
 - » This would allow for about 4 billboards in each of the three target counties
 - » Total Cost: \$250,000
 - » Total Impressions: ~30.3 million impressions
- Tentative Timeline:
 - » Rest of May-June - Display Creative Development/Finalization/Securing Ad Placements
 - » ASAP in June - Ads Go Live
 - » June-September - Ads Run (3.5-month run time)

MULTIMEDIA PRODUCTION
\$25,000*

DEPARTMENT OF FLORIDA



 **CLICK HERE TO PLAY VIDEO**



*Includes at least two more FMSP projects in 2024

BOOTS ON THE GROUND SHOOT: VIDEO, DRONE, STILL PHOTOGRAPHY, INTERVIEWS, AND RECAP VIDEO.