

# Invoice



www.bigfishcreations.com

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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
09/30/18	6175		Net 10	

Quantity	Description	Rate	Amount
1	Retainer for professional advertising, marketing and research services.  CLASS-OPS CODE - GTOT9	1,440.00	1,440.00
		Total	\$1,440.00

# BIG FISH CREATIONS

When you need to get noticed – swim upstream.

## Feather River Rail Society (WPRM) Patty Sept 2018 Timesheet - Patty

9-3-18	0.25	Edit to vendor form as per EV
9-4-18	0.5	Media buy letter to authorize Big Fish for city Deals & Wheels buy
9-4-18	2.25	Copy Pumpkin Train Radio spots for PSA KDJX and Pitlane Radio. Email confirmation with upload and fax due to email servers problems to receive email. Called Todd for confirmation.
9-4-18	1.5	Took vendor forms to vendors, picked up and delivered posters.
9-6-18	0.25	Inquiry to Supervisors Sanchez and Engel on work release program for track work and more as per EV.
9-7-18	0.25	Vendor update via email to EV, Ali and KC.
9-7-18	1	Response to Bill and Board on status of RAL strategy
9-10-18	0.75	Revised radio scripts as per Todd. Approved by Todd and EV. Emailed and called both TB & EV for final approval.
9-11-18	0.25	Sent Paul final audio clip of Pumpkin Train radio spot for upload to website.
9-12-18	1.5	Presented to Portola city council and got the approval to split costs on Pumpkin & Santa Train Deals & Wheels ads. Contacted Karl @ Deals & Wheels to place media.
9-12-18	0.25	Updated EV on city decision for co-op advertising to share share at value of \$400 to WPRM and Old Town Center
9-13-18	0.5	Contacted Jan at Pullman House to present RAL/ Lodge offer. Package to follow.
9-13-18	0.25	Contacted Alex Hickman @ Chalet View Lodge about RAL/Lodge offer.
9-13-18	0.5	Finding & Details about RAL/lodging offer to structure marketing correcting in report to EV.
9-18-18	0.5	Follow up w/ EV on RAL package and offer from Jan B. at Pullman House. Details on room costs, discount and
9-20-18	0.5	Updates from KC. Ali and EV on Pumpkin Train status and contacts given for FNL and food vendor suggestions.
9-23-18	0.25	RAL email blast delivery to list
9-24-18	0.25	RAL email blast report on open rates, and click thru to EV for review
<b>TOTAL</b>	<b>11.5</b>	<b>Hours</b>

## Feather River Rail Society (WPRM) Sept 2018 Timesheet - Mike

9-18-18	2	Design and layout of RAL Email blast template. Staged. Sent preview (DRAFT).
9-19-18	0.75	Revised RAL Email blast per Eugene. Emailed new proof.
9-19-18	1	Modified/layout of Feather Publishing Newspaper Ad based on 2018 Pumpkin Train Poster. Resized elements, layout of text. Optimized for PDF. Uploaded file to Basecamp.

9-19-18	1	Modified/layout of Deals & Wheels Ad based on 2018 Pumpkin Train Poster. Resized elements, layout of text. Optimized for PDF. Uploaded file to Basecamp.
9-20-18	0.5	Switched fonts for the bursts. Adjusted font on food blurb. Uploaded to Basecamp.
9-20-18	0.5	Exported Feather Pub Ad + Deals and Wheels ad to High Resolution PDF. Emailed ads for publication.
<b>TOTAL</b>	<b>5.75</b>	<b>Hours</b>
<b>TOTAL</b>	<b>17.25</b>	<b>GRAND TOTAL HOURS</b>