

## EXHIBIT 10-A

### 2024 Outreach: Summer Splash Water Challenge Giveaway 5

**Summary:** The Summer Splash Water Challenge Giveaway was started in 2020 in response to COVID lockdown. It's a virtual/print educational water conservation gameboard designed for kids and families. Participants watch videos online and/or visit educational websites as linked on the event website to find the answers to the questions on the gameboard. Completed gameboards are submitted to MPWMD for a chance to win a prize. Winners are featured on MPWMD Facebook page. It will launch July 1 and run through July 31.

**Design:** The gameboard will follow the design from 2023.

**Content:** The gameboard will have the following questions and sources below

- How much of water on earth is drinkable?
- How much water can you save by turning off the faucet when you brush your teeth?
- How do you plan to save water at your house?
- How do you save water when doing laundry?
- How can you save water in the bathroom?
- How can you save water in the kitchen?
- How can you save water outdoors?
- One drip every second adds up to five gallons per day! Check your faucets and showerheads for leaks and fix them. How many did you find?
- Who can take the shortest shower in your house? Time them and see who wins!
- Put food coloring in your toilet tanks. If it seeps into the bowl without flushing, there's a leak. Did you find any leaks?
- Can you locate the water shut off valve for your home? Where is it?
- How much is the rebate for a High Efficiency Clothes Washer?
- How much is the rebate for a High Efficiency Toilet?

#### Sources:

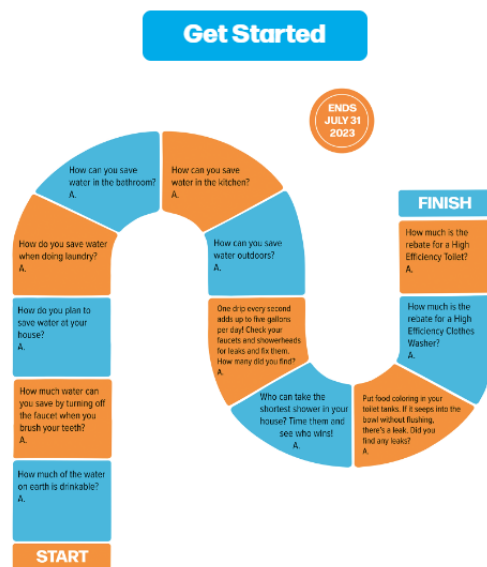
**Media Plan:** The Summer Splash Water Challenge Giveaway 5 will have an "event page" at [www.montereywaterinfo.org](http://www.montereywaterinfo.org) where the videos can be viewed and the answers recorded in a form for submission. It will be advertised in the local new papers, on social media, and by Cal-Am email blast. The specific Ad Placement plan is attached with a cost estimate of \$11,476.00.

**Prizes:** The prizes offered will be a High Efficiency Clothes Washer, an iPad, and four \$50 Visa gift cards. Participants will be able to select which prize they want to be entered in for a chance to win.

## summer SPLASH!

Find Answers and Win **BIG** in our Water Challenge Giveaway  
High Efficiency Clothes Washer / Apple iPad / \$50 Visa Gift Cards

(Scroll down for entry requirements & details)



**MPWMD**

Media Placement for Summer Splash Ads / July 2024

**Monterey Bay Parent**

Banner Home	1280 x 320	July	\$600	
Banner News	728 x 180	July	\$250	\$ 850.00

**Pine Cone**

Full page	9.75" x 15.85"	5, 19	\$1,350 x 2	2,700.00
Half page	9.75" x 7.88"	12, 26	\$775 x 2	1,550.00

**MC Weekly**

Full page	9.5" x 11.32"	4, 11, 18, 25	\$1,369 x 4	5,476.00
-----------	---------------	---------------	-------------	----------

**MPWMD Newsletter**

Promo	Half / Full	tbd	n/c	
-------	-------------	-----	-----	--

**Website updates**

900.00

**TOTAL MEDIA PLACEMENT**

**\$ 11,476.00**