

-- SPECIAL REPORT --

# Campaign 2020: The Race for Marketing Dollars

winmo

# Campaigning for Ad Budgets

Depending on your ability (and willingness) to put aside personal political beliefs, there is more money than ever up for grabs this election cycle, and we're here to help you get directly into the pockets of campaigns shelling out the most.

While the Republican nomination is all but a lock for incumbent Donald Trump, the Democratic field is wide open. While a few candidates have already dropped out (Hickenlooper, we hardly knew ye), the hopeful are still 21 strong.

If you've been hoping to capture some of the revenue coming out of these campaigns, you might be coming up short. Where do you start? Who controls the purse strings? How much are they spending?

In this report, we're detailing 10 candidates with the best shot at winning the nomination:

- Joe Biden
- Pete Buttigieg
- Kamala Harris
- Beto O'Rourke
- Elizabeth Warren
- Cory Booker
- Julian Castro
- Amy Klobuchar
- Bernie Sanders
- Andrew Yang

Incidentally, these are the same 10 candidates that qualified for the third Democratic debate this September.

## Keep reading to get:

- Campaign-side decision-makers
- Agencies linked to each candidate, with decision-makers
- Plus campaign spend details and fundraising highlights

# Campaign Spend by the Numbers

Early estimates from Kantar project around \$6 billion will be spent during this election cycle. Other studies place projected spend closer to \$10 billion, but no matter where the final number falls, one thing is certain: there is plenty of spend to go around. To compare, Borrell Associates final tally for the 2016 election placed spend just shy of \$10 billion (\$9.8 billion).

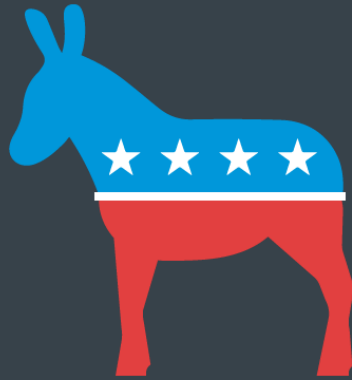
Candidate	Party	Digital Display Spend	Purchase Channels	Top Networks	Top Sites
Trump, Donald	R (Inc.)	\$7.9M	Programmatic (69%), Video (24%), Direct (7%)	Google, Direct, YouTube, Google Native	youtube.com thefederalistpapers.org theepochtimes.com americanmilitarynews.com rare.us
Warren, Elizabeth	D	\$462K	Direct (50%), Programmatic (36%), Native (13%), Video (1%)	Direct, Google, Outbrain	motherjones.com politico.com thehill.com vox.com xfinity.com
O'Rourke, Beto	D	\$230K	Programmatic (85%), Direct (11%), Video (4%)	Google, Direct, YouTube	rawstory.com urbandictionary.com youtube.com xfinity.com thehill.com
Biden, Joe	D	\$44.3K	Native (80%), Programmatic (20%)	Outbrain, Google	cnn.com politico.com thehill.com dailycaller.com nationalreview.com

Candidate	Party	Digital Display Spend	Purchase Channels	Top Networks	Top Sites
Sanders, Bernie	D	\$35.7K	Programmatic (91%), Video (7%), Native (2%)	Google, 24/7 Media, Direct	xfinity.com bajainsider.com youtube.com politicususa.com politico.com
Buttigieg, Pete	D	\$15.8K	Programmatic (100%)	Google	motherjones.com politicususa.com ballotpedia.org politico.com hannity.com
Williamson, Marianne**	D	\$8.7K	Programmatic (93%), Video (6%), Native (1%)	Google, YouTube	dailycaller.com youtube.com washingtonexaminer.com wikihow.com brainyquote.com
Ryan, Tim**	D	\$1.8K	Programmatic (99%); Native (1%)	Google, Google Native	wikia.com thehill.com americanmilitarynews.com washingtonexaminer.com
Bullock, Steve**	D	\$1.5K	Programmatic (94%); Video (6%)	Google	thehill.com avclub.com reddit.com thefederalistpapers.org washingtontimes.com
Booker, Cory	D	\$1.3K	Native (95%), Programmatic (5%)	Yahoo Gemini Native, Google	yahoo.com urbandictionary.com
Yang, Andrew	D	<\$1K	Programmatic (80%), Video (20%)	Google	keenspot.com youtube.com
Klobuchar, Amy	D	None	Not Available	Not Available	Not Available

\*\*Indicates the candidate did not qualify for the third debate in September (deadline was August 28, 2019). They still have time to qualify for the fourth debate in October; however, additional information about them is not included in this report.

# Money Raised At a Glance

Candidate	Party	Committee Money	Outside Money	Total Raised
Trump, Donald	R (Inc)	\$124.8M	\$25.1M	\$149.9M
Sanders, Bernie	D	\$46.2M	~\$375K	\$46.6M
Warren, Elizabeth	D	\$35.5M	~\$600K	\$36.1M
Buttigieg, Pete	D	\$32M	~\$400K	\$32.4M
Harris, Kamala	D	\$24.8M	\$2.4M	\$27.2M
Biden, Joe	D	\$21.5M	\$2.6M	\$24.1M
Delaney, John **	D	\$17.2M	~\$270K	\$17.5M
O'Rourke, Beto	D	\$12.8M	\$2.9M	\$15.7M
Booker, Cory	D	\$12.3M	\$1.2M	\$13.5M
Klobuchar, Amy	D	\$12.6M	~\$700K	\$13.3M
Gabbard, Tulsi **	D	\$5.9M	~\$10K	\$5.9M
Yang, Andrew	D	\$5.2M	None	\$5.2M
Castro, Julian	D	\$4.1M	~\$500K	\$4.6M
Moulton, Seth **	D	\$1.9M	\$2.6M	\$4.5M
Bennet, Michael **	D	\$3.5M	~\$820K	\$4.3M
Bullock, Steve **	D	\$2.1M	\$1.4M	\$3.5M
Williamson, Marianne **	D	\$3M	None	\$3M
Ryan, Tim **	D	~\$875K	~260K	\$1.1M



# Democratic Front Runners

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# Joe Biden



Campaign: Biden for President

[www.joebiden.com](http://www.joebiden.com)

Campaign HQ: 1500 Market Street, Philadelphia, PA 19102

Former Vice President

Facebook Spend: \$1,956,691 | Google Spend: \$828,300 | Twitter Spend: \$450,900

## Campaign Contacts

**Greg Schultz** - Campaign Manager

Email: [gschultz@joebiden.com](mailto:gschultz@joebiden.com)

[LinkedIn](#) | [Twitter](#)

**Symone Sanders** - Senior Advisor

Email: [ssanders@joebiden.com](mailto:ssanders@joebiden.com)

[LinkedIn](#) | [Twitter](#)

**Kate Bedingfield** - Deputy Campaign Manager &  
Communications Director

Email: [kbedingfield@joebiden.com](mailto:kbedingfield@joebiden.com)

[Twitter](#)

**Cristobal Alex** - Senior Advisor

Email: [calex@joebiden.com](mailto:calex@joebiden.com)

[LinkedIn](#) | [Twitter](#)

**Erin Wilson** - Political Director

Email: [ewilson@joebiden.com](mailto:ewilson@joebiden.com)

[LinkedIn](#)

**Kurt Bagley** - National Organizing Director

Email: [kbagley@joebiden.com](mailto:kbagley@joebiden.com)

[LinkedIn](#) | [Twitter](#)

**Jamal Brown** - National Press Secretary

Email: [jbrown@joebiden.com](mailto:jbrown@joebiden.com)

Phone: 202-400-0354

[LinkedIn](#) | [Twitter](#)

**TJ Ducklo** - National Press Secretary

Email: [tducklo@joebiden.com](mailto:tducklo@joebiden.com)

[LinkedIn](#) | [Twitter](#)

# Agency Partners

**Infogroup** - marketing intelligence solutions & listed in billing section for placing twitter ads

Website: [www.infogroup.com](http://www.infogroup.com)

Phone: 402-836-5290

Address: 13155 Noel Rd, #1750, Dallas, TX 75240

## Contacts @ Infogroup

Tom Silveri	Senior Vice President, Marketing	<a href="mailto:tom.silveri@infogroup.com">tom.silveri@infogroup.com</a>
Thomas Zawacki	Chief Digital Officer	<a href="mailto:thomas.zawacki@infogroup.com">thomas.zawacki@infogroup.com</a>

**Z Tribeca** - creative communications company

Website: [www.ztribeca.com](http://www.ztribeca.com)

Phone: 212-608-6510

Address: 494 8th Ave, 22nd Floor, New York, NY, 10001

## Contacts @ Z Tribeca

Sarah Zusi	President & Creative Director	<a href="mailto:sarah@ztribeca.com">sarah@ztribeca.com</a>
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**Putnam Partners LLC** - political campaigns

Website: [www.putnampartners.com](http://www.putnampartners.com)

Phone: 202-238-9100

Address: 1100 Vermont Ave. NW, Suite 1200, Washington, DC 20005

## Contacts @ Putnam Partners

Mark Putnam	Founding Partner	<a href="mailto:mputnam@putnampartners.net">mputnam@putnampartners.net</a>
Jim Duffy	Partner	<a href="mailto:jduffy@putnampartners.net">jduffy@putnampartners.net</a>
Judy Lyons	Partner	<a href="mailto:jlyons@putnampartners.net">jlyons@putnampartners.net</a>

**SKDKnickerbocker** - direct mail

Website: [www.skdknick.com](http://www.skdknick.com)

Phone: 202 464-6900

Address: 1150 18th Street NW, Suite 800, Washington, D.C.

## Contacts @ SKDKnickerbocker

Anita Dunn	Managing Director	<a href="mailto:adunn@skdknick.com">adunn@skdknick.com</a>
Doug Thornell	Principal	<a href="mailto:dthornell@skdknick.com">dthornell@skdknick.com</a>



# Agency Partners (cont'd)

**76 Words** - political communications firm

Website: [www.76words.com](http://www.76words.com)

Phone: 202-686-2900

Address: 1121 5th St NW, Washington, DC 20001

## Contacts @ 76 Words

Colin Rogero

Partner

[colin@76words.com](mailto:colin@76words.com)

**Teal Media** - full service creative agency

Website: [www.tealmedia.com](http://www.tealmedia.com)

Phone: 734-649-6744

Address: 18th St NW, Washington, DC 20036

## Contacts @ Teal Media

Jessica Teal

Principal

[jessica@tealmedia.com](mailto:jessica@tealmedia.com)

**Mothership Strategies** - digital agency

Website: [www.mothershipstrategies.com](http://www.mothershipstrategies.com)

Phone: (202) 730-0132

Address: 1328 Florida Avenue NW, Building C, Washington, DC 20009

## Contacts @ Mothership Strategies

Greg Berlin

Founder & Partner

[berlin@mothershipstrategies.com](mailto:berlin@mothershipstrategies.com)

# Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$21,473,223	\$2,637,781	\$24,111,104
<b>Total Spent</b>	\$10,576,272	\$2,541,120	\$13,117,392
<b>Cash on Hand</b>	\$10,897,067	\$96,661	\$10,993,728
<b>Debts</b>	\$0	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	

# Bernie Sanders



Campaign: Bernie for President

[www.berniesanders.com](http://www.berniesanders.com)

Campaign HQ: PO Box 391 Burlington, VT 05402  
Vermont Senator

Facebook Spend: \$1,975,749 | Google Spend: \$579,500 | Twitter Spend: \$170,500

## Campaign Contacts

**Faiz Shakir**- Campaign Manager

Email: [faiz@berniesanders.com](mailto:faiz@berniesanders.com)

[LinkedIn](#) | [Twitter](#)

**Tim Tagaris** - Senior Advisor - Senior Advisor

Email: [tim@berniesanders.com](mailto:tim@berniesanders.com)

[LinkedIn](#) | [Twitter](#)

**Rene Spellman**- Deputy Campaign Manager

Email: [rene@berniesanders.com](mailto:rene@berniesanders.com)

[LinkedIn](#)

**Jeff Weaver**- Senior Advisor

Email: [jeff@berniesanders.com](mailto:jeff@berniesanders.com)

**Chuck Rocha** - Senior Advisor

Email: [chuck@berniesanders.com](mailto:chuck@berniesanders.com)

[LinkedIn](#) | [Twitter](#)

**Analilia Mejia** - Political Director

Email: [analila@berniesanders.com](mailto:analila@berniesanders.com)

[LinkedIn](#)

**Arianna Jones** - Communications Director

Email: [arianna@berniesanders.com](mailto:arianna@berniesanders.com)

[Twitter](#)

**Briahna Joy Gray** - National Press Secretary

Email: [briahna@berniesanders.com](mailto:briahna@berniesanders.com)

[Twitter](#)

**Georgia Parke** - Senior Social Media Strategist

Email: [georgia@berniesanders.com](mailto:georgia@berniesanders.com)

[LinkedIn](#) | [Twitter](#)

**Robin Curran** - Digital Fundraising Director

Email: [robin@berniesanders.com](mailto:robin@berniesanders.com)

[LinkedIn](#) | [Twitter](#)

# Agency Partners

## **Aisle 518** - digital agency

Listed as spending \$196.7K on Twitter ads

<https://ads.twitter.com/transparency/BernieSanders>

Website: [www.aisle518.com](http://www.aisle518.com)

Address: 2108 Military Rd, Arlington, Virginia 22207

### **Contacts @ Aisle 518**

Tim Tagaris	Owner	<a href="mailto:ttagaris@aisle518.com">ttagaris@aisle518.com</a>
Robin Curran	Vice President, Digital Strategy	<a href="mailto:rcurran@aisle518.com">rcurran@aisle518.com</a>
Brent Swift	Associate Media Dir., Programmatic	<a href="mailto:bswift@aisle518.com">bswift@aisle518.com</a>

## **Solidarity Strategies** - political consulting firm

Website: [www.solidaritystrategies.com](http://www.solidaritystrategies.com)

Phone: (202) 435-0272

Address: 1090 Vermont Ave. NW, Suite 300, Washington, DC 20005

### **Contacts @ Solidarity Strategies**

<b>Chuck Rocha</b>	<b>President</b>	<a href="mailto:chuck@solidaritystrategies.com">chuck@solidaritystrategies.com</a>
Vanessa Moyonero	Partner	<a href="mailto:vanessa@solidaritystrategies.com">vanessa@solidaritystrategies.com</a>
Luis Alcauter	Partner	<a href="mailto:luis@solidaritystrategies.com">luis@solidaritystrategies.com</a>
David Sanchez	Partner	<a href="mailto:david@solidaritystrategies.com">david@solidaritystrategies.com</a>
Amanda Arias	Associate	<a href="mailto:amandaarias@solidaritystrategies.com">amandaarias@solidaritystrategies.com</a>
Eileen Garcia	Campaign Fellow	<a href="mailto:eileen@solidaritystrategies.com">eileen@solidaritystrategies.com</a>

# Agency Partners

**HaystaqDNA** - analytics & political consulting

Website: [www.haystaqdna.com](http://www.haystaqdna.com)

Phone: 202-548-2562

Address: 907 N ST NW, Suite C1, Washington, DC 20001

## Contacts @ HaystaqDNA

Keen Strasma	Chief Executive Officer	<a href="mailto:ken@haystaqdna.com">ken@haystaqdna.com</a>
Blake Silberberg	Director, Media Analytics	<a href="mailto:blake@haystaqdna.com">blake@haystaqdna.com</a>
Brent Swift	Associate Media Dir., Programmatic	<a href="mailto:andrew@haystaqdna.com">andrew@haystaqdna.com</a>

## Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$46,153,240	\$378,911	\$46,532,151
<b>Total Spent</b>	\$18,884,290	\$282,055	\$19,166,345
<b>Cash on Hand</b>	\$27,269,050	\$96,856	\$27,365,906
<b>Debts</b>	\$0	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	

# Elizabeth Warren



Campaign: Warren for President  
[www.elizabethwarren.com](http://www.elizabethwarren.com)  
Campaign HQ: Charlestown, MA  
Massachusetts Senator

Facebook Spend: \$1,888,959 | Google Spend: \$1,305,400 | Twitter Spend: \$927,500  
Spent \$1,324,203 | 24.00% of her expenditures

## Campaign Contacts

**Roger Lau** - Campaign Manager

Email: [rlau@elizabethwarren.com](mailto:rlau@elizabethwarren.com)

[LinkedIn](#) | [Twitter](#)

**Tracey Lewis** - Senior Advisor for Organizing

Email: [tlewis@elizabethwarren.com](mailto:tlewis@elizabethwarren.com)

[Twitter](#)

**Hope Hall** - Senior Advisor, Video

Email: [hhall@elizabethwarren.com](mailto:hhall@elizabethwarren.com)

[LinkedIn](#) | [Twitter](#)

**Jon Donenberg** - Senior Advisor & Policy Director

Email: [jdonenberg@elizabethwarren.com](mailto:jdonenberg@elizabethwarren.com)

[LinkedIn](#)

**Kaaren Hinck** - Senior Advisor, Planning

Email: [khinck@elizabethwarren.com](mailto:khinck@elizabethwarren.com)

**Rebecca Pearcey** - National Political Director

Email: [rpearcey@elizabethwarren.com](mailto:rpearcey@elizabethwarren.com)

[LinkedIn](#) | [Twitter](#)

**Kristen Orthman** - Communications Director

Email: [korthman@elizabethwarren.com](mailto:korthman@elizabethwarren.com)

[LinkedIn](#) | [Twitter](#)

**Richard McDaniel** - National Organizing Director

Email: [rmcdaniel@elizabethwarren.com](mailto:rmcdaniel@elizabethwarren.com)

[LinkedIn](#) | [Twitter](#)

**Joe Rospars** - Chief Strategist

[LinkedIn](#) | [Twitter](#)

**Lauren Miller** - Senior advisor & Director, Digital

Email: [lmiller@elizabethwarren.com](mailto:lmiller@elizabethwarren.com)

[LinkedIn](#) | [Twitter](#)

**Katherine Swanson** - Senior Digital Organizer

Email: [kswanson@elizabethwarren.com](mailto:kswanson@elizabethwarren.com)

[LinkedIn](#) | [Twitter](#)

# Agency Partners

## **Bully Pit Interactive** - digital agency

Website: [www.bpimedia.com](http://www.bpimedia.com)

Phone: (202) 331-0052

Address: 1445 New York Ave NW, 5th Floor, Washington, DC 20005

### **Contact @ Bully Pit Interactive**

John Ellison	Head, Buying	<a href="mailto:jellison@bpimedia.com">jellison@bpimedia.com</a>
Amy Garland	Senior Media Planner	<a href="mailto:agarland@bpimedia.com">agarland@bpimedia.com</a>
Daniel Hoffman	Director, NYC Office	<a href="mailto:dhoffmann@bpimedia.com">dhoffmann@bpimedia.com</a>
Jane Hughes	Director, DC Office	<a href="mailto:jhuges@bpimedia.com">jhuges@bpimedia.com</a>

## **Blue State** - digital agency

Website: [www.bluestate.co](http://www.bluestate.co)

Phone: 800-290-6826

Address: 406 7th St NW, 3rd Floor, Washington, DC 20004

### **Contacts @ Blue State**

Joe Rospars	Chief Executive Officer	<a href="mailto:jrospars@bluestatedigital.com">jrospars@bluestatedigital.com</a>
Patrick Savoia	Deputy Director, Media	<a href="mailto:psavoia@bluestatedigital.com">psavoia@bluestatedigital.com</a>
Matt Hampton	Director, Advocacy & Engagement	<a href="mailto:mhampton@bluestatedigital.com">mhampton@bluestatedigital.com</a>
Amanda Darman-Allen	Managing Director, DC	<a href="mailto:adarmanallen@bluestatedigital.com">adarmanallen@bluestatedigital.com</a>
Kaitlin Juleus	Deputy Director, Content & Campaigns	<a href="mailto:kjuleus@bluestatedigital.com">kjuleus@bluestatedigital.com</a>

# Agency Partners

**Chapman Cubine and Hussey** - direct mail

Website: [www.ccah.com](http://www.ccah.com)

Phone: 703-248-0025

Address: 2000 15th St N, #550, Arlington, VA 22201

## Contacts @ Chapman Cubine and Hussey

Kim Cubine	President	<a href="mailto:kcubine@ccah.com">kcubine@ccah.com</a>
Lon Chapman	Principal/ Executive President	<a href="mailto:lchapman@ccah.com">lchapman@ccah.com</a>

## Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$35,527,781	\$592,407	\$36,120,188
<b>Total Spent</b>	\$15,746,619	\$1,427,253	\$17,173,872
<b>Cash on Hand</b>	\$19,781,162	-\$834,847	\$18,946,315
<b>Debts</b>	\$0	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	

# Kamala Harris



Campaign: Kamala Harris for the People

[www.kamalaharris.org](http://www.kamalaharris.org)

Campaign HQ: Baltimore, MD

California Senator

Facebook Spend: \$1,434,331 | Google Spend: \$1,012,300 | Twitter Spend: \$293,000  
Spent \$1,021,450 on media; 26.50% of her expenditures

## Campaign Contacts

<b>Juan Rodriguez</b> - Campaign Manager Email: <a href="mailto:juan@kamalaharris.org">juan@kamalaharris.org</a>	<a href="#">LinkedIn</a>
<b>Jim Margolis</b> - Media Advisor	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Averell 'Ace' Smith</b> - Senior Advisor	
<b>Sean Clegg</b> - Senior Advisor Email: <a href="mailto:sean@kamalaharris.org">sean@kamalaharris.org</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Laphonza Butler</b> - Senior Advisor Email: <a href="mailto:laphonza@kamalaharris.org">laphonza@kamalaharris.org</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>David Huynh</b> - Senior Advisor	<a href="#">Twitter</a>
<b>Nathan Barankin</b> - Senior Advisor	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Emmy Ruiz</b> - Senior Advisor Email: <a href="mailto:emmy@kamalaharris.org">emmy@kamalaharris.org</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Missayr Boker</b> - Co-political Director Email: <a href="mailto:missayr@kamalaharris.org">missayr@kamalaharris.org</a>	<a href="#">Twitter</a>
<b>Julie Chávez Rodríguez</b> - Co-Political Director Email: <a href="mailto:jullie@kamalaharris.org">jullie@kamalaharris.org</a>	
<b>Lily Adams</b> - Communications Director Email: <a href="mailto:lily@kamalaharris.org">lily@kamalaharris.org</a>	<a href="#">Twitter</a>
<b>Ian Sams</b> - National Press Secretary Email: <a href="mailto:ian@kamalaharris.org">ian@kamalaharris.org</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Loren Merchan</b> - Director, Digital Persuasion	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>



# Agency Partners

**Authentic Campaigns** - digital communications firm

Listed as spending \$912.4K on Twitter ads

<https://ads.twitter.com/transparency/KamalaHarris>

Website: [www.authenticcampaigns.com](http://www.authenticcampaigns.com)

Address: Washington, DC 20001

## **Contacts @Authentic Campaigns**

Loren Merchan	Vice President	<a href="mailto:loren@authenticcampaigns.com">loren@authenticcampaigns.com</a>
Mike Nellis	Founder & President	<a href="mailto:mike@authenticcampaigns.com">mike@authenticcampaigns.com</a>

**SCRB Strategies** - communications firm

Website: [www.scrbstrategies.com](http://www.scrbstrategies.com)

Phone: (415) 981-9940

Address: 114 Sansome Street, Suite 200, San Francisco, CA 94104

## **Contacts @ SCR B Strategies**

Juan Rodriguez	Partner	<a href="mailto:juan@scrstrategies.com">juan@scrstrategies.com</a>
Sean Clegg	Partner	<a href="mailto:sean@scrstrategies.com">sean@scrstrategies.com</a>
Averell "Ace" Smith	Partner	<a href="mailto:ace@scrstrategies.com">ace@scrstrategies.com</a>
Laphonza Butler	Partner	<a href="mailto:laphonza@scrstrategies.com">laphonza@scrstrategies.com</a>

**GMMB** - communications agency

Website: [www.gmmb.com](http://www.gmmb.com)

Phone: 202.338.8700

Address: 3050 K Street, NW, Suite 100, Washington, DC 20007

## **Contacts @ GMMB**

Jim Margolis	Partner	<a href="mailto:jim.margolis@gmmb.com">jim.margolis@gmmb.com</a>
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# Agency Partners (cont'd)

**Wide Eye** - creative agency

Website: [www.wideeye.co](http://www.wideeye.co)

Phone: 718-809-1350

Address: 641 S Street NW, 4th Floor, Washington, DC 20001

## Contacts @ Wide Eye

Ben Ostrower	Founder/ Creative Director	<a href="mailto:ben@wideeye.co">ben@wideeye.co</a> phone:718-809-1350
Jenn Perrone	Managing Director	<a href="mailto:jenn@wideeye.co">jenn@wideeye.co</a>

## Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$24,832,245	\$2,380,301	\$27,212,546
<b>Total Spent</b>	\$11,561,785	\$1,997,936	\$13,559,721
<b>Cash on Hand</b>	\$13,272,360	\$382,365	\$13,654,725
<b>Debts</b>	\$0	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	

# Pete Buttigieg



Campaign: Pete for America

[www.peteforamerica.com](http://www.peteforamerica.com)

Campaign HQ: 105 E Jefferson Ave, South Bend, IN

Mayor of South Bend, IN

Facebook Spend: \$1,161,517 | Google Spend: \$1,406,400 | Twitter Spend: \$80,000

## Campaign Contacts

<b>Mike Schmuhl</b> - Campaign Manager	
<b>Stephen Brokaw</b> - National Political Director Email: <a href="mailto:stephen@peteforamerica.com">stephen@peteforamerica.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Greta Carnes</b> - National Organizing Director Email: <a href="mailto:greta@peteforamerica.com">greta@peteforamerica.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Lis Smith</b> - Senior Advisor, Communications Email: <a href="mailto:lis@peteforamerica.com">lis@peteforamerica.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Chris Meagher</b> - National Press Secretary Email: <a href="mailto:chris@peteforamerica.com">chris@peteforamerica.com</a> Phone: 805-452-3228	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Caitria Mahoney</b> - Deputy National Political Director Email: <a href="mailto:caitria@peteforamerica.com">caitria@peteforamerica.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Ann Mei Chang</b> - Chief Innovation Officer Email: <a href="mailto:annmei@peteforamerica.com">annmei@peteforamerica.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Jillian Maryonovich</b> - Creative Director Email: <a href="mailto:jillian@peteforamerica.com">jillian@peteforamerica.com</a>	<a href="#">LinkedIn</a>
<b>Tess Whittlesey</b> - Deputy National Press Secretary Email: <a href="mailto:tess@peteforamerica.com">tess@peteforamerica.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Marisol Samayoa</b> - Deputy National Press Secretary Email: <a href="mailto:marisol@peteforamerica.com">marisol@peteforamerica.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Manuel Bonder</b> - Campaign Media Monitor Email: <a href="mailto:manuel@peteforamerica.com">manuel@peteforamerica.com</a>	<a href="#">Twitter</a>

# Agency Partners

**Hyperakt** - design agency for graphic assets

Website: [www.hyperakt.com](http://www.hyperakt.com)

Phone: 718-855-4250

Address: 400 3rd Ave, #3, Brooklyn, NY 11215

## Contacts @ Hyperakt

Laura Jo Hess	Managing Director	<a href="mailto:laurajo@hyperakt.com">laurajo@hyperakt.com</a>
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**Tilted Chair** - full service creative agency

Website: [www.tiltedchair.co](http://www.tiltedchair.co)

Phone: 512-814-8458

Address: 640 Tillery, Austin, TX 78702

## Contacts @ Tilted Chair

Jake Rector	Partner, Media Director	<a href="mailto:jake@tiltedchair.co">jake@tiltedchair.co</a>
Erik Hernandez	Managing Partner/ Director, Strategy	<a href="mailto:erik@tiltedchair.co">erik@tiltedchair.co</a>

**AKPD Message & Media** - firm representing Democratic candidates and progressive causes

Website: [www.akpdmedia.com](http://www.akpdmedia.com)

Phone: 312-664-7500

Address: 1140 Connecticut Ave NW, Suite 800, Washington, DC 20036

## Contacts @ AKPD Message & Media

Larry Grisolano	Partner	<a href="mailto:lgrisolano@akpdmedia.com">lgrisolano@akpdmedia.com</a>
John Del Cecato	Partner	<a href="mailto:jdelcecato@akpdmedia.com">jdelcecato@akpdmedia.com</a>
Tyler Law	Principal	<a href="mailto:tlaw@akpdmedia.com">tlaw@akpdmedia.com</a>

# Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$32,030,206	\$403,503	\$32,433,709
<b>Total Spent</b>	\$9,361,334	\$399,267	\$9,760,601
<b>Cash on Hand</b>	\$22,668,872	\$4,326	\$22,673,108
<b>Debts</b>	\$0	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	

# Beto O'Rourke



Campaign: Beto for America

[www.betoorourke.com](http://www.betoorourke.com)

Campaign HQ: 10657 Vista Sol Dr, El Paso, TX 799935

Former Texas Representative

Facebook Spend: \$747,921 | Google Spend: \$569,900 | Twitter Spend: \$79,500

## Campaign Contacts

**Jennifer O'Malley Dillon** - Campaign Manager

Email: [jen.omalleydillon@betoorourke.com](mailto:jen.omalleydillon@betoorourke.com)

[LinkedIn](#) | [Twitter](#)

**Rob Friedlander** - Senior Advisor

Email: [rob@betoorourke.com](mailto:rob@betoorourke.com)

[LinkedIn](#) | [Twitter](#)

**Chris Evans** - Communications Director

Email: [chris@betoorourke.com](mailto:chris@betoorourke.com)

[LinkedIn](#) | [Twitter](#)

**Aleigha Cavalier** - National Press Secretary

Email: [aleigha.cavalier@betoorourke.com](mailto:aleigha.cavalier@betoorourke.com)

[LinkedIn](#) | [Twitter](#)

**Adnan Mohamed** - National Political Director

Email: [adnan.mohamed@betoorourke.com](mailto:adnan.mohamed@betoorourke.com)

Phone: 832-289-9852

[LinkedIn](#) | [Twitter](#)

**Lauren Brainerd** - Organizing Director

Email: [lauren.brainerd@betoorourke.com](mailto:lauren.brainerd@betoorourke.com)

[LinkedIn](#) | [Twitter](#)

**Nick Rathod** - National Political Adviser

Email: [nick.rathod@betoorourke.com](mailto:nick.rathod@betoorourke.com)

[LinkedIn](#) | [Twitter](#)

# Agency Partners

## **Middle Seat Consulting** - full service digital agency

Listed as spending \$1M on twitter ads

<https://ads.twitter.com/transparency/BetoORourke>

Website: [www.middleseat.co](http://www.middleseat.co)

Address: PO Box 21600, Washington, D.C. 20009

### **Contacts @ Middle Seat Consulting**

Elizabeth Bennett	Director, Advertising	<a href="mailto:liz@middleseat.co">liz@middleseat.co</a>
Crystal Stanford	Senior Digital Advertising Strategist	<a href="mailto:crystal@middleseat.co">crystal@middleseat.co</a>

## **Revolution Messaging** – full service digital agency

Listed as spending 5.4K on twitter

<https://ads.twitter.com/transparency/BetoORourke>

Website: [www.revolutionmessaging.com](http://www.revolutionmessaging.com)

Phone: 866-858-8226 or 202-299-9393

### **Contacts @ Revolution Messaging**

Carla Aronsohn	Senior Vice President, Strategy	<a href="mailto:caronsohn@revolutionmessaging.com">caronsohn@revolutionmessaging.com</a>
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## **Screen Strategies Media** – full service media strategy, planning & buying agency

Website: [www.screenstrategiesmedia.com](http://www.screenstrategiesmedia.com)

Phone: 703-272-7300

Address: 11150 Fairfax Blvd., Suite 505, Fairfax, VA 22030

### **Contacts @ Screen Strategies Media**

Kyle Osterhout	Owner	<a href="mailto:kyle@screenstrategies.com">kyle@screenstrategies.com</a>
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# Agency Partners (cont'd)

**Katz Watson Group** - fundraising & consulting services to political candidates

Website: [www.katzwatsongroupdc.com](http://www.katzwatsongroupdc.com)

Phone: 202-546-0474

Address: 201 Massachusetts Ave NE, Washington, DC 20002

## Contacts @ Katz Watson Group

Fran Katz Watson	President	<a href="mailto:fran@katzwatsongroup.com">fran@katzwatsongroup.com</a>
Lauren France	Senior Vice President	<a href="mailto:lauren@katzwatsongroup.com">lauren@katzwatsongroup.com</a>

**STG LLC** - fully integrated political and public affairs consulting firm

Website: [www.stgresults.com](http://www.stgresults.com)

Phone: 202-524-8456

Address: 818 Connecticut Ave NW, Suite 200, Washington, DC, DC 20006

## Contacts @ STG LLC

Aaron Wells	Partner	<a href="mailto:aaron@stgresults.com">aaron@stgresults.com</a>
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# Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$12,838,584	\$2,860,000	\$15,698,584
<b>Total Spent</b>	\$7,642,016	\$2,764,902	\$10,406,918
<b>Cash on Hand</b>	\$5,196,569	\$95,098	\$5,291,667
<b>Debts</b>	\$48,074	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	



# Cory Booker



Campaign: Cory 2020

[www.corybooker.com](http://www.corybooker.com)

Campaign HQ: 540 Broad St Newark, NJ 07102  
New Jersey Senator

Facebook Spend: \$1,582,509 | Google Spend: \$391,200 | Twitter Spend: \$42,200  
Spent \$664,607 on media which is 34.38% of his expenditures

## Campaign Contacts

<b>Addisu Demissie</b> - Campaign Manager Email: <a href="mailto:addisu@corybooker.com">addisu@corybooker.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Matt Klapper</b> - Senior Advisor Email: <a href="mailto:mklapper@corybooker.com">mklapper@corybooker.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Tamia Booker</b> - National Political Director Email: <a href="mailto:tbooker@corybooker.com">tbooker@corybooker.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Jessica Lovejoy</b> - National Organizing Team Email: <a href="mailto:jlovejoy@corybooker.com">jlovejoy@corybooker.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Jeff Giertz</b> - National communications director Email: <a href="mailto:jgiertz@corybooker.com">jgiertz@corybooker.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Sabrina Singh</b> - National Press Secretary Email: <a href="mailto:ssingh@corybooker.com">ssingh@corybooker.com</a>	<a href="#">Twitter</a>
<b>Judy Zamore</b> - Chief Financial Officer Email: <a href="mailto:jzamore@corybooker.com">jzamore@corybooker.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>

# Agency Partners

## **Do Big Things, LLC** -digital Consulting Services

Listed as spending \$4K on twitter ads

<https://ads.twitter.com/transparency/CoryBooker>

Website: [www.dobigthings.com](http://www.dobigthings.com)

### **Contacts @ Do Big Things, LLC**

Cheryl Contee	Chief Executive Officer	<a href="mailto:cheryl@dobigthings.com">cheryl@dobigthings.com</a>
Ryanne Brown	Vice President, Digital Advertising	<a href="mailto:ryanne@dobigthings.com">ryanne@dobigthings.com</a>

## **Rapid Returns, Inc.** - direct Mail Services

Website: [www.rapidreturns.com](http://www.rapidreturns.com)

Phone: 202-415-5486

Address: 2633 Lincoln Blvd. #725, Santa Monica, CA 90405

### **Contacts @ Rapid Returns**

Heather Colburn	Partner	<a href="mailto:heather@rapidreturns.com">heather@rapidreturns.com</a>
Mitchell Lester	Partner	<a href="mailto:mitchell@rapidreturns.com">mitchell@rapidreturns.com</a>

# Agency Partners (cont'd)

**Lincoln Park Strategies** - analytic research firm

Website: [www.lpstrategies.com](http://www.lpstrategies.com)

Phone: 202-548-0047

Address: 611 Pennsylvania Ave SE, Washington, DC 20003

## Contacts @ Lincoln Park Strategies

Stefan Hankin	President & Founder	<a href="mailto:stefan@lpstrategies.com">stefan@lpstrategies.com</a>
Bennett Lipscomb	Senior Associate	<a href="mailto:bennett@lpstrategies.com">bennett@lpstrategies.com</a>

## Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$12,257,402	\$1,230,501	\$13,487,903
<b>Total Spent</b>	\$6,896,897	\$1,235,963	\$8,132,860
<b>Cash on Hand</b>	\$5,360,506	-\$5,462	\$5,355,044
<b>Debts</b>	\$292,760	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	

# Amy Klobuchar



Campaign: Amy for America

[www.amyklobuchar.com](http://www.amyklobuchar.com)

Campaign HQ: PO Box 18360 Minneapolis, MN 55418  
Minnesota Senator

Facebook Spend: \$1,655,885 | Google Spend: \$248,300 | Twitter Spend: \$68,300  
Spent \$164,960 on media which is 7.85% of her expenditures

## Campaign Contacts

<b>Justin Buoen</b> - Campaign Manager Email: <a href="mailto:jbuoen@amyklobuchar.com">jbuoen@amyklobuchar.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Pete Giangreco</b> - Senior Advisor	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Brigit Helgen</b> - Senior Advisor Email: <a href="mailto:brigit@amyklobuchar.com">brigit@amyklobuchar.com</a>	<a href="#">LinkedIn</a>
<b>Lucinda Ware</b> - Political Director Email: <a href="mailto:lucinda@amyklobuchar.com">lucinda@amyklobuchar.com</a> Phone: 443-878-9478	<a href="#">LinkedIn</a>
<b>Tim Hogan</b> - Communications Director Email: <a href="mailto:tim@amyklobuchar.com">tim@amyklobuchar.com</a>	<a href="#">Twitter</a>
<b>Carlie Waibel</b> - National Press Secretary Email: <a href="mailto:carlie@amyklobuchar.com">carlie@amyklobuchar.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>

# Agency Partners

**Rising Tide Interactive** - full service digital marketing agency

Spent 78.2 K on Twitter ads

<https://ads.twitter.com/transparency/amyklobuchar>

Website: [www.risingtideinteractive.com](http://www.risingtideinteractive.com)

Phone: 202-888-7783

Address: 1250 H Street NW, Washington, DC 20005

## Contacts @ Rising Tide Interactive

Eli Kaplan	Founding Partner	<a href="mailto:eli@risingtideinteractive.com">eli@risingtideinteractive.com</a>
Kelsey McLaughlin	Vice President, Media	<a href="mailto:kelsey@risingtideinteractive.com">kelsey@risingtideinteractive.com</a>

**Rapid Returns, Inc.** - direct Mail Services

Website: [www.rapidreturns.com](http://www.rapidreturns.com)

Phone: 202-415-5486

Address: 2633 Lincoln Blvd. #725, Santa Monica, CA 90405

## Contacts @ Rapid Returns

Heather Colburn	Partner	<a href="mailto:heather@rapidreturns.com">heather@rapidreturns.com</a>
Mitchell Lester	Partner	<a href="mailto:mitchell@rapidreturns.com">mitchell@rapidreturns.com</a>

**Grunwald Communications** - public relations agency

Phone: (202) 973-9400

Address: 1306 30th St NW, Washington, DC 20007

Paid: \$58,455

(202) 973-9400

# Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$12,633,302	\$693,892	\$13,327,194
<b>Total Spent</b>	\$5,923,182	\$680,642	\$6,603,824
<b>Cash on Hand</b>	\$6,710,120	\$13,250	\$6,723,370
<b>Debts</b>	\$0	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	

# Andrew Yang



Campaign: Yang 2020

[www.yang2020.com](http://www.yang2020.com)

Campaign HQ: PO Box 214, Midtown Station, New York, NY 10018

Businessman

Facebook Spend: \$1,106,209 | Google Spend: \$91,500

## Campaign Contacts

**Zach Graumann** - Campaign Manager

Email: [zach@yang2020.com](mailto:zach@yang2020.com)

[LinkedIn](#) | [Twitter](#)

**Randy Jones** - Director, Political Affairs & Press Secretary

Email: [randy@yang2020.com](mailto:randy@yang2020.com)

Phone: 304-376-3842

[LinkedIn](#)

**Madalin Sammons** - Communications director

Email: [madalin@yang2020.com](mailto:madalin@yang2020.com)

[LinkedIn](#) | [Twitter](#)

**Andrew Frawley** - Digital Director

[LinkedIn](#) | [Twitter](#)

## Agency Partners

**KRPR Creative** - public relations firm

Website: [www.krprcreative.com](http://www.krprcreative.com)

Phone: 310-210-5968

Address: 956 Huntington Drive, San Marino, CA 91108

### Contacts @ KRPR Creative

Kim Rahilly

Owner

[kim@krprcreative.com](mailto:kim@krprcreative.com)

# Agency Partners (cont'd)

**Varick Media Management** - digital advertising

Website: [www.varick.co](http://www.varick.co)

Phone: 212-337-4020

Address: 711 Third Ave, 2nd Floor, New York, NY 10017

## **Contacts @ Varick Media Management**

Paul Dolan	Chief Executive Officer	<a href="mailto:pdolan@varickmm.com">pdolan@varickmm.com</a>
Thomas Schonder	Head, Client Growth	<a href="mailto:tschonder@varickmm.com">tschonder@varickmm.com</a>

# Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$5,225,416	\$0	\$5,225,416
<b>Total Spent</b>	\$4,375,435	\$0	\$4,375,435
<b>Cash on Hand</b>	\$847,659	\$0	\$847,659
<b>Debts</b>	\$0	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	



# Julian Castro



Campaign: Julian for the Future  
[www.julianforthefuture.com](http://www.julianforthefuture.com)

Facebook Spend: \$1,221,511 | Google Spend: \$79,200

## Campaign Contacts

<b>Maya Rupert</b> - Campaign Manager Email: <a href="mailto:maya@julianforthefuture.com">maya@julianforthefuture.com</a>	<a href="#">Twitter</a>
<b>Natalie Montelongo</b> - Political Director Email: <a href="mailto:natalie@julianforthefuture.com">natalie@julianforthefuture.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Matthew Jones</b> - Senior Political Advisor	
<b>Lillie Catlin</b> - Organizing Director Email: <a href="mailto:lillie@julianforthefuture.com">lillie@julianforthefuture.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Sawyer Hackett</b> - National Press Secretary Email: <a href="mailto:sawyer@julianforthefuture.com">sawyer@julianforthefuture.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Jennifer Fiore</b> - Senior Advisor for Communications & Digital Email: <a href="mailto:jennifer@julianforthefuture.com">jennifer@julianforthefuture.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Joseph Czajkowski</b> - National Finance Director	<a href="#">LinkedIn</a>

# Agency Partners

**Sapphire Strategy** - measured marketing agency

Spent 24.9K on twitter ads

<https://ads.twitter.com/transparency/JulianCastro>

Website: [www.sapphierstrategy.com](http://www.sapphierstrategy.com)

Phone: 317-643-2071

Address: 525 S Meridian Street, Indianapolis, Indiana 46225

## Contacts @ Sapphire Strategy

Jenn Lisak Golding	President & Chief Executive Officer	<a href="mailto:jenn@sapphierstrategy.com">jenn@sapphierstrategy.com</a>
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**Duable Brand Trust** - digital advertising

Website: [www.duable.com](http://www.duable.com)

Phone: 210-201-3872

Address: 110 Broadway St, Ste 170, San Antonio, TX 78205

## Contacts @ Duable Brand Trust

Carlos Rodolfo Gonzalez	Managing Partner	<a href="mailto:carlos@duable.com">carlos@duable.com</a>
Mohammad Rasool	Chief Innovation Officer	<a href="mailto:mohammad@duable.com">mohammad@duable.com</a>
Brielle Insler	Chief Creative Officer	<a href="mailto:brielle@duable.com">brielle@duable.com</a>

# Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$4,082,362	\$498,105	\$4,580,467
<b>Total Spent</b>	\$2,946,309	\$487,904	\$3,434,213
<b>Cash on Hand</b>	\$1,136,053	\$10,201	\$1,146,254
<b>Debts</b>	\$0	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	

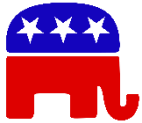


# Republican Presumed Candidate

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# Republican Presumed Candidate: Donald J. Trump

45th President of the United States, 2017-present



Campaign: Donald J. Trump for President

[www.donaldjtrump.com](http://www.donaldjtrump.com)

Campaign HQ: 725 Fifth Ave, 5th Floor New York,  
New York 10022

Only a handful of sitting presidents have ever been denied their party's nomination ahead of a second term and only one of those was an elected president: Franklin Pierce. Therefore, it seems a foregone conclusion that Trump will be the GOP's 2020 nominee.

During the 2016 election cycle, iSpot reports that the Trump campaign spent \$22.6 million on national TV spots. His campaign was outspent by the Clinton campaign by more than three times in the 2016 season. In fact, Trump's abandonment of TV played a huge role in the channel's overall market share decline for the election. Trump's first TV ad did not air until August 2016 - a mere three months prior to election day.

But with plummeting approval ratings and a looming recession to combat, Trump has amassed an enormous war chest in the lead-up to the 2020 election.

His strategy could shift, but it's likely that his 2019 campaign manager Brad Parscale, whose expertise is distinctly digital, will continue a tactic that relies largely on the internet. Read on to see who, in addition to Parscale, will be planning and executing Trump's communications plan.

Republican Presumed Candidate:

# Donald J. Trump

45th President of the United States, 2017-present



## Campaign Contacts

<b>Brad Parscale</b> - Campaign Manager Email: <a href="mailto:bparscale@donaldtrump.com">bparscale@donaldtrump.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Tim Murtaugh</b> – Director, Communications Email: <a href="mailto:tmurtaugh@donaldtrump.com">tmurtaugh@donaldtrump.com</a>	<a href="#">LinkedIn</a>
<b>Bob Paduchik</b> – Senior Advisor	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Katrina Pierson</b> - Senior Advisor Email: <a href="mailto:katrina@donaldtrump.com">katrina@donaldtrump.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Kimberly Guilfoyle</b> - Senior Advisor Email: <a href="mailto:kguilfoyle@donaldtrump.com">kguilfoyle@donaldtrump.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Chris Carr</b> - Political Director Email: <a href="mailto:ccarr@donaldtrump.com">ccarr@donaldtrump.com</a>	<a href="#">Twitter</a>
<b>Kayleigh McEnany</b> – National Press Secretary Email: <a href="mailto:kmcenany@donaldtrump.com">kmcenany@donaldtrump.com</a>	<a href="#">Twitter</a>
<b>Michael Glassner</b> – Chief Operating Officer Email: <a href="mailto:mglassner@donaldtrump.com">mglassner@donaldtrump.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>
<b>Darren Centinello</b> – Director, Social Media Strategy Email: <a href="mailto:darren@donaldtrump.com">darren@donaldtrump.com</a>	<a href="#">LinkedIn</a>   <a href="#">Twitter</a>

# Republican Presumed Candidate: Donald J. Trump

45th President of the United States, 2017-present



## Agency Partners

**Deloitte Transactions and Business Analytics LLP** - [research consulting](#)

Phone: 212-492-4000

Address: 30 Rockefeller Plaza, 41st Floor, New York, NY 10112

### Contacts @ Deloitte Transactions & Business Analytics

David Rudini	Chief Analytics Officer	<a href="mailto:drudini@deloitte.com">drudini@deloitte.com</a> 212-618-4686
Nitin Mittal	Principal	<a href="mailto:nmittal@deloitte.com">nmittal@deloitte.com</a>
Vivek Katyal	Principal	<a href="mailto:vkatyal@deloitte.com">vkatyal@deloitte.com</a> 612-397-4772

**American Made Media Consultants, LLC** - ad buying

Arlington, VA 22219

A company established by Trump's campaign to coordinate ad buying — [effectively shielding the identities of the underlying contractors](#) being paid for Trump [campaign work](#).

**Parscale Strategy** - digital consulting agency run by Donald Trump's Campaign Manager

[www.parscalestrategy.com](http://www.parscalestrategy.com)

Address: 1512 E. Broward Blvd., Fort Lauderdale, FL

### Contacts @ Parscale Strategy

Brad Parscale	Owner
---------------	-------

# Republican Presumed Candidate: Donald J. Trump

45th President of the United States, 2017-present



**Proactive Communications** - strategic communications and public relations firm

[www.proactivecommunications.com](http://www.proactivecommunications.com)

Phone: (571) 223-0042

Address: 19415 Deerfield Ave, # 212, Leesburg, Virginia

## Contacts @ Proactive Communications

Mark Serrano	Founder & President	<a href="mailto:serrano@proactivecommunications.com">serrano@proactivecommunications.com</a>
Edmund Kozak	Managing Director	<a href="mailto:kozak@proactivecommunications.com">kozak@proactivecommunications.com</a>
Hannah Scherlacher	Communications Manager	<a href="mailto:scherlacher@proactivecommunications.com">scherlacher@proactivecommunications.com</a>

## Fundraising Details

	Campaign Committee	Outside Groups	Combined
<b>Total Raised</b>	\$124,847,044	\$25,099,366	\$149,946,380
<b>Total Spent</b>	\$85,637,962	\$27,048,451	\$112,686,413
<b>Cash on Hand</b>	\$56,737,366	-\$1,949,115	\$54,788,251
<b>Debts</b>	\$294,070	-	-
<b>Date of Report</b>	June 30, 2019	August 1, 2019	

This has been a special report by Winmo. We hope you found it useful!

## Politics Come & Go

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