

COST PROPOSAL REQUIREMENTS

Pricing Summary

Administrative Costs and Expenditures **\$241,500**

Includes project manager salaries, benefits and office expenses; account management fees; strategic planning and project implementation; creative work.

Events and Activities **\$86,500**

Includes meetings, event facilities, transportation, lodging, meals, supplies, staff, and entertainment expenses for training, education and events and conferences.

Promotion and Outreach **\$72,000**

Includes creative work by Envoy; cost of promotional items; public relations and media relations costs; recruiting efforts; and website redesign.

Total **\$400,000**

Prices: Agency Rate Card

- Agency Principal: \$110
- PR Manager: \$100
- Account Executive/Project Management: \$100
- Copywriter: \$110
- Designer/Graphic Artist/Art Director: \$120
- Web Designer/Programmer: \$120
- Proofreading: \$70

Payment Schedule

Envoy will submit an itemized invoice on or before the 15th of every month, as well as a quarterly report to include a narrative description of the project activities that have occurred during the previous quarter. Payment terms are net 10 days.