# Cost Proposal

Request for Proposal Number 5930 Z1

**Bidder’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Estimated cost for media expenditures is $600,000 annually, which may be subject to change based upon budget and will be handled on a project by project basis. Hard/Pass Through costs for advertising, media or other charges must be accompanied by receipt form the third party vendor and must be for actual costs incurred.

Prices submitted on the cost proposal form, once accepted by the State, shall remain fixed for the first three (3) years of the contract.  Any request for a price increase subsequent to the third year of the contract shall not exceed five (5 %) of the price bid for the period. Increases shall not be cumulative and will only apply to that period of the contract. The request for a price increase must be submitted in writing to the State Purchasing Bureau a minimum of 120 days prior to the end of the current contract period. Documentation may be required by the State to support the price increase.

The cost associated with Project Planning and Management activities must be included in the hourly rate proposed for each of the technical requirements specified.

Hours are estimates only and will vary and be subject to change based upon project needs.

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|  |  | **Initial Contract Period** |
| **Year 1**  | **Year 2** | **Year 3** | **Year 4**  | **Year 5**  |
| **Fees for Services** | **Estimated Hours Annually** | **Cost Per Hour**  | **Cost Per Hour** | **Cost Per Hour** | **Cost Per Hour** | **Cost Per Hour**  |
| Account Services & Management | 100-150 | $ | $ | $ | $ | $ |
| Strategic Planning and & Market Research | 30-50 | $ | $ | $ | $ | $ |
| Creative Design and Production Services | 800-1,000 | $ | $ | $ | $ | $ |
| Media Planning and Buying Services | 30-100 | $ | $ | $ | $ | $ |
| Earned Media and Public Relations | 20-40 | $ | $ | $ | $ | $ |
| Branding and Cooperative Marketing | 40-80 | $ | $ | $ | $ | $ |
| Industry Partnerships | 5-40 | $ | $ | $ | $ | $ |
| Project Modifications | 20-150 | $ | $ | $ | $ | $ |
| Presentation Development and Support | 0-40 | $ | $ | $ | $ | $ |
|  |  |  |  |  |  |  |
| Estimated Hard /Pass Through Costs | Lump Sum Cost | $ | $ | $ | $ | $ |

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|  |  | **Optional Renewal Year 1**  | **Optional Renewal Year 2**  | **Optional Renewal Year 3**  | **Optional Renewal Year 4**  | **Optional Renewal Year 5**  |
| **Fees for Services** | **Estimated Hours Annually** | **Cost Per Hour** | **Cost Per Hour** | **Cost Per Hour** | **Cost Per Hour** | **Cost Per Hour** |
| Account Services & Management | 100-150 | $ | $ | $ | $ | $ |
| Strategic Planning and & Market Research | 30-50 | $ | $ | $ | $ | $ |
| Creative Design and Production Services | 800-1,000 | $ | $ | $ | $ | $ |
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| Presentation Development and Support | 0-40 | $ | $ | $ | $ | $ |
|  |  |  |  |  |  |  |
| Estimated Hard /Pass Through Costs | Lump Sum Cost | $ | $ | $ | $ | $ |