# Cost Proposal

Center for Nursing Media Campaign REBID

Request for Proposal Number 115517 O3

REVISED 8/21/23

Bidder Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Part I** - Total Cost $\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bidder must bid the fee to conduct research, develop a brand and communications plan, develop marketing materials and perform Integrated Marketing Services for the initial year of the project. The initial year of the project has a total budget of $500,000 to include the the above-mentioned services and the pass-through costs of marketing placement. **The deliverables cost for the first year of the project will be evaluated and considered in total overall points in the RFP evaluation.** For future project years, please bid the costs of annual Marketing Plan Development, revisions to marketing materials and Integrated MarketingServices based on the level of potential spending for marketing placement.

Please indicate in **Part I** the costs for providing each listed deliverable service. Part II is based on the proposed plan and how the media will be placed to maximize the remaining $500,000 budget. The total of Parts I and II must equal no more than $500,000 for the initial project year.

This must be a total cost and cannot be estimated or a range of costs. Do not alter existing format or content within the Cost Proposal. However, if Bidder identifies that other items are essential to perform the services in their entirety, and meet the requirements as outlined in the RFP document and any related attachments, then additional lines may be inserted as needed. Such additional lines must be included using the same format below and reflected in the Total Cost for **Part I**.

**Part I: Integrated Marketing Services**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Quantity** | **Unit of Measure**  **(UOM)** | **Initial**  **1-year Contract Term Cost per UOM** | **Extended Amount** |
| Conduct Market Research and perform analysis | 1 | EA |  |  |
| CFN Branding Development | 1 | EA |  |  |
| Develop Communications Plan | 1 | EA |  |  |
| Development of Marketing and promotional materials |  | HR |  |  |
| Integrated Marketing Services (i.e. performing media buys, ongoing development, reporting) |  | MO |  |  |
| On-going social media marketing and development |  | MO |  |  |
| Other… Please Describe |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Part I – Total Cost** | | | |  |

Invoices shall be submitted at the conclusion of each milestone then monthly thereafter. Optional renewal periods and optional additional services must be bid separately

## Part II: Media Buys

Provide in Part II the cost of placing media buys for the initial year of the project, based on the proposed solution and within the total $500,000 budget. The total of Parts I and II must equal no more than $500,000 for the initial project year.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Description | **Quantity** | **Unit of Measure**  **(UOM)** | **Initial**  **1-year Contract Term Cost per UOM** | **Extended Amount** |
| Media Buys |  |  |  |  |
| Online |  | EA |  |  |
| Social Media |  | EA |  |  |
| Television |  | EA |  |  |
| Radio |  | EA |  |  |
| Billboards |  | EA |  |  |
| Other… Please Describe |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Part II Total Cost | | | | $ |

**Part III: OPTIONAL SERVICES:**

**Renewals**

The following pricing are for optional services only that may or may not be used. Please provide pricing for each of the items included in the table directly below. These prices shall not be included in **Part I** – Total Cost.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | QTY | **UOM** | **Renewal One**  **(One) 1 Year period** | **Renewal Two**  **(One) 1 Year Period** |
| CFN Branding Development, Modifications |  | HR | $ | $ |
| Develop Annual Communications Plan | 1 | EA | $ | $ |
| Development of Marketing and promotional materials |  | HR | $ | $ |
| Integrated Marketing Services (i.e. performing media buys, ongoing development, reporting) |  | HR | $ | $ |
| On-going social media marketing and development |  | HR | $ | $ |
| **Media Buys** |  |  | $ | $ |
| Online |  | EA | $ | $ |
| Social Media |  | EA | $ | $ |
| Television |  | EA | $ | $ |
| Radio |  | EA | $ | $ |
| Billboards |  | EA | $ | $ |
| Other… Please Describe |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

The above quantities for Part III Renewals are for the optional renewal periods. These services are not guaranteed and would be utilized only if the contract is renewed.

**Miscellaneous**

Please provide pricing for the items included in the table directly below. Additional lines may ber added for other miscellaneous services available. Such additional miscellaneous services should be presented with the Unit of Measure (UOM) based on an industry standard.

|  |  |  |
| --- | --- | --- |
| **Description** | **UOM** | **Cost** |
| Ad Hoc Reports | EA | $ |
| Customer requested proof | EA | $ |
| Web Development | HR | $ |
| Design Services | HR | $ |
| Proofreading | HR | $ |
| Copywriting | HR |  |
| Audio Production |  |  |
| Video Production |  |  |

**Change Requests**

Please complete the position titles as they relate to relevant contractor staff that would be handling potential Change Requests for the contract resulting from this RFP. For example, Design, Copywriting, Research, Web Design, Video/Audio Production, etc. The Bidder to add all applicable position titles and an hourly rate for each. **Important:** A proposal for the Change Request must be prepared, presented and accepted by DHHS prior to commencement of any work.

|  |  |  |
| --- | --- | --- |
| **Description** | **UOM** | **Cost** |
| [Position Title] | HR | $ |
| [Position Title] | HR | $ |
| [Position Title] | HR | $ |
| [Position Title] | HR | $ |
| [Position Title] | HR | $ |
| [Position Title] | HR | $ |

Bidder may add an additional table to list any additional fees that may be associated with a Change Request. The fee structure needs to be conforming per industry standards including by the UOM.