

# COST PROPOSAL

## Request for Proposal 5749 Z1

Bidder Name: Clark Creative Group

The estimated budget from July 1, 2018 through June 30, 2019 is \$375,000 and the estimated budget from July 1, 2019 through June 30, 2020 is \$375,000. The estimated budget for each renewal period is \$375,000. Bidder should not exceed the estimated budget of \$375,000.

The following is an outline for the basic elements toward which the available funding should be applied. The goal is to maximize the effectiveness of dollars and apply the most resources to the elements that will result in increasing awareness and changing behavior. Therefore, the bidder should apply the most resources toward placement/implementation.

**DHHS/TFN offers an example budget distribution as follows:**

**Planning — 0-5%.**

**Production — 10-20%.** Contractor shall provide production services including, but not limited to, the creation and integration of appropriate taglines into existing creative materials, negotiation of talent fees for creative materials, production of new creative materials approved by TFN/DHHS, and materials/special promotional items.

**Implementation/Placement — 70-85%.** Paid media, sponsorship/event opportunities, or other public relations activities.

**Evaluation — 5-10%.** Evaluation should be planned during the contract period. These activities should measure ad awareness and recall and/or determine the effectiveness of proposed efforts. The contractor will work closely with TFN media and evaluation staff on evaluation.

The submitted cost proposal should show allocation of the budget according to the areas listed above, and most importantly, provide rationale for the proposed budget allocations. **Bidder to provide reduced commission fee schedule for media placement.**

Cost Proposal	July 1, 2018 through June 30, 2019 Year One	July 1, 2019 through June 30, 2020 Year Two	July 1, 2020 through June 30, 2021 Renewal One	July 1, 2021 through June 30, 2022 Renewal Two	July 1, 2022 through June 30, 2023 Renewal Three
<b>1. Planning 1%</b>	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500
<b>2. Production 8%</b>	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000
<b>3. Implementation/Placement 88%</b>	\$330,500	\$330,500	\$330,500	\$330,500	\$330,500
<b>4. Evaluation 3%</b>	\$11,000	\$11,000	\$11,000	\$11,000	\$11,000

## Project Rates Request for Proposal 5749 Z1

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Please see Change Management as identified in Section V. F. of the RFP. These rates will only be used in the context of that section.

This RFP is for services that are dynamic in nature. As such, there will be natural project dynamics built into the process as well as outside change management that will need to be addressed.

There may arise from time to time a need for work not originally delineated in this RFP but considered within the scope of work. This additional work may stem from legislative mandates, emerging technologies, and/or secondary research not otherwise addressed in this RFP or known at the time this RFP was issued.

Bidders should include a complete, current rate card or complete the project rates table below. Any discount or reduced fee should be clearly identified on the rate card.

Job Title and/or Service	Rate	Unit of Measure (Hourly, unit, placement, etc.)
Art Direction	\$130	Hourly
Copywriting	\$120	Hourly
Copyediting	\$105	Hourly
Creative Development	\$150	Hourly
Graphic Design	\$130	Hourly
Illustration	\$130	Hourly
Media Planning	\$125	Hourly
Media Placement	\$140	Hourly
Media Evaluation	\$130	Hourly
On-location Video Direction	\$140	Hourly
Online Video Production	\$135	Hourly
Online Video Editing	\$275	Hourly
Project Management	\$100	Hourly
Public Relations Strategy	\$130	Hourly
Vendor Coordination	\$100	Hourly