

Cost Requirements

A. Pricing Summary

The cost for this two-year campaign is outlined based on the following categories of work:

Planning – \$30,000 (4%)

The planning category includes strategic planning time, ongoing consultation and meeting time with the client and administrative duties (phone calls, faxes, emails, etc.). Providing the necessary reports and documentation and communication to TFN is also included.

Production – \$86,250 (11.5%)

The production category includes copywriting, design, web programming, photography, video and creative development of communication tactics. Hard costs associated with the creation of messages such as props, postage and talent or royalty fees for any MCRC messages used will also be applied to the production category. No markups will be applied to any of these fees.

As noted earlier, a credit of 5% of implementation will be provided for production services (not including hard costs).

Implementation – \$603,750 (80.5%)

Activities associated with implementation include social media; public relations; and media placement, trafficking, invoicing and verification of schedules. Also included is ongoing communication and coordination with media outlets. Firespring will receive the standard 15% commission for recognized agency placement of media, and social media advertising placement will be provided at the hourly media rate.

Cost Requirements

Evaluation - \$30,000 (4%)

Evaluation activities include focus group and online survey evaluation around Electronic Nicotine Delivery Systems, ex: e-cigarettes, as well as monitoring, analysis and reporting for social media outreach and digital campaigns. No costs associated with vendors and monitoring software will be marked up.

Total Campaign Cost | \$750,000

Based on our history of achieving extensive bonus and value-added opportunities as well as our average in-kind time to TFN, the value of the campaign will be extended well beyond the \$750,000 budget.

The Cost Proposal Template is included on pages 57-58.

B. Prices

The following services will be provided at the accompanying discounted hourly rates. Firespring will provide up-front cost estimates for TFN's review and approval prior to beginning any project work.

Job Title and/or Service	Discounted Rate	Unit of Measure (Hourly, unit, placement, etc.)
Project Management	\$105	hour
Copywriting	\$105	hour
Creative Services	\$105	hour
Graphic Design	\$105	hour
Public Relations	\$105	hour
Media - Hourly	\$105	hour
Media - Commissionable*	15	percent
Illustration	\$110	hour
Non-Linear Audio Editing	\$110	hour
Web/HTML Programming	\$110	hour
Consulting	\$110	hour
Video Still Photography	\$125	hour
Strategic Planning	\$125	hour
Video Motion Graphics	\$125	hour
Video Editing	\$150	hour
Video Shooting (three-person crew)	\$225	hour

*Firespring provides TFN with an annual production credit of 5% of the implementation budget.

Cost Proposal

Request for Proposal Number 5749 Z1

Bidder Name: **Firespring**

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.***

As detailed in the technical approach, Firespring has designed a budget that meets the goals of the recommended allocations provided in the RFP.

Planning

Due to our long-term relationship, we are able to streamline our planning processes and work efficiently, allowing us to keep planning allocations at 4% in year one.

Production

Only minimal production will be necessary due to existing messaging and creative. We would like to focus on expanding of Quitline/cessation materials to behavioral health services networks, and to further research and deploy messaging related to ENDS cessation and use prevention. We allocate less toward production in year two in anticipation of continuing to use any new creative developed in year one.

Cost Proposal

Request for Proposal Number 5749 Z1

Implementation

Budget allocations have been developed in order to use as much of your budget as possible toward implementation. Statewide exposure with enough reach and frequency is key—allowing the message to resonate with target audience and move them to action. To accomplish this, we recommend spending a majority of the budget on implementation.

Evaluation

We plan to leverage the wealth of research and evaluation that has been conducted to shape and guide our recommendations and creative work: the latest data from the Nebraska Behavioral Risk Factor Surveillance System, Nebraska Youth Risk Behavior Survey, Nebraska Adult Tobacco/Social Climate Survey and other resources such as the CDC and Campaign for Tobacco-Free Kids. We do, however, recommend several analysis strategies to measure the effectiveness of specific campaign elements. Website analysis is vital to measure the usefulness of the various websites and effectiveness of the campaigns that drive viewers there.

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
1. Planning	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
2. Production*	\$48,750	\$37,500	\$48,750	\$37,500	\$37,500
3. Implementation/ Placement**	\$296,250	\$307,500	\$296,250	\$307,500	\$307,500
4. Evaluation	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Total Annual Budget	\$375,000	\$375,000	\$375,000	\$375,000	\$375,000

*Firespring provides TFN with an annual production credit of 5% of the implementation budget.

**Firespring has negotiated an NBA arrangement on behalf of TFN that adds an estimated \$1.2 million in value to this budget.

Project Rates

Request for Proposal Number 5749 Z1

Bidder Name: **Firespring**

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	Discounted Rate	Unit of Measure (Hourly, unit, placement, etc.)
Project Management	\$105	hour
Copywriting	\$105	hour
Creative Services	\$105	hour
Graphic Design	\$105	hour
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Media - Commissionable*	15	percent
Illustration	\$110	hour
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Web/HTML Programming	\$110	hour
Consulting	\$110	hour
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