

SECTION VII
COST PROPOSAL



VII. Cost Proposal Requirements

This section describes the requirements to be addressed by bidders in preparing the State's Cost Sheet. The bidder must use the State's Cost Sheet. The bidder should submit the State's Cost Sheet in accordance with Section I Submission of Proposal.

THE STATE'S COST SHEET AND ANY OTHER COST DOCUMENT SUBMITTED WITH THE PROPOSAL SHALL NOT BE CONSIDERED CONFIDENTIAL OR PROPRIETARY AND IS CONSIDERED A PUBLIC RECORD IN THE STATE OF NEBRASKA AND WILL BE POSTED TO A PUBLIC WEBSITE.

A. COST SHEET

This summary shall present the total fixed price to perform all of the requirements of the RFP. The bidder must include details in the State's Cost Sheet supporting any and all costs.

The State reserves the right to review all aspects of cost for reasonableness and to request clarification of any proposal where the cost component shows significant and unsupported deviation from industry standards or in areas where detailed pricing is required.

B. PRICES

Prices quoted shall be net, including transportation and delivery charges fully prepaid by the bidder, F.O.B. destination named in the RFP. No additional charges will be allowed for packing, packages, or partial delivery costs. When an arithmetic error has been made in the extended total, the unit price will govern.

Following is the State's Cost Sheet outlining the total costs to perform all requirements of the RFP. All prices are net and include transportation and delivery charges.

**Cost Proposal
Request for Proposal Number 5930 Z1**

Bidder's Name: Swanson Russell

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.

		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	\$140	\$140	\$140	\$145	\$145
Strategic Planning and & Market Research	30-50	\$140	\$140	\$140	\$145	\$145
Creative Design and Production Services	800-1,000	\$140	\$140	\$140	\$145	\$145
Media Planning and Buying Services	30-100	\$140	\$140	\$140	\$145	\$145
Earned Media and Public Relations	20-40	\$140	\$140	\$140	\$145	\$145
Branding and Cooperative Marketing	40-80	\$140	\$140	\$140	\$145	\$145
Industry Partnerships	5-40	\$140	\$140	\$140	\$145	\$145
Project Modifications	20-150	\$140	\$140	\$140	\$145	\$145
Presentation Development and Support	0-40	\$140	\$140	\$140	\$145	\$145
Estimated Hard /Pass Through Costs	Lump Sum Cost	\$250,000*	\$250,000*	\$250,000*	\$275,000*	\$275,000*

		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				
Account Services & Management	100-150	\$145	\$150	\$150	\$150	\$150
Strategic Planning and & Market Research	30-50	\$145	\$150	\$150	\$150	\$150
Creative Design and Production Services	800-1,000	\$145	\$150	\$150	\$150	\$150
Media Planning and Buying Services	30-100	\$145	\$150	\$150	\$150	\$150
Earned Media and Public Relations	20-40	\$145	\$150	\$150	\$150	\$150
Branding and Cooperative Marketing	40-80	\$145	\$150	\$150	\$150	\$150
Industry Partnerships	5-40	\$145	\$150	\$150	\$150	\$150
Project Modifications	20-150	\$145	\$150	\$150	\$150	\$150
Presentation Development and Support	0-40	\$145	\$150	\$150	\$150	\$150
Estimated Hard /Pass Through Costs	Lump Sum Cost	\$275,000*	\$300,000*	\$300,000*	\$300,000*	\$300,00*

*Estimated hard/pass-through costs are based on average actual hard/pass-through spending between 2014 and 2018.