

FORM B
BUDGET PROPOSAL
Request for Proposal 6215 Z1

Bidder Name: _____

The estimated annual budget from July 1, 2020 through June 30, 2025 is \$40,000.00 per year.

The estimated budget for each renewal period is \$40,000.00. Bidder should not exceed the estimated budget of \$40,000.00.

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. Therefore, the bidder should apply the most resources toward implementation/placement.

DHHS offers an example budget distribution as follows:

Administration/Planning — 0-5%.

Production — 0-10%. 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 DHHS, materials/special promotional items, etc.

Implementation/Placement — 80-95%. Paid media and public relations activities, etc.

Evaluation — 0-5%. 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 submitted budget proposal should show allocation of the budget according to the areas listed above, and most importantly, provide rationale for the proposed budget allocations and indicate value-added media placement or reduced commissions. **Bidder to negotiate value-added paid media placement and/or provide reduced commission fee schedule for paid media placement.**