

## 6671 Z1 Cost Proposal Public Relations Services

Bidder Name: \_\_\_\_\_

Description	Initial Award Year 1 Not to Exceed Yearly Budget*
<b>External Hard Costs</b>	
- Strategic Planning/Counsel/Status Meetings	
- Media FAMS/Activations	
- Proactive Pitching	
- In-Market Events/Desk Side Visits	
- News Bureau -Billing/Media Monitoring	
<b>Sub-Total</b>	<b>\$000000</b>
<b>Fees for Service</b>	
- Strategic Planning/Counsel/Status Meetings	
- Media FAMS/Activations	
- Proactive Pitching	
- In-Market Events/Activations	
- News Bureau – Billing/Media Monitoring	
<b>Sub-Total</b>	<b>\$000000</b>
<b>Grand Total</b>	<b>\$400,000</b>

\*The Grand Total is a not-to-exceed amount. Indicate Sub-Totals for each overall category “External Hard Costs” and “Fees for Agency Services.” Budgets for each of the individual function lines need not be itemized.

### Optional Renewal Periods

Description	Renewal 1 Year 2 Not to Exceed Yearly Budget*	Renewal 2 Year 3 Not to Exceed Yearly Budget*	Renewal 3 Year 4 Not to Exceed Yearly Budget*	Renewal 4 Year 5 Not to Exceed Yearly Budget*
<b>External Hard Costs</b>				
- Strategic Planning/Counsel/Status Meetings				
- Media FAMS/Activations				
- Proactive Pitching				
- In-Market Events/Desk Side Visits				
- News Bureau -Billing/Media Monitoring				
<b>Sub-Total</b>	<b>\$000,000</b>	<b>\$000,000</b>	<b>\$000,000</b>	<b>\$000,000</b>
<b>Fees for Service</b>				
- Strategic Planning/Counsel/Status Meetings				
- Media FAMS/Activations				
- Proactive Pitching				
- In-Market Events/Activations				
- News Bureau – Billing/Media Monitoring				
<b>Sub-Total</b>	<b>\$000,000</b>	<b>\$000,000</b>	<b>\$000,000</b>	<b>\$000,000</b>
<b>Grand Total</b>	<b>\$420,000</b>	<b>\$441,000</b>	<b>\$463,050</b>	<b>\$486,203</b>