**Cost Proposal**

**Marketing Research and Analysis**

**Request for Proposal Number 6862 Z1**

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

Bidder must complete the following cost proposal table. Costs shall remain fixed for the first two (2) years of the contract, except as otherwise provided in the following cost proposal tables. Any request for a price increase subsequent to the first two (2) years of the contract shall not exceed five percent (5%) of the price proposed for the period. Increases shall not be cumulative and will only apply to that period of the contract. The total price shall reflect all fees necessary to perform the services in their entirety, such as but not limited to, labor, taxes, equipment, travel, and copies. Invoices should be submitted monthly during the term of the contract.

For the Optional Additional Services – Hourly Rates section the bidder may add additional rows to the table for each additional rate and/or service. A description of the service for the corresponding rate should be provided for each item added.

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| **MARKETING** |
|  | **Total Fixed Cost** **(Initial Term)** |
| 1. **NGPC Marketing and Consumer Research**
 | $ |
| 1. **Research/Data Analysis and Summary and Review**
 | $ |
| 1. **NGPC Audience Segmentation**
 | $ |
| 1. **NGPC Marketing and Outreach Strategy**
 | $ |
| 1. **Communications Toolkit Delivery and Project Presentation**
 | $ |
| **OPTIONAL ADDITIONAL SERVICES – HOURLY RATES** |
|  | **Initial Period****Year One** | **Initial Period****Year Two** | **Optional Renewal One****Year Three** | **Optional Renewal Two****Year Four** |
| **Additional Marketing/Creative Work Hourly Rate** | $ | $ | $ | $ |
| **Other (Please specify)** | $ | $ | $ | $ |