

**ATTACHMENT A: COST PROPOSAL
Request for Proposal NPGAP2024.1**

Bidder Name: _____

Instructions to bidders:

The Commission on Problem Gambling requires all contracts awarded for services to include a projected total cost for each year of the contract. This will be expressed in the agreed contract with the awarded bidder as an amount that the annual total cost is “not to exceed” for the term of the contract.

Bidder must complete the following cost proposal table. Costs provided must be fixed for the duration of the initial term of the contract, except as otherwise provided in the following cost proposal tables. As provided in Section II F., cost increases for contract renewals after the initial term of the contract, if any, shall be based on consideration of written request by the successful bidder. Bidder must provide the unit cost of each item; however actual quantities will be determined based upon the recommendations contained in the Strategic Marketing Plan. The total price shall reflect all fees necessary to perform the services in their entirety, such as but not limited to, labor, taxes, equipment, computer software, travel, and copies unless approved in advance in writing by GAP Marketing Director (Staff). Invoices should be submitted monthly during the term of the contract.

| MEDIA PLANNING | | | |
|--|-------------------------|---------------------------------|---------------------------------|
| | Total Fixed Cost | | |
| | Initial Term | Optional Renewal One | Optional Renewal Two |
| 1. Strategic Planning & Market Research – Development of Strategic Marketing Plan | \$ | \$ | \$ |
| 2. Design of Public Awareness Campaign and Branding | \$ | \$ | \$ |
| 3. Account Services and Management | \$ | \$ | \$ |
| 4. Website | \$ | \$ | \$ |
| 5. Other (Please Specify) | \$ | \$ | \$ |
| MEDIA PRODUCTION | | | |
| | Unit Cost | | |
| | Initial Term | Optional Renewal One | Optional Renewal Two |
| 1. Media Production of Public Awareness Campaign (Provide individual cost for each item) | \$ | \$ | \$ |
| a. Video/Television Production (15-30 seconds of video content) | \$ | \$ | \$ |
| b. Audio Media Production (15-30 seconds of audio content) | \$ | \$ | \$ |
| c. Print Media Production – Print Advertisement | \$ | \$ | \$ |
| d. Digital Media and Social Media Production | \$ | \$ | \$ |
| e. Website | \$ | \$ | \$ |
| f. Other (Please Specify) | \$ | \$ | \$ |
| 2. Branding Toolkit (See RFP Section V.C. 1. H.) | \$ | \$ | \$ |