



## WEST VIRGINIA STATE TREASURER'S OFFICE

Professional Advertising,  
Marketing and Promotional Services

Cost Proposal

CRFP 1300 STO2600000001

September 17, 2025

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WV PURCHASING  
DIVISION

**Phone:** 304.663.6890

**Fax:** 304.608.2121

[digitalrelativity.com](http://digitalrelativity.com)

108 1/2 Capitol Street  
Charleston, WV 25301

A handwritten signature in black ink, appearing to read "Pat Strader".

**Pat Strader**, Founder & CIO

(304) 663-6890

[pat@digitalrelativity.com](mailto:pat@digitalrelativity.com)

**REQUEST FOR PROPOSAL**  
**West Virginia State Treasurer's Office**  
**Professional Advertising, Marketing and Promotional Services**

**Attachment A: Cost Sheet**

**Provide cost information as detailed below and submit it in a separate sealed envelope. Cost should be clearly marked.**

Bids for hourly rates must include ALL expenses, including travel, overhead, media buys, and markup for third-party subcontracted vendors. Vendor may only charge subcontractor vendor costs when agreed upon ahead of time by the Agency. Vendor must provide a quote comparison for two or more third-party vendors whenever possible, with the exception of media buys. The Agency shall not pay any other fees or costs.

Insert the hourly rate bids in the chart below. Multiply the estimated hours by the hourly rate bids. Enter the total at the bottom.

The Vendor understands that all services will be provided and billed for based upon actual hours. Estimated hours noted on the Cost Sheet are for evaluation purposes only. The Agency makes no guarantee to the actual quantity of service hours that will be required by the Agency.

Services/Category	Estimated Hours	Hourly Rate	TOTAL
Account Management	200	\$ 125.00	\$ 25,000.00
Campaign Strategy	300	\$135.00	\$40,500.00
Creative Services	500	\$ 125.00	\$ 62,500.00
Advertisement Placement	100	\$ 120.00	\$ 12,000.00
<b>FINAL TOTAL:</b>	<b>1,100 Hours</b>	<b>-</b>	<b>\$ 140,000.00</b>

DIGITAL RELATIVITY  
 CRFP ST02600000001

**PATRICK J. STRADER**  
 Revised 08/02/2018



Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

State of West Virginia  
 Centralized Request for Proposals  
 Service - Prof

Proc Folder: 1767636			Reason for Modification:
Doc Description: Advertising/Marketing/PR			
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2025-08-22	2025-09-10 13:30	CRFP 1300 STO2600000001	1

**BID RECEIVING LOCATION**

BID CLERK  
 DEPARTMENT OF ADMINISTRATION  
 PURCHASING DIVISION  
 2019 WASHINGTON ST E  
 CHARLESTON WV 25305  
 US

**VENDOR**

Vendor Customer Code: VS0000002227  
 Vendor Name : Digital Relativity  
 Address :  
 Street : 108 1/2 Capitol Street  
 City : Charleston  
 West Virginia  
 State : Country : US Zip : 25301  
 Principal Contact : Pat Strader  
 Vendor Contact Phone: 304-663-6890 Extension:

**FOR INFORMATION CONTACT THE BUYER**  
 Toby L Welch  
 (304) 558-8802  
 toby.l.welch@wv.gov

Vendor Signature X  FEIN# 900638435 DATE 9-17-25

All offers subject to all terms and conditions contained in this solicitation