



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

State of West Virginia  
**Delivery Order**

Order Date: 01-04-2023

CORRECT ORDER NUMBER MUST APPEAR  
 ON ALL PACKAGES, INVOICES, AND  
 SHIPPING PAPERS. QUESTIONS  
 CONCERNING THIS ORDER SHOULD BE  
 DIRECTED TO THE DEPARTMENT  
 CONTACT.

Order Number:	CDO 0506 3022 WIC2300000001 1	Procurement Folder:	1141835
Document Name:	Advertising and Marketing Service - ONS The Manahan Group	Reason for Modification:	
Document Description:	Advertising and Marketing Service - ONS The Manahan Group		
Procurement Type:	Central Delivery Order		
Buyer Name:	Crystal G Hustead		
Telephone:	(304) 558-2402		
Email:	crystal.g.hustead@wv.gov		
Shipping Method:	Best Way	Master Agreement Number:	CMA 0506 HHR2200000001 1
Free on Board:	FOB Dest, Freight Prepaid		

VENDOR		DEPARTMENT CONTACT		
Vendor Customer Code:	000000109305	Requestor Name:	Kent D Light	
THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400		Requestor Phone:	(304) 352-4852	
CHARLESTON WV 25301		Requestor Email:	kent.d.light@wv.gov	
US		<div style="font-size: 48pt; font-weight: bold;">23</div> <div style="font-weight: bold;">FILE LOCATION _____</div>		
Vendor Contact Phone:	999-999-9999			Extension:
Discount Details:				
	<b>Discount Allowed</b>	<b>Discount Percentage</b>	<b>Discount Days</b>	
#1	No	0.0000	0	
#2	No			
#3	No			
#4	No			

INVOICE TO	SHIP TO
PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 519 CHARLESTON WV 25301-3717 US	PURCHASING DIRECTOR 304-356-4116 HEALTH AND HUMAN RESOURCES BPH - NUTRITION SERVICES 350 CAPITOL ST, RM 519 CHARLESTON WV 25301-3717 US

Total Order Amount: \$614,639.00

Purchasing Division's File Copy

ENTERED

CA 11/4/23  
 PURCHASING DIVISION AUTHORIZATION  
 DATE: *Tarah* 1/5/2023  
 ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION  
 DATE: *1/06/2023*  
 ELECTRONIC SIGNATURE ON FILE

**Extended Description:**

The Manahan Group LLC will work with the Office of Nutrition Services/WV WIC Program on initiatives to generate an awareness and understanding of WIC services through creation and production of collateral materials and staff training. The campaign's goals is to reach both vendors and participants with details about the program to support and grow the WIC Program as well train staff for consistent implementation statewide. Branding needs to be applied to nutrition education materials, physician targeted initiatives, and WIC Farmers Market Nutrition Program. The Manahan Group initiated a recruitment and retention campaign with ONS, which needs expanded to WIC vendor management materials for retailers and farmers, breastfeeding support materials and training.

Timeframe: 1/01/2023 to 5/31/2024

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	12.00000	HOUR	\$105.0000	\$1,260.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2023-01-01	2024-05-31				

**Commodity Line Description:** Contract Administration/Consultation

**Extended Description:**

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	900.00000	HOUR	\$105.0000	\$94,500.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2023-01-01	2024-05-31				

**Commodity Line Description:** Account Services

**Extended Description:**

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	500.00000	HOUR	\$105.0000	\$52,500.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2023-01-01	2024-05-31				

**Commodity Line Description:** Design & Copy

**Extended Description:**

Design & Copy

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	0.00000		\$0.0000	\$466,379.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2023-01-01	2024-05-31				

**Commodity Line Description:** Media Buying Add-On

**Extended Description:**

Percentage Add-On for Media Buying = 5%

Add on Multiplier: 1.05



**THE MANAHAN GROUP LLC**  
222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301  
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

## Work Order

To: Heidi Staats  
Office of Nutrition Services, WV WIC Program

From: Bethany West

RE: Work Order for ONS // Operational Quality Improvement Initiative, 2022-2024

Date: October 12, 2022

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### Statement of Work to be Performed:

The Manahan Group LLC will work with the Office of Nutrition Services // WV WIC Program on initiatives to generate an awareness of and participation in WIC services in underserved populations. The effort's goal is to reach both vendors and participants with details about the program. By changing the conversation surrounding WIC services and promoting the reopening of local offices, campaign's goal is to reach participants and eligible West Virginians with details about the program.

Planning on this project has commenced and management will be finalized after the last invoice has been received from outside vendors and processed for payment.

### Timeframe:

January 1, 2023 – May 31, 2024 *(The Manahan Group LLC will honor the terms, conditions, and pricing past the expiration date of the master agreement for this work order.)*

### Estimated Labor and Costs:

The Manahan Group LLC will need a total of 1,412 labor hours to help create, plan, coordinate and execute the campaign elements for this project. The breakdown of hours is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	12.00	\$ 105.00	\$ 1,260.00

Account Service	900.00	\$ 105.00	\$ 94,500.00
Design & Copy	500.00	\$ 105.00	\$ 52,500.00

*Total Labor: \$148,260.00*

**Estimated Outside Costs:**

The Manahan Group LLC will work with subcontractors on production costs associated with this project including but not limited to website hosting & programming, photography, research, printing, promotional items, radio and video production, translation services, event costs, etc.

Commodity Line Description	Outside Cost Production, photography/videography, talent and licensing fees, meeting space and hospitality, promo items.	Total
Media Buying Add-On		\$ 466,379.00

*Total Outside Costs: \$466,379.00*

**Total Work Order Not to Exceed: \$614,639.00**

**Submitted by:**



**Bethany West**

**The Manahan Group LLC**

Service		All-Inclusive Hourly Rate	
Contract Administration, Consultation, Planning		\$105.00	
Account Services		\$105.00	
Video Production		\$20.00	
Radio, TV, Cable Platform		\$20.00	
Outdoor Advertising		\$20.00	
Media Buys		\$105.00	
Print Media		\$20.00	
Research, Survey, Analysis, Evaluation		\$20.00	
Design and Copy		\$105.00	
Website Design		\$75.00	
Data Acceptance and Transfer		\$0.00	

All vendors responding to this RFP must provide a percentage of add-on or "markup" for media buying activities if the vendor will charge the agency an add-on to the actual costs for media buys. Vendors not intending to charge an add-on will use an add-on percentage of Zero (0) with a multiplier of 1.0. If a vendor fails to provide an add-on percentage, it will be interpreted as no add-on for media buys during the life of the contract.

**ADD-ON FOR MEDIA BUYS PERCENTAGE** \_\_\_\_\_ 5.0%

Multiplier (Convert percentage to a decimal and add to 1) (For example, 10% would be .10 making the multiplier 1.10) \$2,750,000 is the amount of estimated media buys.

**-See Next Page**