



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: 01-24-2024

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 2886 BHS2400000001 1	Procurement Folder:	1363676
Document Name:	SOR Opioid Stigma Reduction Campaign 2024	Reason for Modification:	
Document Description:	SOR Opioid Stigma Reduction Campaign 2024		
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:	Mark S Fox
THE MANAHAN GROUP LLC				Requestor Phone:	(304) 356-4088
222 CAPITOL ST STE 400				Requestor Email:	mark.s.fox@wv.gov
CHARLESTON	WV	25301			
US					
Vendor Contact Phone:	999-999-9999	Extension:			
Discount Details:					
	Discount Allowed	Discount Percentage	Discount Days		
#1	No	0.0000	0		
#2	No				
#3	No				
#4	No				

24
 FILE LOCATION _____

INVOICE TO	SHIP TO
PURCHASING AGENT - 304-356-4802 HEALTH AND HUMAN RESOURCES BBH/HF 350 CAPITOL ST, RM 350 CHARLESTON WV 25301-3702 US	PURCHASING AGENT - 304-356-4802 HEALTH AND HUMAN RESOURCES BBH/HF 350 CAPITOL ST, RM 350 CHARLESTON WV 25301-3702 US

Total Order Amount:	\$1,000,000.00
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Purchasing Division's File Copy

OH 1/25/24
 PURCHASING DIVISION AUTHORIZATION
 DATE: *Tara* 1/26/24
 ELECTRONIC SIGNATURE ON FILE

ENCUMBRANCE CERTIFICATION
 DATE: *Sam* 1-26-24
 ELECTRONIC SIGNATURE ON FILE

Extended Description:

The Manahan Group LLC will create and implement campaign elements to achieve goals set forth such as generating awareness of resources available, increasing web site traffic, and increasing requests for Naloxone kits.

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	25.00000	HOUR	\$105.0000	\$2,625.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-01-29	2024-09-30				

Commodity Line Description: Contract Administration/Consultation

Extended Description:

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	400.00000	HOUR	\$105.0000	\$42,000.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-01-29	2024-09-30				

Commodity Line Description: Account Services

Extended Description:

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	200.00000	HOUR	\$105.0000	\$21,000.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-01-29	2024-09-30				

Commodity Line Description: Media Buys

Extended Description:

Media Buys

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	350.00000	HOUR	\$105.0000	\$36,750.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-01-29	2024-09-30				

Commodity Line Description: Design & Copy

Extended Description:

Design & Copy

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	0.00000		\$0.0000	\$897,625.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2024-01-29	2024-09-30				

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, Suite 500 Charleston, WV 25301
P: 304.343.2800 F: 304.343.2788 manahan.com

OK
All
Green

To: Nikki Lyttle, Gwyndolyn McGee
SOR State Opioid Response Program, WVDHHR Bureau for Behavioral Health

From: Bethany West, Jessi Weddington
The Manahan Group LLC

RE: Work Order for SOR Opioid Stigma Reduction Campaign, 2024

Date: 11/17/23

Statement of Work to be Performed:

The U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) awarded grant funding to the State of West Virginia to assist with treatment for individuals with Substance Use Disorder. The WVDHHR Bureau for Behavioral Health State Opioid Response (SOR) Grant Program administers the funding through grants to partners throughout the state. The Manahan Group LLC will work with representatives from SOR Grant Program to expend those dollars.

Addiction is treatable and is all too common in our society. There are many ways to stop the cycle of stigma surrounding substance use disorder in WV. Awareness and education are key. This stigma reduction campaign will address both.

Under this Statement of Work, The Manahan Group LLC will create and implement campaign elements to achieve goals set forth such as generating awareness of resources available, increasing website traffic, and increasing requests for naloxone kits. This will include, but is not limited to the following:

Services

- Program Design for Behavior Change Strategies
- Deployment of Social Marketing Tactics
- Production Associated with Campaign Tactics
- Website Development
- Campaign Optimization & Reporting
- Media Placement Costs
- Processing & Management of Invoices

Deliverables

- Logo Development
- 1x :30 Video Spot
- 1x :15 Video Spot
- 1x :30 Radio Spot
- Photography
- Design of supporting creative assets to videos for use across print, digital and radio platforms.
- Website updates

Timeframe:

January 29, 2024 — September 30, 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 975 labor hours to help create, plan, and coordinate the campaign elements for this project. Per the terms of CMA 0506 0506 HHR220000001 1, the breakdown of hours between commodity line items is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	25	\$105.00	\$2,625.00
Account Services	400	\$105.00	\$42,000.00
Design/Layout	350	\$105.00	\$36,750.00
Media Buys	200	\$105.00	\$21,000.00

Total Labor: \$102,375.00

Estimated Production and Outside Costs:

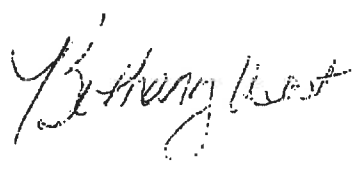
The Manahan Group LLC will coordinate production and place media on behalf of WVDHHR and the SOR Program. Production under this Statement of Work includes scripting, casting, location scouting, and deposits required for scheduling of production of audio, video, and photography services. Per the terms of CMA 0506 0506 HHR220000001 1, all outside costs are billed under commodity line item "Media Buying Add-on".

Commodity Line Description	Outside Costs	Total
Media Buying Add-On	Production	\$100,000.00
Media Buying Add-On	Miscellaneous	\$10,125.00
Media Buying Add-On	Media Placements (Net)	\$750,000.00
Media Buying Add-On	5% Mark-up on Media Placements	\$37,500.00

Total Outside Costs: \$897,625.00

WORK ORDER TOTAL: \$1,000,000.00

Submitted by:



Bethany West

The Manahan Group LLC

- Any Words ⁽ⁱ⁾
- All Words ⁽ⁱ⁾
- Exact Phrase ⁽ⁱ⁾

e.g. 123456789, Smith Corp

"Manahan Group3" ×

- Classification ∨
- Excluded Individual ∨
- Excluded Entity ∨
- Federal Organizations ∨
- Exclusion Type ∨
- Exclusion Program ∨
- Location ∨
- Dates ∨

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Business and Licensing

Online Data Services Help

Business Organization Detail

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THE MANAHAN GROUP LLC

Organization Information								
Org Type	Effective Date	Established Date	Filing Date	Charter	Class	Sec Type	Termination Date	Termination Reason
LLC Limited Liability Company	9/4/2003		9/4/2003	Domestic	Profit		9/4/2103	

Organization Information			
Business Purpose	5418 - Professional, Scientific and Technical Servies - Professional, Scientific and Technical Servies - Advertising, Public Relations and Related Services (media, outdoor, direct mail, material distribution)		Capital Stock
Charter County	Kanawha	Control Number	59437
Charter State	WV	Excess Acres	
At Will Term	T	Member Managed	MGR
At Will Term Years	100	Par Value	
Authorized Shares		Young Entrepreneur	Not Specified

Addresses

Type	Address
Designated Office Address	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
Mailing Address	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301 USA
Notice of Process Address	GEORGE MANAHAN 222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
Principal Office Address	222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301 USA
Type	Address

Officers

Type	Name/Address
Manager	GEORGE MANAHAN 222 CAPITOL STREET SUITE 400 CHARLESTON, WV, 25301
Member	GEORGE B. MANAHAN
Organizer	BRENT PAULEY SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
Organizer	GEORGE MANAHAN SUITE 1710 900 LEE STREET EAST CHARLESTON, WV, 25311 USA
Type	Name/Address

DBA

DBA Name	Description	Effective Date	Termination
BRIDGEWORKS COMMUNICATIONS, LLC	TRADENAME	3/22/2005	

CHARLESTON MAGAZINE	TRADENAME	5/30/2006	
THE MANAHAN GROUP	TRADENAME	11/18/2010	
THE MANAHAN GROUP	TRADENAME	9/4/2003	6/14/2005
DBA Name	Description	Effective Date	Termination Date

Name Changes	
Date	Old Name
6/14/2005	MANAHAN & PAULEY LLC
Date	Old Name

Date	Amendment
5/14/2008	DISSOCIATION FILED REMOVING R. ROBERT SAMPLES
6/14/2005	NAME CHANGE: FROM MANAHAN & PAULEY LLC
Date	Amendment

Annual Reports	
Filed For	
2024	
2023	
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Date filed

For more information, please contact the Secretary of State's Office at 304-558-8000.

Friday, January 12, 2024 — 1:31 PM

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