

**4.5. Cost Proposal Format/Bid Sheets**

All bidders are to complete the following cost bid sheet for the purpose of meeting the requirements of this bid. If a service is provided at no additional charge to the Lottery, indicate such with a cost bid of \$0 for that particular item. However, it is important each bidder understand that if \$0 is listed on any of the cost items on the bid sheet, the Vendor will be prohibited from charging a fee per hour for that service during the lifetime of the contract and its possible renewal years, even if the cost is covered in another category.

SPECIFIC SERVICES	RATE PER HOUR*	TIMES	ESTIMATED HOURS PER YEAR	=	ESTIMATED COST PER YEAR
Account/Client Services	\$ 80.00	X	5,000	=	\$400,000
Creative Planning	\$ 80.00	X	1,200	=	\$96,000
Media Planning and Buying	\$ 80.00	X	1,000	=	\$80,000
Strategic Planning	\$ 80.00	X	300	=	\$24,000
Art Direction	\$ 80.00	X	300	=	\$24,000
General Account Management	\$ 80.00	X	1,000	=	\$80,000
Research	\$ 80.00	X	500	=	\$40,000
Copy Writing	\$ 80.00	X	250	=	\$20,000
Layout	\$ 80.00	X	500	=	\$40,000
Computer Graphics	\$ 80.00	X	1,500	=	\$120,000
Accounting	\$ 80.00	X	500	=	\$40,000
Event Planning	\$ 80.00	X	200	=	\$16,000
Public Relations	\$ 80.00	X	75	=	\$6,000
Event/Promotions Staffing	\$ 80.00	X	100	=	\$8,000
Website development and maintenance	\$ 80.00	X	1,000	=	\$80,000
Clerical Services	\$ 80.00	X	50	=	\$4,000
<b>Total Bid Cost for Specific Services</b>					<b>\$ 1,078,000</b>

*\*In the section above, you are bidding your HOURLY RATES. The estimated hours are given to create an equal base for all bidders for purposes of cost scoring.*

**Media Buying Add-on:** Each bidder responding to this RFP must provide a percent of add-on for media buying activity **IF** the Vendor plans to charge an add-on. All communication costs associated with media buying shall be included in this figure. Such costs include, but are not limited to, phone calls, postage, shipping containers, and facsimiles. If the bidder fails to provide an add-on percent quote, the bidder shall not charge a media buying add-on charge at any time during the term of the resulting contract and any renewals to the contract.

The media add-on percentage is     -0-     % (x) \$6,000,000\*\* =

\$           -0-           per year

*\*\* In the section above, you are bidding your MEDIA ADD-ON PERCENTAGE RATE. The estimated dollars are given for cost evaluation purposes only.*

**Production Add-on:**

The Lottery will not accept bids that include an hourly rate for production activity. Each bidder responding to this RFP must provide a percent of add-on for production activity IF the Vendor plans to charge an add-on. All communication costs associated with production shall be included in this figure. Such costs include, but are not limited to, phone calls, postage, shipping containers, and facsimiles. If the bidder fails to provide an add-on percent quote, the bidder shall not charge a production add-on charge at any time during the term of the resulting contract and any renewals to the contract.

The production add-on percentage is           -0-           % (x) \$2,000,000\*\*\* =

\$           -0-           per year

*8\*\* In the section above, you are bidding your PRODUCTION ADD-ON PERCENTAGE RATE. The estimated dollars are given for cost evaluation purposes only.*

**The total cost for Specific Activities, Media Buying and Production =**

\$           1,078,000           per year

