

REQUEST FOR PROPOSAL

West Virginia State Treasurer's Office -- CRFP STO1700000001

Attachment C: Cost Sheet

Cost information below as detailed in the Request for Proposal and submitted in a separate sealed envelope. Cost should be clearly marked.

Bids for hourly rates and service charges shall include all costs, including travel and overhead. The Agency shall not pay any other fees or costs.

Insert the amounts you bid for the hourly rate and for the service charge. Multiply the estimated hours by the hourly rate you bid and multiply the amount of subcontracted services by the service charge percentage you bid. Enter the total at the bottom.

The Vendor understands that all services will be provided and billed for based upon actual hours. The hours provided are general estimates only and shall only be used for evaluation purposes. The Agency makes no guarantee to the actual quantity of services that will be required by the Agency.

| Services | Estimated Hours | Hourly Rate | TOTAL |
|------------------------|-----------------------|-----------------------|----------|
| Consultation | 100 | \$50 | \$5,000 |
| Design | 300 | \$50 | \$15,000 |
| Research | 150 | \$50 | \$7,500 |
| Print Media | 100 | \$50 | \$5,000 |
| Television Media | 15 | \$50 | \$750 |
| Radio Media | 25 | \$50 | \$1,250 |
| Social/Website Media | 25 | \$50 | \$1,250 |
| Publication Production | 50 | \$50 | \$2,500 |
| Event Planning | 100 | \$50 | \$5,000 |
| Survey and Analysis | 50 | \$50 | \$2,500 |
| Other | 50 | \$50 | \$2,500 |
| | Estimated Cost | Service Charge | |
| Media/Advertising Buys | \$250,000 | 5% | \$12,500 |
| Subcontracted Services | \$30,000 | 5% | \$1,500 |
| TOTAL: | | | \$62,250 |

If applicable, sign and submit the attached Resident Vendor Preference Certificate with the proposal.

11/01/16 12:27:06
WV Purchasing Division