

REQUEST FOR PROPOSAL
WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE
CRFP VET180000001

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.

BID SCHEDULE

Vendors are to use this form and type in prices and percentages as applicable. All blanks must be completed. Failure to complete all sections may result in disqualification.

Activity Expected	Estimated Usage	Rate	Annual Estimated Cost
Strategic Planning/Client Services/ Creative Direction/Message Development*	630 Hours	\$ 90 ⁰⁰ per/hr	\$ 56,700
Research/Analysis	200 Hours	\$ 65 ⁰⁰ per/hr	\$ 13,000
Public Education/Public Relations	400 Hours	\$ 90 ⁰⁰ per/hr	\$ 36,000
Events Planning/Management	100 Hours	\$ 50 ⁰⁰ per/hr	\$ 5,000
Website/Social Media Management	150 Hours	\$ 80 ⁰⁰ per/hr	\$ 12,000
Video/Broadcast Production	250 Hours	\$ 80 ⁰⁰ per/hr	\$ 20,000
Earned Media/News Releases	25 Hours	\$ 50 ⁰⁰ per/hr	\$ 1,250
Print Production	25 Hours	\$ 50 ⁰⁰ per/hr	\$ 1,250
Special Projects Management/ Crisis Communication	300 Hours	\$ 90 ⁰⁰	\$ 27,000
Annual Media Buy add-on** Must not exceed 5%	\$10,000 Annually	0.0 % add-on	\$ 0
		Total	\$ 172,200

Note 1: All travel is to be included within the bid schedule. No compensation for travel expenses will be offered to the successful bidder.

*Note 2: The West Virginia Department of Veterans Assistance will expect monthly in-person conferences for the first six months of contract execution and in-person meetings quarterly (or more often) afterward. Sixty-four (64) hours have been included in the Strategic Planning/Client Services/Creative Direction/Message Development line item to account for this requirement.

**Note 3: The execution of this contract might require the purchase of print or electronic media. Vendors responding to this RFP must provide a percentage of add-on media-buying activities not to exceed five percent (5%). Should a vendor bid more than 5% add-on for Annual Media Buys, the Purchasing Division will reduce the Vendor's mark up to 5%.

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4.16.18