

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 | \$ 60.00 per/hr | \$ 37,800 |
| Research/Analysis | 200 Hours | \$ 60.00 per/hr | \$ 12,000 |
| Public Education/Public Relations | 400 Hours | \$ 50.00 per/hr | \$ 20,000 |
| Events Planning/Management | 100 Hours | \$ 50.00 per/hr | \$ 5,000 |
| Website/Social Media Management | 150 Hours | \$ 50.00 per/hr | \$ 7,500 |
| Video/Broadcast Production | 250 Hours | \$ 60.00 per/hr | \$ 15,000 |
| Earned Media/News Releases | 25 Hours | \$ 50.00 per/hr | \$ 1,250 |
| Print Production | 25 Hours | \$ 60.00 per/hr | \$ 1,500 |
| Special Projects Management/ Crisis Communication | 300 Hours | \$ 60.00 | \$ 18,000 |
| Annual Media Buy add-on** Must not exceed 5% | \$10,000 Annually | 2 % add-on | \$ 200 |
| | | Total | \$ 118,250 |

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%.

Patricia J. Joo 4/19/18
PATRICIA JOO