

fax

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Fax to: Tara Lyle
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 Phone: (304)558-2544
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 Total pages: 3
 Re: _____
 Date: 07/13/2021

Fax from: _____
 Company: Bulldog Creative Services
 Phone: 304.525.9600
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Notes:

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 WV PURCHASING DIVISION

REQUEST FOR PROPOSAL

(West Virginia State Treasurer's Office RFP STO2100000002)

Step 1: Lowest Cost of All Proposals / Cost of Proposal Being Evaluated = Cost Score Percentage

Step 2: Cost Score Percentage X Points Allocated to Cost Proposal = Total Cost Score

Example:

Proposal 1 Cost is \$1,000,000

Proposal 2 Cost is \$1,100,000

Points Allocated to Cost Proposal is 30

Proposal 1: Step 1 – $\$1,000,000 / \$1,000,000 =$ Cost Score Percentage of 1 (100%)
Step 2 – $1 \times 30 =$ Total Cost Score of 30

Proposal 2: Step 1 – $\$1,000,000 / \$1,100,000 =$ Cost Score Percentage of 0.909091 (90.9091%)
Step 2 – $0.909091 \times 30 =$ Total Cost Score of 27.27273

- 6.8. Availability of Information:** Proposal submissions become public and are available for review immediately after opening pursuant to West Virginia Code §5A-3-11(h). All other information associated with the RFP, including but not limited to, technical scores and reasons for disqualification, will not be available until after the contract has been awarded pursuant to West Virginia Code of State Rules §148-1-6.3.d.

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Bulldog Creative Services

(Company)

Chris Michael, CEO



(Representative Name, Title)

304.525.9600 • cmichael@bulldogcreative.com

(Contact Phone/Email)

07/09/21

(Date)

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(West Virginia State Treasurer's Office RFP STO2100000002)

Attachment A: 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. Multiply the estimated hours by the hourly rate you bid. Enter the total at the bottom.

The Vendor understands that all services will be provided and billed for based upon actual hours. Estimated hours noted on the Cost Sheet for service categories are estimates for evaluation purposes only. The Agency makes no guarantee to the actual quantity of services that will be required by the Agency.

If the Vendor plans to charge an additional markup fee for subcontracted purchases or media buys, please provide the add-on percentage in the below chart using this formula: Estimated Cost **TIMES** Percentage Charged **EQUALS** TOTAL.

Services	Estimated Hours	Hourly Rate	TOTAL
Account Management	50	\$ 75	\$ 3,750
Creative/Design Services	50	\$ 75	\$ 3,750
Video/Audio Production	20	\$ 75	\$ 1,500
Digital Production	20	\$ 75	\$ 1,500
Print Production	20	\$ 75	\$ 1,500
Survey/Analysis/ Evaluation	20	\$ 75	\$ 1,500
	Estimate Cost	Percentage Charged	TOTAL
Advertisement Placement Buys	\$50,000	12 %	\$ 6,000
Subcontracted Services	\$50,000	10 %	\$ 5,000
FINAL TOTAL:			\$ 24,500



Bulldog Creative Services
Chris Michael, CEO
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07/09/21