

## TITLE PAGE:

**COST PROPOSAL** 

SOLICITATION NO.: CRFP LOT2500000001

Subject: RFP - Lottery Marketing and Advertising Services

Vendor: InnerAction Media, LLC

Business Address: 1440 Center Hill Ave, Suite 4, Morgantown, WV 26505

Telephone: 3049932272

Fax: 3046240651

Contact: Brian Jarvis, Esq.

Email: brian@inneractionmedia.com

Brian Jarvis, Vice-President

Date: 10/9/2024

CATEGORY	SECTION(S)	CONTRACT SERVICES	Unit of Measure	ESTIMATED HOURS (BASED ON HOURS/ YEAR IN 2023)	VEND	OR'S HOURLY	TOTAL EXTENDED COSTS
ACCOUNT	4.2.2	1. Account Management and Services	Hour(s)	1,900	\$	150.00	\$285,000.0
MANAGEMENT	4.2.4.2	3. Public Relations	Hour(s)	40	\$	150.00	\$6,000.0
	4.2.2.8	4. Rights,Trademarks, and Legal Procurement	Hour(s)	55	\$	150.00	\$8,250.0
STRATEGIC PLANNING AND ANALYSIS	buying	Strategic Planning & Analysis	Hour(s)	125	\$	150.00	\$18,750.0
	4.2.1.3 4.2.1.4 4.2.7.1 4.2.9 4.4.2.6 4.4.3.6	5. Radio and Streaming Services	Hour(s)	100	\$	110.00	\$11,000.0
		6. Television and Streaming Services	Hour(s)	500	\$	110.00	\$55,000.0
MEDIA PLANNING AND		7. Newspaper	Hour(s)	25	\$	110.00	\$2,750.0
BUYING		7. Digital Advertising	Hour(s)	100	\$	110.00	\$11,000.0
		8. Outdoor Ads	Hour(s)	50	\$	110.00	\$5,500.0
		9. Social Media	Hour(s)	25	\$	110.00	\$2,750.0
		10. Design and Copywriting	Hour(s)	650	\$	200.00	\$130,000.0
DESIGN AND	4.2.2.10	11. Art Direction	Hour(s)	100	\$	200.00	\$20,000.0
PRODCUTION	4.2.4 4.2.6	16. Film Production	Hour(s)	100	\$	200.00	\$20,000.0
		17. Audio Production	Hour(s)	100	\$	200.00	\$20,000.0
	4.4.1.4	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	\$	200.00	\$7,000.0
MISCELLANEOUS	4.4.1.4 4.2.11 4.2.12	20. Marketing Promotions Planning and Materials, Prizes, Trips, and Accommodations	Hour(s)	50	\$	200.00	\$10,000.0
	4.4.1.4	21. Promotion and Events Field Staffing	Hour(s)	25	\$	200.00	\$5,000.0

The sum of ESTIMATED HOURS PER YEAR (CONTRACT SERVICES ABOVE) IS 3,980 HOURS. The quantities shown are estimates only and may be more or less.

#### B. Media Buying Add-on:

All Vendors responding to this RFP must provide a percentage of add-on media buying activitites (not to exceed 5%).

This percentage will be multiplied by \$10,000,000 and added to that total.

The total media buy of \$10,000,000 is arbitrary and the actual amount may not reach or may exceed this amount during the possible three (3) years of the contract.

C. (Cost from A. and B. are to be added together to determine the total cost of the proposal.)

Percentage: 0.0000%

\$0.00

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	4.2.2.8	4. Rights, Trademarks, and Legal Procurement	Hour(s)	55	\$	150.00	\$8,250.00
STRATEGIC PLANNING AND ANALYSIS	buying	Strategic Planning & Analysis	Hour(s)	125	\$	150.00	\$18,750.00
	4.2.1.3 4.2.1.4 4.2.7.1 4.2.9 4.4.2.6 4.4.3.6	5. Radio and Streaming Services	Hour(s)	100	\$	110.00	\$11,000.00
		6. Television and Streaming Services	Hour(s)	500	\$	110.00	\$55,000.00
MEDIA PLANNING AND		7. Newspaper	Hour(s)	25	\$	110.00	\$2,750.00
BUYING		7. Digital Advertising	Hour(s)	100	\$	110.00	\$11,000.00
		8. Outdoor Ads	Hour(s)	50	\$	110.00	\$5,500.00
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DESIGN AND	4.2.2.10	11. Art Direction	Hour(s)	100	\$	200.00	\$20,000.00
PRODCUTION	4.2.4 4.2.6	16. Film Production	Hour(s)	100	\$	200.00	\$20,000.00
		17. Audio Production	Hour(s)	100	\$	200.00	\$20,000.00
	4.4.1.4	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	\$	200.00	\$7,000.00
MISCELLANEOUS	4.4.1.4 4.2.11 4.2.12	20. Marketing Promotions Planning and Materials, Prizes, Trips, and Accommodations	Hour(s)	50	\$	200.00	\$10,000.00

Hour(s)

25

TOTAL EXTENDED HOURLY COST \$

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21. Promotion and Events Field Staffing

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0.0000% Percentage:

200.00

\$0.00

\$5,000.00

618,000.00

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STRATEGIC PLANNING AND ANALYSIS	buying	Strategic Planning & Analysis	Hour(s)	125	\$	150.00		\$18,750.0	
			5. Radio and Streaming Services	Hour(s)	100	\$	110.00		\$11,000.0
	4.2.1.3 4.2.1.4 4.2.7.1 4.2.9 4.4.2.6 4.4.3.6	6. Television and Streaming Services	Hour(s)	500	\$	110.00		\$55,000.0	
MEDIA PLANNING AND		7. Newspaper	Hour(s)	25	\$	110.00		\$2,750.0	
BUYING		7. Digital Advertising	Hour(s)	100	\$	110.00		\$11,000.0	
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	4.2.2.10 4.2.4	10. Design and Copywriting	Hour(s)	650	\$	200.00		\$130,000.0	
DESIGN AND		11. Art Direction	Hour(s)	100	\$	200.00		\$20,000.0	
PRODCUTION	4.2.4	16. Film Production	Hour(s)	100	\$	200.00		\$20,000.0	
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MISCELLANEOUS	4.4.1.4 4.2.11 4.2.12	20. Marketing Promotions Planning and Materials, Prizes, Trips, and Accommodations	Hour(s)	50	\$	200.00		\$10,000.0	
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MEDIA PLANNING AND	AND 4.2.7.1	6. Television and Streaming Services	Hour(s)	500	\$	110.00	\$55,000.00
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Percentage

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	MEDIA PLANNING AND	4.2.1.4 4.2.7.1	7. Newspaper	Hour(s)	25	\$	110.00	\$2,750.00
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**DESIGN AND** 

**PRODCUTION** 

MISCELLANEOUS

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9. Social Media

11. Art Direction

16. Film Production

17. Audio Production

4.2.2.10

4.2.4

4.2.6

4.4.1.4

4.4.1.4

4.2.11

4.2.12

10. Design and Copywriting

Percentage: 0.0000%

\$0.00

\$2,750.00

\$130,000.00

\$20,000.00

\$20,000.00

\$20,000.00

\$7,000.00

\$10,000.00

\$5,000.00

618,000.00