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Cost Proposal

Agency:

RFP#: CRFP 1300 STO2600000001

Date of Submission: September 10, 2025

State of W

Bid Opening Delayed
Rescheduled to Open on
9-17-25

Description:

RFP# CRFP 1300 STO2600000001 - Advertising/Marketing/PR

Submitted to: State of West Virginia

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"This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate this proposal. If, however, a Contract is awarded to this Offeror as a result of or in connection with the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting Contract. This restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to the restriction is contained in all sheets of this proposal."



Cost Proposal

Please see attached.

REQUEST FOR PROPOSAL

West Virginia State Treasurer's Office

Professional Advertising, Marketing and Promotional Services

Attachment A: Cost Sheet

Provide cost information as detailed below and submit it in a separate sealed envelope. Cost should be clearly marked.

Bids for hourly rates must include **ALL** expenses, including travel, overhead, media buys, and markup for third-party subcontracted vendors. Vendor may only charge subcontractor vendor costs when agreed upon ahead of time by the Agency. Vendor must provide a quote comparison for two or more third-party vendors whenever possible, with the exception of media buys. **The Agency shall not pay any other fees or costs.**

Insert the hourly rate bids in the chart below. Multiply the estimated hours by the hourly rate bids. 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 are for evaluation purposes only. The Agency makes no guarantee to the actual quantity of service hours that will be required by the Agency.

Services/Category	Estimated Hours	Hourly Rate	TOTAL
Account Management	200	\$ \$130	\$ \$26,000
Campaign Strategy	300	\$120	\$36,000
Creative Services	500	\$ \$100	\$ \$50,000
Advertisement Placement	100	\$ \$100	\$ \$10,000
FINAL TOTAL:	1,100 Hours	—	\$ \$122,000