

**RFP 20115 COST SHEET**

*(to be included in separate sealed envelope)*

Vendor Name: \_\_\_\_\_

For evaluation purposes, price out the Cost of Services Bid as discussed below. There is no guarantee that the Commission and/or Council will use a set amount of services, or that the Commission and/or Council will use all of the services. This scenario is for Evaluation Purposes ONLY.

Amounts quoted must be all-inclusive. No additional amounts, such as for travel or overhead, will be paid to the vendor.

**Sample Breakdown of Potential Services:**

- Planning/Research Analysis: 5%
- Content Creation/Copy Writing: 15%
- Design Work: 15%
- Media Planning and Buying: 25%
- Social Media Planning and Execution: 20%
- Public Relations/Events: 10%
- Client Consultation: 5%
- Campaign Evaluation: 5%

Vendor must provide hourly rates by employee classification and identify the mark-up rate that will be used:

Senior Ad Executive \$ \_\_\_\_\_  
Ad Executive \$ \_\_\_\_\_  
Graphic Artist \$ \_\_\_\_\_  
Administrative \$ \_\_\_\_\_  
Mark-up Rate: \_\_\_\_\_%

Vendor should determine its own fair rate and quote the price it will charge. This hourly rate will be the maximum rate allowed for conducting work for the Commission and/or Council under a contract resulting from this RFP.

**Total Cost of Services Bid**

Insert the amounts you bid for the hourly rate, and then perform the calculation shown.

1. 500 Senior Ad Executive Hours x \$ \_\_\_\_\_ (hourly rate bid) = \$ \_\_\_\_\_
2. 800 Ad Executive Hours x \$ \_\_\_\_\_ (hourly rate bid) = \$ \_\_\_\_\_
3. 800 Graphic Artist Hours x \$ \_\_\_\_\_ (hourly rate bid) = \$ \_\_\_\_\_
4. 300 Administrative Hours x \$ \_\_\_\_\_ (hourly rate bid) = \$ \_\_\_\_\_
5. Total Cost of Services (sum of lines 1-4) = \$ \_\_\_\_\_