9.4 PART II–COST PROPOSAL

WHERE OTHERS RESTRICT, WE ALLOW.

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Part II – Cost Proposal	
RFP Title:	Integrated Marketing Agency of Record
RFP:	2084
Vendor Name:	R&R/CRR Holdings, LLC dba B&P Advertising
Address:	900 South Pavilion Center Drive, Suite 170 Las Vegas, NV 89144
Opening Date:	November 24, 2014
Opening Time:	2:00 PM

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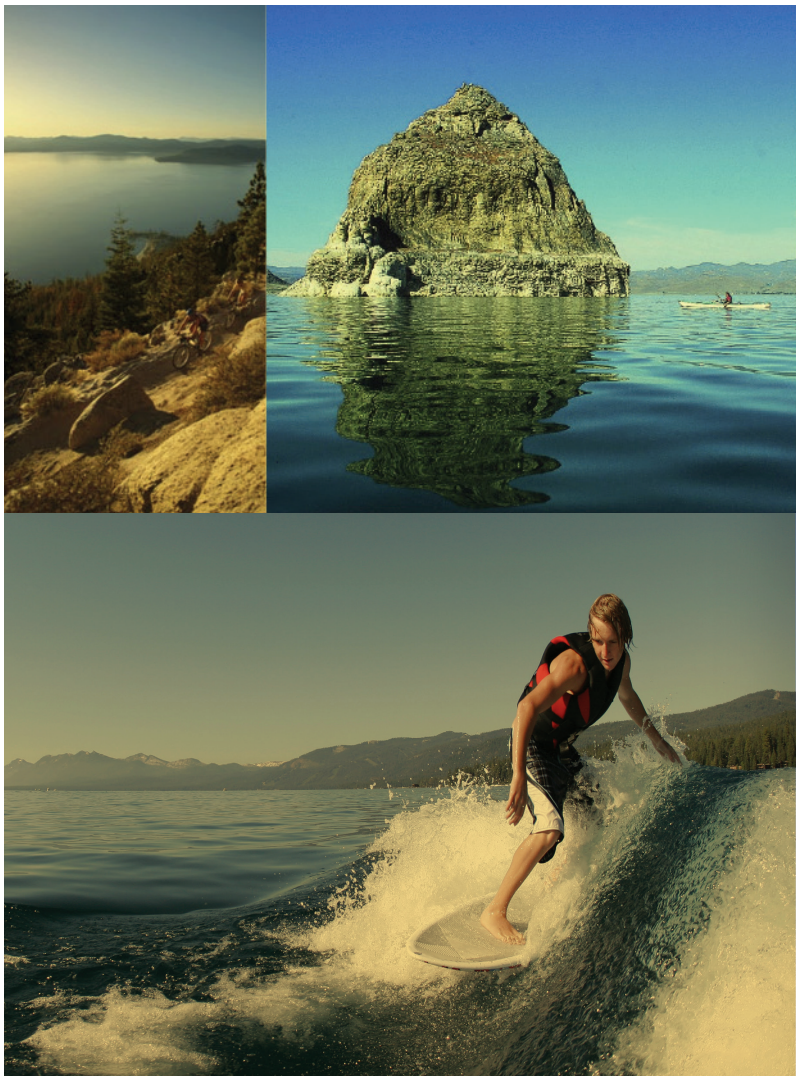

WE LIVE LIFE.
WE SAY YES.

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Tab II

In order to simplify billings for all parties, B&P proposes a flat rate of $150/hour for every member of the team. For media, we propose a discounted rate of 7% of the gross media billing (as compared to the industry standard of 15%).

ATTACHMENT I – COST SCHEDULE

Creative Development

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Strategic Planning	Randy Snow	Chief Strategic Officer	$150	3%
Research	Todd Gillins Amanda Laken	VP Research Assistant Research Manager	$150 $150	3% 2%
Brand Development	Randy Snow Rob Catalano	Chief Strategic Officer Executive Creative Director/Principal	$150 $150	2% 10%
Production TV	Rob Catalano	Executive Creative Director/Principal	$150	5%
Production Print	Tim Gayhart	Production Manager	$150	15%
Production Other	Mike Lawrence	Creative Director	$150	20%
Video/Content Production	Shannon Sarver	Senior Copywriter/Broadcast Producer	$150	10%
New Media	Chris Handl	Interactive Designer	$150	20%
Account Administration	Chuck Johnston Rod Reber Rob Colbrook	President/Principal Director of Account Services/Principal Senior Account Executive	$150 $150 $150	10% 25% 50%

External Communications (PR/PA)

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Strategic Planning	George McCabe Tom Dietz Lenora Kaplan	Director of Public Relations Account Director, Public Relations Public Relations Executive	$150 $150 $150	5% 4% 5%
Communications Action Plan Development	Tom Dietz Lenora Kaplan Adrienne Prather-Marcos	Account Director, Public Relations Public Relations Executive Public Relations Account Executive	$150 $150 $150	4% 10% 7%
Consumer Media Relations	Lenora Kaplan Adrienne Prather-Marcos Juliet Casey	Public Relations Executive Public Relations Account Executive Public Relations Account Executive	$150 $150 $150	10% 50% 20%
Trade Media Relations	Tom Dietz Lenora Kaplan	Account Director, Public Relations Public Relations Executive	$150 $150	4% 5%
Public Affairs	Juliet Casey	Public Relations Account Executive	$150	5%
Social Media	Lisa Hill Jeremy Thompson	Social Media Director Public Affairs Social Media Specialist	$150 $150	14% 48%
Online Press Room Development	Lenora Kaplan Adrienne Prather-Marcos	Public Relations Executive Public Relations Account Executive	$150 $150	5% 7%
Industry Education	Lenora Kaplan Adrienne Prather- Marcos	Public Relations Executive Public Relations Account Executive	$150 $150	5% 7%
Governor's Conference on Tourism Planning	Lenora Kaplan Juliet Casey	Public Relations Executive Public Relations Account Executive	$150 $150	5% 5%
Account Administration	Lenora Kaplan Juliet Casey	Public Relations Executive Public Relations Account Executive	$150 $150	5% 5%

Digital Development

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Competitor/Best Practice Review and Recommendation	Shawn Lein Chad Well Tomas Madrid Melissa Kalashian	Director of User Experience Digital Strategist Lead Web Developer SEO Specialist	$150 $150 $150 $150	10% 21% 7% 7%
TravelNevada.com Enhancements/Development	Ben Ursu Tomas Madrid	Director of Digital Technology Lead Web Developer	$150 $150	2% 20%
Nevada Tourism Ancillary Sites Development	Ben Ursu Tomas Madrid	Director of Digital Technology Lead Web Developer	$150 $150	2% 20%
Back-end Administration Development	Ben Ursu	Director of Digital Technology	$150	2%
Mobile App Development	Shawn Lein Chad Well Tomas Madrid	Director of User Experience Digital Strategist Lead Web Developer	$150 $150 $150	11% 22% 20%
Account Administration	Lauren Walker Emily Jones	Corporate Director of Engagement Digital Project Manager	$150 $150	1% 23%

Customer Relationship Management (CRM/Emarketing)

Program Element	Team Member	Title/Level	Hourly Rate	Estimated Percentage of Time on Account Per Month
Strategic Planning	Chad Well	Digital Strategist	$150	31%
Account Administration	Lauren Walker Emily Jones	Corporate Director of Engagement Digital Project Manager	$150 $150	2% 12%
Materials Development (as identified in plan)	Tomas Madrid	Lead Web Developer	$150	9%
Materials Distribution (as identified in plan)	Tomas Madrid	Lead Web Developer	$150	15%

Media Buying

Media buying respondents may submit the cost using one of two cost options:

Option 1 - Commission plus fees schedule

Media Type	Agency Commission (please note if the agency charges a flat commission, if the commission is dependent on the media channel or if the commission is dependent on the spend level)	Hourly Rate for Fees (spot duplication, creative production, tracking, etc.)
Broadcast Spot Television – market level	Flat Commission of 7% gross	$150/hour & Hard cost + 15%
Broadcast Spot Television – national level	Flat Commission of 7% gross	$150/hour & Hard cost + 15%
Cable Spot Television – market level	Flat Commission of 7% gross	$150/hour & Hard cost + 15%
Cable Spot Television – national level	Flat Commission of 7% gross	$150/hour & Hard cost + 15%
Digital	Flat Commission of 7% gross	$150/hour & Hard cost + 15%
Print	Flat Commission of 7% gross	$150/hour & Hard cost + 15%
Radio	Flat Commission of 7% gross	$150/hour & Hard cost + 15%
Out of Home	Flat Commission of 7% gross	$150/hour & Hard cost + 15%
Events/Sponsorship	Flat Commission of 7% gross	$150/hour & Hard cost + 15%

Media Staff to include:

- Fletcher Whitwell – Senior VP of Media and Measurement
- Chris Evans – Group Media Director
- TC Torres – Associate Media Director
- Bobby Ritzi – Senior Media Planner/Buyer
- Justin Gilbert – Marketing Analytics Director

Additional Billing Notices:

- Client agrees that when the Agency incurs additional expenses at the Client's request, a 15% markup will be added to each cost

- Travel Expenses will be billed NET following the FTR and GSA guidelines, with the exception of the Agency's time, which will be billed at the hourly rate listed (above) per the employee that was traveling
    - Agency Employees not listed that may need to travel on behalf of the Client:
        - Billy Vassilliadis – Chief Executive Officer/Principal: $150/hour
        - Mary Ann Mele – President/Chief Brand Officer/Principal: $150/hour
        - Fletcher Whitwell – Senior VP of Media and Measurement: $150/hour
        - Matt Mason – VP of Engagement: $150/hour
    - Any Agency employee traveling on behalf of Client but not listed in *Attachment I – Cost Schedule* will be billed at $150/hour

- Public Relations activities/deliverables
    - FAM Trips $60,000
    - Media Events $40,000
    - Governor's Conference $50,000
    - Wire Services $18,000
    - Individual Press Trips $27,000
    - Media Missions $30,000
    - Clipping Service $31,500

- NCOT Research Hard Cost Estimate $70,000
    - Research Concept Testing Includes:
        - Moderating Sessions
        - Facility Rentals
        - Participant Screening & Recruitment
        - Incentives
        - Food & Beverage
        - Transcripts
        - Travel Costs not included and billed NET/Cost

Option 2 – Fees Only – this option assumes Nevada Tourism will pay no commission to the agency, but may pay fees for work done to support the buys

Program Element	**Team Member**	**Title/Level**	**Hourly Rate**	**Estimated Percentage of Time on Account Per Buy**
N/A				

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Tab III

ATTACHMENT J – COST PROPOSAL CERTIFICATION OF COMPLIANCE WITH TERMS AND CONDITIONS OF RFP

I have read, understand and agree to comply with ***all*** the terms and conditions specified in this Request for Proposal.

YES X I agree to comply with the terms and conditions specified in this RFP.

NO _____ I do not agree to comply with the terms and conditions specified in this RFP.

If the exception and/or assumption require a change in the terms in any section of the RFP, the contract, or any incorporated documents, vendors ***must*** provide the specific language that is being proposed in the tables below. If vendors do not specify in detail any exceptions and/or assumptions at time of proposal submission, the State will not consider any additional exceptions and/or assumptions during negotiations. ***Note: Only cost exceptions and/or assumptions should be identified on this attachment. Do not restate the technical exceptions and/or assumptions on this attachment.***

R&R/CRR Holdings, LLC dba B&P Advertising
Company Name

Signature

Charles J. Johnston
Print Name

11/20/2014
Date

Vendors MUST use the following format. Attach additional sheets if necessary.

EXCEPTION SUMMARY FORM

EXCEPTION #	RFP SECTION NUMBER	RFP PAGE NUMBER	EXCEPTION (Complete detail regarding exceptions must be identified)

ASSUMPTION SUMMARY FORM

ASSUMPTION #	RFP SECTION NUMBER	RFP PAGE NUMBER	ASSUMPTION (Complete detail regarding assumptions must be identified)

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