KIRVIN | DOAK

COMMUNICATIONS

October 25, 2017

Heather Moon, Purchasing Officer III
State of Nevada, Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701
Phone: (775) 684-0179

Re: NPS Marketing Best and Final Cost

Dear Heather,

The Kirvin Doak Communications team is excited about the opportunity to work with DPS to help take the marketing communications campaign to the next level and impact change in Nevada.

As outlined in our RFP, we estimate approximately **450 agency hours per month** will be required to fully execute the campaign, including public relations, marketing, media buying, creative development, social media and training efforts. However, those hours may fluctuate by initiative, new areas of focus or even seasonally.

While the hourly blended rate as agency is $130 per hour, we are willing to adjust that down to a blended rate of $115 per hour to ensure that as much of the budget goes directly to support DPS as possible. Also, all media buys will be billed at net rates with no commission applied. Overall cost structure would align as follows:

Agency Hours
450 hours/mo. x $115 hr. = $51,750
$51,750 x 48 months = $2,484,000
Media Budget
$1,920,000
Production, Travel and Contingency Budget
$220,000

Total Budget
$2,484,000 + $1,920,000 + $220,000 = $4,624,000

Thank you for this opportunity to present our qualifications and vision for the increased success of Zero Fatalities in Nevada.

Sincerely,

Dave Kirvin, Partner
Kirvin Doak Communications
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Las Vegas, NV 89118
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