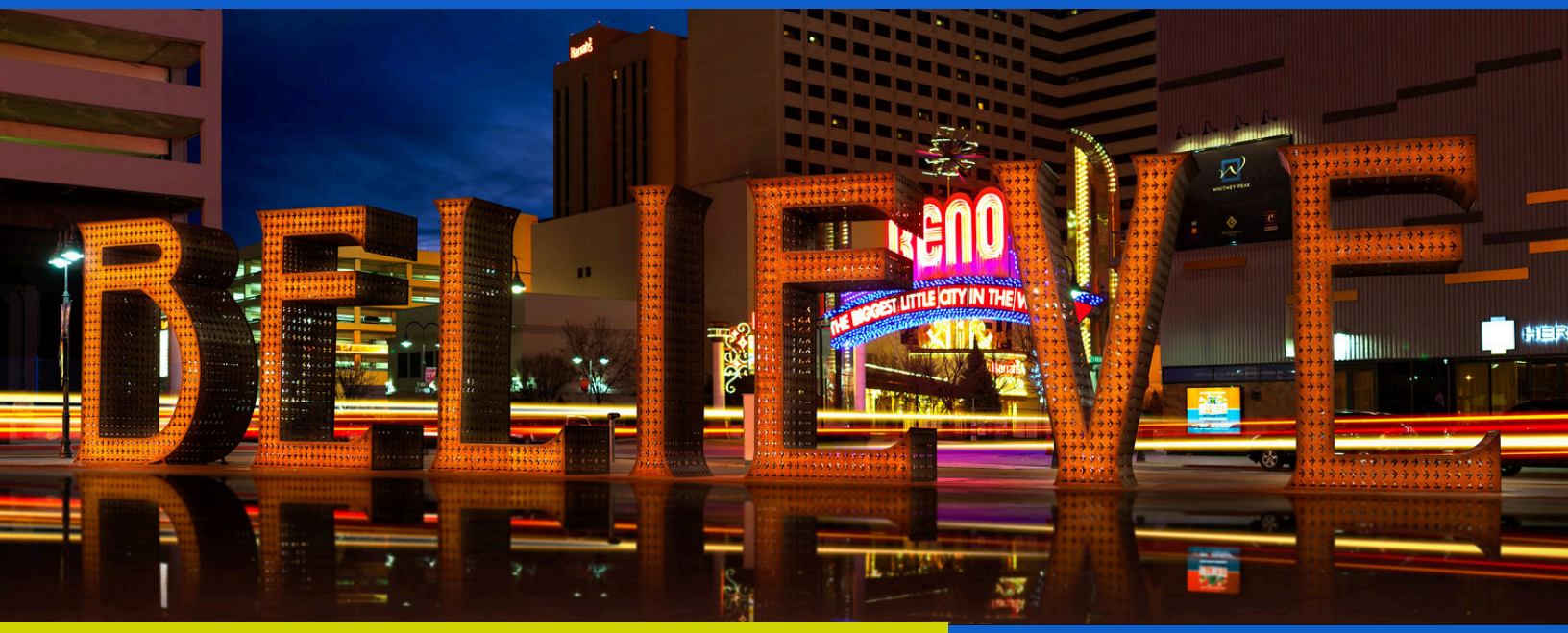
VIDEO PRODUCTIONS
a full service media company

Multi-Media Outreach Services
RFP -3510



Part II – Cost Proposal

Vendor :
DP Video Productions, LLC
702-468-9901
emirestitt@dpvideo.com

Company Address :
1240 Olivia Pkwy
Henderson, Nevada 89011
Untied States
www.dpvideo.com

TITLE PAGE

PART II – COST PROPOSAL FOR

MULTI-MEDIA OUTREACH SERVICES

Part II - Cost Proposal	
RFP Title:	Multi-Media Outreach Services
RFP:	3510
Vendor Name:	DP Video Productions, LLC Strategic Progress, LLC
Address:	1240 Olivia Pkwy, Henderson NV 89011
Proposal Opening Date:	February 13, 2018
Proposal Opening Time:	2:00 PM

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STRATEGIC PROGRESS, LLC.
Analyze. Innovate. Evolve.

COST PROPOSAL

Budget Explanation:

As a result of our experience in conducting this type of campaigns, we have aligned our marketing strategies and related budget line items for maximum outcomes targeting employers and people with disabilities. Marketing and advertising strategies will focus on awareness of VR as a reliable and competitive resource for quality employees and of VR as a resource for variety of services for people with disabilities including transitional services for students with disabilities. Media buy will be distributed over the four years of the contract for maximum impact and staying connected with our audiences.

We are open to discuss any line items with the VR team, the total budget will remain the same.

- ***TV campaign - a great method to reach the general public and utilize some of the existing assets.***
- ***Movie Theater campaign - a great method to reach the general public, especially in combination with TV advertisement.***
- ***Website addition to reflect the full scope of services that VR offers: transitional services for students.***
- ***Social Media Campaign with expanded reach using paid advertisements on Facebook, Twitter and Google.***
- ***Create additional visual content for Social Media to add original content and messaging on Facebook, YouTube and Twitter.***
- ***YouTube videos - success stories will help in reaching to a wider audience on Social Media***
- ***Posters - since Starbucks is already a partner of VR, this would be a great way to reach not only employers but a younger demographics and people with disabilities.***
- ***Billboards - a great way to reach people in underserved areas.***
- ***Radio advertisement - low cost production and will help in reaching to a wider audience especially blind.***

COST PROPOSAL

BUDGET PROPOSAL 2018-2022

EXPENSE TYPE	ASSIGNED TEAM	EXPENSE CALCULATION	TOTAL COST
Agency fees	*DP Video Productions*	*Based on media buy budget $74,200*	*$7,420*
Marketing Campaign: Create messaging for Businesses and employers. Create messaging for people with disabilities: two age groups. Strategically position the proper media across the state to be visible to the chosen demographics.	*DP Video Productions* *Strategic Progress*	*160 hours @ $125 per hour*	*$20,000*
Design Fees: Campaign branding activities, including creating a new website section, developing concepts for radio, TV advertisements, Social Media, posters, billboards.	*DP Video Productions*	*160 hours at $125 per hour*	*$20,000*
Advertising: Write copy/content for television, and radio.	*DP Video Productions* *Strategic Progress*	*30 hours at $125 per hour*	*$3,750*
Social Media Campaign: Connect to the business community and people with disabilities using Facebook, YouTube, Twitter and Google through posting and sponsoring content.	*DP Video Productions*	*240 hours at $125 per hour*	*$30,000*
Campaign Production: Produce video content for YouTube (success stories)	*DP Video Productions*	*80 hours at $125 per hour*	*$10,000*
Advertising: Purchase sponsored posts for Facebook, Twitter and Google (YouTube)	*DP Video Productions*	*Facebook - $4500* *Twitter -$4500* *Google - $5000*	*$14,000*
Design Fees: create images and write text posts for Social Media	*DP Video Productions*	*160 hours at $125 per hour*	*$20,000*

COST PROPOSAL

EXPENSE TYPE	ASSIGNED TEAM	EXPENSE CALCULATION	TOTAL COST
Campaign Production: Produce 30-second television advertisement with subtitles and audio for student transitional services (same ad will be used for movie theater advertisement)	*DP Video Productions*	*70 hours at $125 per hour*	*$8,750*
Advertising: Purchase airtime on TV stations for four weeks	*DP Video Productions*	*Approximately 520 advertisements at an average of $60 per ad (rates will vary by station, time slot, and fiscal quarter)*	*$31,200*
Campaign Production: Voice Over for TV ad	*DP Video Productions*	*$650 recording session*	*$650*
Advertising: Purchase airtime in movie theaters (inducing lobby monitors) in southern and northern Nevada for four weeks	*DP Video Productions*	*On 110 screens approximately 250,000 impressions*	*$9,000*
Campaign Production: Produce a radio commercial	*DP Video Productions*	*10 hours at $125 per hour*	*$1,250*
Advertising: Purchase air time for radio commercials on local stations in Southern and Northern Nevada	*DP Video Productions*	*Approximately 200 advertisement spots in Southern and Northern Nevada*	*$8,000*
Design Fees: Create billboard to be posted in underserved areas	*DP Video Productions*	*15 hours at $125 per hour*	*$1,875*
Advertising: Purchase Billboard space for 4 weeks in southern and northern Nevada	*DP Video Productions*	*16 posters at $750 a poster (includes production)*	*$12,000*

COST PROPOSAL

EXPENSE TYPE	ASSIGNED TEAM	EXPENSE CALCULATION	TOTAL COST
Web services: Website programming of student services section to fit the VR branding design	*DP Video Productions*	*35 hours at $125 per hour*	*$4,375*
Reporting: Measure the success of the campaign using media impressions and create a final report	*DP Video Productions* *Strategic Progress*	*25 hours @125 per hour*	*$3,125*
Maintenance/Management: Logistical/coordination services (includes research, travel, coordination with VR personnel, coordination and scheduling of video subjects; choosing talent and filming locations; coordination with television and radio stations, coordination with social media distribution of information products).	*DP Video Productions* *Strategic Progress*	*260 hours at $125 per hour*	*$32,500*
TOTAL			*$237,895*