

FEBRUARY 21, 2023

ORIGINAL

Price Proposal

PREPARED FOR:

ARKANSAS DEPARTMENT OF HUMAN
SERVICES, DIVISION OF CHILD CARE
AND EARLY CHILDHOOD EDUCATION

SUBMITTED BY:

EMERGENT METHOD



PRICING PROPOSAL

OFFICIAL BID PRICE SHEET

The total annual amount to provide the services requested in RFP 710-23-0007 is \$425,000.00. This price proposal is valid for 180 days from the date of this proposal.

OFFICIAL BID PRICE SHEET			
710-23-0007 Quality Early Care and Education Outreach and Promotion Campaign			
COST PROPOSAL MUST BE SUBMITTED SEALED SEPARATELY FROM THE TECHNICAL PROPOSAL. ANY REFERENCE TO ACTUAL COST(S) INCLUDED WITH THE TECHNICAL PROPOSAL SHALL RESULT IN OFFEROR'S PROPOSAL BEING REJECTED.			
The Official Bid Price Sheet is to be used as a cost evaluation tool for comparison of bidders' costs. Pricing must include all relative expenses as outlined in the bid. The proposed annual amount must be at or below the maximum allowable annual			
A detailed budget must be provided to support the Official Bid Price Sheet that includes a breakdown of all expenditures included in the annual amount.			
ITEM	DESCRIPTION	ANNUAL AMOUNT	MAXIMUM ALLOWABLE ANNUAL AMOUNT
1	Quality Early Care and Education Outreach and Promotion Campaign	\$425,000.00	\$500,000.00

Reimbursements for mileage, lodging, meals, and promotional items are at the discretion of DHS. The Prospective Contractor may include

DETAILED BUDGET

PERSONNEL COSTS

The following table captures the anticipated number of hours each member of the project team will contribute to the project annually. The tasks identified in the table below correspond with the three-phased approach we have provided in the Approach and Methodology section of our Technical Proposal. We anticipate total personnel costs for this effort to be \$210,735.00.

Task	Project Director	Project Manager	Project Coordinator	Social Media Specialist	Web Developer	Designer	Totals
Phase 1	2	2	2	2	0	0	8
Phase 2	65	76	192	167	35	125	660
Phase 3	25	20	60	60	0	0	165
All Phases - Marketing/ Outreach	5	0	50	50	0	10	115
All Phases - Project Management	50	30	65	65	0	0	210
TOTAL HOURS	147	128	369	344	35	135	1,158
HOURLY RATES	\$225	\$200	\$180	\$160	\$180	\$180	N/A
TOTAL ESTIMATES	\$33,075	\$25,600	\$66,420	\$55,040	\$6,300	\$24,300	\$210,735

MARKETING AND ADVERTISING HARD COSTS

The following table captures the anticipated hard costs of the Quality Early Care and Education Outreach and Promotion Campaign. Because Emergent Method is experienced with negotiating print/ad buy space for public sector clients and ensuring the best possible rates for our clients, we anticipate media, advertisement, and associated outreach costs for this effort to be \$214,265.00.

Platform	Cost
Digital Advertising	\$55,000.00
Social Media Advertising	\$20,000.00
Radio Advertising	\$40,000.00
Billboard Advertising	\$15,000.00
TV Advertising	\$70,000.00
Printed Materials	\$14,265.00
Total:	\$214,265.00