

COST PROPOSAL - Page 1

Note: Please enter your cost in the spaces provided below for completing each Task and for the first year of the contract and the five optional renewal years.

Part A: COST PER TASK

Instructions: Offerors must enter a lump sum cost in the space provided below for each task and each contract year.

Task 1 - Review media and outreach campaigns conducted by AHSO and its partners

Initial Term	Renewal One	Renewal Two	Renewal Three	Renewal Four	Renewal Five	Evaluated Cost for Task One

Task 2 - Development of targeted communication strategies

Initial Term	Renewal One	Renewal Two	Renewal Three	Renewal Four	Renewal Five	Evaluated Cost for Task Two

Task 3 - Develop strategic communications plan with budget and schedule

Initial Term	Renewal One	Renewal Two	Renewal Three	Renewal Four	Renewal Five	Evaluated Cost for Task Three

Task 4 - Implement and monitor the statewide strategic communications plan

Initial Term	Renewal One	Renewal Two	Renewal Three	Renewal Four	Renewal Five	Evaluated Cost for Task Four

Task 5 - Develop and implement post-campaign evaluation

Initial Term	Renewal One	Renewal Two	Renewal Three	Renewal Four	Renewal Five	Evaluated Cost for Task Five

Part B: COST PROPOSAL SUMMARY

<u>Task</u>	<u>Task Description</u>	<u>Total Evaluated Cost Per Task from Part A above</u>
<u>One</u>	Review media and outreach campaigns conducted by AHSO and its partners	
<u>Two</u>	Development of targeted communication strategies	
<u>Three</u>	Develop strategic communications plan with budget and schedule	
<u>Four</u>	Implement and monitor the statewide strategic communications plan	
<u>Five</u>	Develop and implement post-campaign evaluation	
Total Evaluated Amount (Full Term of the contract, including all renewals)		