



ATTACHMENT H COST PROPOSAL

LatinWorks LLC

Proposer's Name

NOTE TO ALL PROPOSERS: THE COST PROPOSAL MUST BE SUBMITTED IN A SEPARATE AND LABELED SEALED ENVELOPE AND ATTACHED TO THE ORIGINAL PROPOSAL. PROPOSERS SHOULD ONLY SUBMIT ONE ORIGINAL OF THE COST PROPOSAL (NO COPIES ARE REQUIRED).

Each Proposer must complete the cost proposal stating the hourly rates for the services stated in the RFP. Each hourly rate field must be completed with a value. Each field value amount must be greater than zero. "Not applicable" and "n/a" are not acceptable responses.

Please refer to the attached FY18 media flowchart (Attachment I) for an estimate of the production and media hours that will be required to service this account. The Texas Lottery's actual needs may vary from the sample media flowchart.

Hourly rates must include all direct and indirect costs, including all expenses associated with providing Contract services, e.g., salaries, overhead, general, and administrative mechanical print and expenses, and profit. Please refer to Section 2.10.

Proposers should consider the following items when determining hourly rates in response to the RFP:

- Production and experiential costs will be reimbursed at actual invoice cost.
- Media placement will be reimbursed at net cost with no mark-up.
- Travel expenditures will be reimbursed pursuant to the terms of this RFP and compliant with State per diem rates.

Please note: The Texas Lottery will not pay travel time or separately reimburse any travel expenses, overnight stays, or per diem for, or resulting from, travel to and from Austin, Texas. For any travel request outside of Austin, Texas, deemed reasonable and necessary by the Texas Lottery, the Texas Lottery will reimburse the Successful Proposer in accordance with the Texas State Travel Guidelines. All travel requests must be pre-approved by the Texas Lottery.

Services listed on this chart may be subcontracted (i.e., media planning/buying, digital, social, translation, etc.). If the Proposer plans to subcontract for these services, hourly rates shall be listed in the chart that follows. Refer to sections 6.2 Agency Staff Structure and 6.3 Agency Staff Position Definitions. In addition, if one person is performing multiple functions, hourly rates should be billed under the title for the function being performed.



	TITLE	HOURLY RATE
Account Service	Account Director	\$167.00
	Account Supervisor	\$123.00
	Account Executive	\$92.00
	Junior Account Executive	\$62.00
	Account Coordinator	\$49.00
Account Planning	Account Planner	\$123.00
	Assistant Account Planner	\$62.00
Media	Media Director	\$150.00
	Media Supervisor	\$123.00
	Media Planner	\$96.00
	Junior Media Planner	\$60.00
	Media Buyer	\$96.00
	Junior Media Buyer	\$60.00
Creative	Creative Director	\$199.00
	Associate Creative Director	\$175.00
	Art Director	\$119.00
	Copywriter	\$119.00
Production	Production Manager	\$120.00
	Producer	\$125.00
	Production Coordinator	\$81.00
	Print Producer	\$99.00
	Traffic Manager	\$41.00
	Project Manager	\$89.00
	Translator	\$119.00
	Programming Specialist	\$175.00
Experiential	Experiential Manager	\$123.00
	Experiential Coordinator	\$92.00
Finance	Finance Manager	\$60.00
	Staff Accountant	\$50.00
	Billing Coordinator	\$45.00

The proposed rates as presented above reflect an average 32% reduction as compared to the 4A's Industry Standard for each of the positions listed. These rates permit us to remain competitive in the marketplace so we attract and retain the level of quality talent that will enable us to continue to meet and exceed the high expectations of the Texas Lottery Commission, while also continuing to provide great value for your investment.



Ultimately, LatinWorks fully understands the highest standards of quality and integrity required by the Texas Lottery Commission in the management and execution of the scope of services outlined in this RFP and should we be fortunate enough to be selected as the Successful Proposer, we will continue to deliver on our commitments with the same high standards.

Offered Options

Proposers are not required to submit specifications and pricing for Offered Options. However, if any options are offered, the cost or fee shall be listed in this section.

As detailed in Section 7.20 of the proposal, below are the specifications and costs for LatinWorks' offered options.

- **Legal Council:** These will be billed for legal reviews specific to experiential partners during contract negotiations on behalf of the Texas Lottery. All time is pass-through and will be billed based on hours spent in review and document preparation.

	TITLE	HOURLY RATE
Legal Services – Pass-through Costs	Partner	\$650.00
	Associate	\$450.00
	Paralegal	\$240.00



- **In-house Agency Video Production and Editorial:** These are rates associated with machine costs to perform video and editorial services for the Texas Lottery by LatinWorks' in-house digital studio. These rates are based on hourly or day rates (of equipment time only), dependent on the creative and production requirements.

Video Production and Editorial, Machine Costs	TITLE	HOURLY RATE
Prep	Storage/Hard Drive	\$15.00
	Project Prep/FTP Set Up	\$10.00
	Audio Prep	\$10.00
	Storyboard Build	\$15.00
	Ingest Footage	\$10.00
Graphics/Video	Graphics	\$10.00
	After Effects	\$15.00
	Illustrator	\$10.00
	Photoshop	\$10.00
Editorial/Photography	Video Record	\$10.00
	Video Record Day Rate**	\$40.00
	Video Record OT/Weekend**	\$240.00
	Editing	\$15.00
	Editorial Day Rate**	\$240.00
	Editorial OT/Weekend**	\$15.00
	Color Correction	\$20.00
	Photography	\$10.00
	Subtitles	\$10.00
	Online / Layback	\$15.00
	Production Insurance	\$125.00
Audio	Scratch VO Record	\$5.00
	Sound Effects (per effect)**	\$20.00
	Sound Design	\$10.00
	Final Mix	\$10.00

**Costs are noted by day or quantity as noted

[Handwritten Signature]

(signature of person authorized to contractually bind the Proposer)

Alejandro Ruelas

(printed name)

CMO + Managing Partner

(title)

12/5/2017

(date)