

THE TEXAS LOTTERY HAS A BIGGER STORY TO TELL

HERE'S HOW WE PLAN TO DO IT



Response to: RFP 362-18-0002
December 5, 2017 | Advertising Services

COST PROPOSAL

theatkinsgroup



ATTACHMENT H COST PROPOSAL

THE ATKINS GROUP

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.

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	TITLE	HOURLY RATE
Account Service	Account Director	
	Account Supervisor	
	Account Executive	
	Junior Account Executive	
	Account Coordinator	
Account Planning	Account Planner	
	Assistant Account Planner	
Media	Media Director	
	Media Supervisor	
	Media Planner	
	Junior Media Planner	
	Media Buyer	
	Junior Media Buyer	
Creative	Creative Director	
	Associate Creative Director	
	Art Director	
	Copywriter	
Production	Production Manager	
	Producer	
	Production Coordinator	
	Print Producer	
	Traffic Manager	
	Project Manager	
	Translator	
	Programming Specialist	
Experiential	Experiential Manager	
	Experiential Coordinator	
Finance	Finance Manager	
	Staff Accountant	
	Billing Coordinator	

Confidentiality Claimed
§552.104/552.110



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.

A handwritten signature in black ink that reads "Steve Atkins".

(signature of person authorized to contractually bind the Proposer)

Steve Atkins

(printed name)

President

(title)

12/5/2017

(date)

The Atkins Group is willing to explore work for the public good on a case-by-case basis and can consider discounted rates depending on the scope of work requested.