

# Attachment C: Cost Detail

Responders must submit Attachment C: Cost Detail as their Cost Proposal. The rate(s) identified in the Cost Proposal must include all costs, including but not limited to travel expenses, mass mailings, fees, commissions, compensation, indirect costs, equipment, supplies, and other charges.

Identify the level of the State’s participation in the contract and details of cost allowances for this participation. The State does not make regular payments based solely upon the passage of time; it only pays for services performed or work delivered after it is accomplished.

Submit the Attachment C: Cost Detail as a separate document(s) from your technical response for all copies of the Proposal. Do not include any cost information in the Technical Proposal part of the response. The Proposal must be open for acceptance until a contract is executed, the Solicitation is cancelled, or 180 days after the due date and time of the Solicitation, whichever comes first.

Responder must complete the chart below for each identified deliverable. The State reserves the right to negotiate additional tasks within the scope of this solicitation with the highest scoring responder.

|  |  |  |
| --- | --- | --- |
| Task # | Deliverable or Project Phase Description | Total Cost for Completion of Deliverable or Project Phase |
| 1 | Communications plan development | $ |
| 2 | Communications material production | $ |
| 3 | Media buying and placement | $ |
| 4 | Evaluation of communication tactics | $ |
|  | **Totals** | **$** |

Provide a list of all personnel expected to perform work under this contract in the chart below. Include the hourly rate and job title for each individual. This information will be used in the contract negotiation phase of this solicitation.

|  |  |  |
| --- | --- | --- |
| Name | Job Title | Maximum Hourly Rate |
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