

Response to Request for Proposal #3533-9

COMMUNICATION AND PUBLIC RELATIONS SERVICES

Maricopa County Community College District

Submitted by:
Davidson Belluso

Date:
March 20, 2023

TAB 4: Pricing Schedule

PRICING SCHEDULE

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The undersigned has read and understands all conditions and terms of RFP 3533-9, is authorized to submit this proposal on behalf of the company, and hereby offers to perform the services for the pricing indicated below:

7.1 Monthly rate for services (include any additional fees if applicable for certain services and explain those services).

Communications, Public Relations, Consulting:

\$ 7,500

Based on 60 hours per month at \$125/hr

Added Value Bonus: 10% bonus hours per month.

D/B will provide MCCCCD 10% bonus hours per month at no additional charge. This means we will provide 66 hours of PR service per month at the same monthly rate of \$7500/month.

7.2 Other required services/fees, if any, not specifically requested in the RFP (list below)

Crisis PR starting monthly retainer: \$18,900

Marketing Strategy: \$125/hr

Creative Development: \$125/hr

Website Development: \$125/hr

Media Planning & Buying: \$125/hr

Online Marketing: \$125/hr

Analytics & SEO: \$125/hr

Third party costs i.e. photography, printing, translation, video production, etc., will be estimated based on scope of work

Costs/Fees listed shall include all overhead and profit. No billing will be accepted that shows any other costs than those listed. This includes, but is not limited to, travel, any out-of-pocket costs, meetings, secretarial, printing, delivery, rent, phone calls, postage, overnight mail service, accounting, fuel charges, office supplies, etc.

Any contractor that MCCCCD is doing business with must agree to e-billing.

Please confirm that the authorize agent preparing this Proposal has read, understands, and will ensure his/her firm's compliance with the provisions of this section:

Authorized Agent's Name and Initials: Michela Belluso

MB

You may submit a more detailed pricing schedule (using the same formatting) in lieu of the above as an attachment to this page, but the pricing schedule must be completed, initialed and included with your proposal.

THANK YOU

Submitted by:
Davidson Belluso

Date:
March 20, 2023

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