EXHIBIT 6(A)
SUMMARY OF COSTS
Request for Proposal No. 20-04
General Marketing Services

--TO BE FINALIZED DURING NEGOTIATIONS--

CATEGORY 1 – Advertising, Marketing, and Promotion

Proposers shall include cost(s) such as the following:

- Labor- Hourly/Flat rates
- Production Costs- printing, presentation materials, recordings, etc. (if applicable)
- Commission (media buying only)

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1) Labor – Hourly/Flat Rates

Proposed Role of Individual on Project	Proposed Hourly Rate
1)_____	$_____
2)_____	$_____
3)_____	$_____
4)_____	$_____
5)_____	$_____

2) EXPENSES (**No markup** is permitted on expenses)

* Subcontractor for _____	= $_____
* Subcontractor for _____	= $_____
Printing_____	= $_____
Recordings_____	= $_____
Travel_____	= $_____
Subsistence_____	= $_____
_____	= $_____

3) COMMISSION (if proposing on Media Buying)

The range of commission rates, ____% to_____%, of dollar value of purchases completed on behalf of Authority and the factors (if any) that would affect the commission rates being pursued. (not to exceed 10% and subject to negotiations)

***Separate Summary of Costs required for all subcontractors.**

Proposers are encouraged to identify and provide fee structures and alternative billing arrangements (such as flat fee arrangements for certain matters) as part of this Summary of Costs. Any alternative fee structures or arrangements proposed should be clearly described by the Proposer.

EXHIBIT 6(B)
SUMMARY OF COSTS
Request for Proposal No. 20-04
General Marketing Services

--TO BE FINALIZED DURING NEGOTIATIONS--

CATEGORY 2 – Public Relations

Proposers shall include cost(s) such as the following:

- Labor-Hourly/Flat rates
- Labor Production Costs- printing, presentation materials, etc. (if applicable)

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1) Labor – Hourly/Flat Rates

Proposed Role of Individual on Project	Proposed Hourly Rate
1)_____	$_____
2)_____	$_____
3)_____	$_____
4)_____	$_____
5)_____	$_____

2) EXPENSES (No markup is permitted on expenses)

* Subcontractor for _____	= $_____
* Subcontractor for _____	= $_____
Travel_____	= $_____
Printing_____	= $_____
Presentation Materials_____	= $_____
Subsistence_____	= $_____
_____	= $_____

***Separate Summary of Costs required for all subcontractors.**

Proposers are encouraged to identify and provide fee structures and alternative billing arrangements (such as flat fee arrangements for certain matters) as part of this Summary of Costs. Any alternative fee structures or arrangements proposed should be clearly described by the Proposer.

EXHIBIT 6(C)
SUMMARY OF COSTS
Request for Proposal No. 20-04
General Marketing Services

--TO BE FINALIZED DURING NEGOTIATIONS--

CATEGORY 3 – Community Outreach (Street Teams) / Community Engagement

Proposers shall include cost(s) such as the following:

- Management Fee and/or Staffing Fee
- Event Sponsorship Fee (if applicable)
- Location Fees (if applicable)
- Parking

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1) Labor – Hourly/Flat Rates

Proposed Role of Individual on Project	Proposed Hourly Rate
1)_____	$_____
2)_____	$_____
3)_____	$_____
4)_____	$_____
5)_____	$_____

2) Professional Fees

Description	Cost / Price / Flat Fee
1)_____	$_____
2)_____	$_____
3)_____	$_____
4)_____	$_____
5)_____	$_____

3) EXPENSES (**No markup** is permitted on expenses)

* Subcontractor for _____	= $_____
* Subcontractor for _____	= $_____
Travel_____	= $_____
Subsistence_____	= $_____
_____	= $_____

***Separate Summary of Costs required for all subcontractors.**

Proposers are encouraged to identify and provide fee structures and alternative billing arrangements (such as flat fee arrangements for certain matters) as part of this Summary of Costs. Any alternative fee structures or arrangements proposed should be clearly described by the Proposer.

EXHIBIT 6(D)
SUMMARY OF COSTS
Request for Proposal No. 20-04
General Marketing Services

--TO BE FINALIZED DURING NEGOTIATIONS--

CATEGORY 4 – Market Research

Proposers shall include cost(s) such as the following:

- Labor- Hourly Rate- survey development/reporting/business plan
- Event/Location/Food Costs (focus groups)
- Incentives (for participants)

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1) Direct Labor – Hourly Rates

Job Classification	Proposed Hourly Rate
1)_____	$_____
2)_____	$_____
3)_____	$_____
4)_____	$_____
5)_____	$_____

2) EXPENSES (No markup is permitted on expenses)

* Subcontractor for _____	= $_____
* Subcontractor for _____	= $_____
Travel_____	= $_____
Subsistence_____	= $_____
_____	= $_____

3) FOCUS GROUPS (Shall include costs such as Event, Location, Food Costs, Incentives, etc.)

Description	Price/Cost
1)_____	$_____
2)_____	$_____
3)_____	$_____
4)_____	$_____
5)_____	$_____

***Separate Summary of Costs required for all subcontractors.**

Proposers are encouraged to identify and provide fee structures and alternative billing arrangements (such as flat fee arrangements for certain matters) as part of this Summary of Costs. Any alternative fee structures or arrangements proposed should be clearly described by the Proposer.

EXHIBIT 6(E)
SUMMARY OF COSTS
Request for Proposal No. 20-04
General Marketing Services

--TO BE FINALIZED DURING NEGOTIATIONS--

CATEGORY 5 – Direct Mail Distribution

Proposers shall include cost(s) such as the following:

- Labor (collating/addressing envelopes)
- Printing (envelopes/materials/labels/etc.- if applicable)
- Mailing List purchase cost
- Postage/Delivery to Post Office

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1) Labor Costs

Proposed Role of Individual on Project	Proposed Hourly Rate
1)_____	$_____
2)_____	$_____
3)_____	$_____
4)_____	$_____
5)_____	$_____

2) EXPENSES (No markup is permitted on expenses)

* Subcontractor for _____	= $_____
Recipient List Purchase_____	= $_____
Postage_____	= $_____
Printing _____	= $_____
Mailing Supplies_____	= $_____
_____	= $_____

***Separate Summary of Costs required for all subcontractors.**

Proposers are encouraged to identify and provide fee structures and alternative billing arrangements (such as flat fee arrangements for certain matters) as part of this Summary of Costs. Any alternative fee structures or arrangements proposed should be clearly described by the Proposer.

EXHIBIT 6(F)
SUMMARY OF COSTS
Request for Proposal No. 20-04
General Marketing Services

--TO BE FINALIZED DURING NEGOTIATIONS--

CATEGORY 6 – Video Production

Proposers shall include cost(s) such as the following:

- Flat fee (Full/Half Day Rate)
- Location/Studio Fee (if applicable)
- Equipment Rental (if applicable)
- Editing (if applicable)
- Additional Copies (DVDs/Thumb drives, etc.)

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1) PROFESSIONAL FEES

Proposed Role of Individual on Project	Full Day Rate	Half Day Rate
1)_____	$_____	$_____
2)_____	$_____	$_____
3)_____	$_____	$_____
4)_____	$_____	$_____
5)_____	$_____	$_____

2) PRODUCTION COSTS/EXPENSES (No markup is permitted on expenses)

* Subcontractor for _____	= $_____
Additional Copies _____	= $_____ per DVDs/Thumb Drives, Etc.
Casting _____	= $_____
Equipment Rental_____	= $_____
Editing_____	= $_____
_____	= $_____

***Separate Summary of Costs required for all subcontractors.**

Proposers are encouraged to identify and provide fee structures and alternative billing arrangements (such as flat fee arrangements for certain matters) as part of this Summary of Costs. Any alternative fee structures or arrangements proposed should be clearly described by the Proposer.