

ATTACHMENT E

COST PROPOSAL

RFP #20264

Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)

The bid price is an all-inclusive price to cover the cost of furnishing all of the said services in the RFP and Scope of Work Section 4.0, including but not limited to travel, materials, equipment, overhead, profit and labor to the satisfaction of the Department of Health and the performance of all work set forth in said specifications. Payment is conditional upon DOH acceptance of each billed deliverable including any reports. See Section 5.4 Payment and 6.3 Cost Proposal.

Bidders must complete the table below according to the instructions, without any alteration or inclusion of comments.

COST PROPOSAL: Use the table below to outline the cost proposal for one annual campaign inclusive of all 6 deliverables from RFP Section 4.1.1 to 4.1.6. The maximum allowable annual bid price for all six deliverables must not exceed \$120,000 per year. **Proposals received above the maximum allowable annual total bid price for Deliverables 1 through 6 will be disqualified.** The awarded bidder will receive a contract valued at the total bid price (G below) multiplied by five (5).

DELIVERABLES TO BE COMPLETED ONCE ANNUALLY	Bid Price (in whole dollars)
Deliverable 1: (Per Section 4.1.1 of the RFP) Select (in collaboration with NYSDOH AI) a campaign that addresses some or all of the health topics included in the AIDS Institute's portfolio, including, but not limited to: HIV, HIV testing, PrEP, STIs, HCV elimination, sexual health, LGBTGNC health and drug user health.	Indicate bid price for full year: \$ _____(A)
Deliverable 2: (Per Section 4.1.2 of the RFP) Conduct 2-3 focus groups annually and 3-5 stakeholder interviews annually to formulate one original campaign concept slogan and one original campaign graphic.	Indicate bid price for full year: \$ _____(B)
Deliverable 3: (Per Section 4.1.3 of the RFP) Create campaign videos which includes a minimum of four, 30-45 second videos, in English and Spanish, one of which must have original Spanish content and the remaining three must be in original English and English content translated into Spanish , AND a minimum of four, 10-15 second videos, in English and Spanish, one of which must have original Spanish content and not be translated from English	Indicate bid price for full year: \$ _____(C)

and the remaining three must be in original English and English content translated into Spanish.	
Deliverable 4: (Per Section 4.1.4 of the RFP) Create campaign content including social media posts, still ads, memes/ GIFs which includes a minimum of four graphic ads and associated social media messaging including the creation of at least 1 in Spanish, and the remaining three must be in original English and English content translated into Spanish.	Indicate bid price for full year: \$ _____(D)
Deliverable 5: (Per Section 4.1.5 of the RFP) Provide social media strategies & content to reach the various population(s) to AIDS Institute and Stakeholders.	Indicate bid price for full year: \$ _____(E)
Deliverable 6: (Per Section 4.1.6 of the RFP) Create and complete a social media toolkit that features all of the still images, videos, and associated original content.	Indicate bid price for full year: \$ _____(F)
Total bid price for Year 1 (A + B + C + D + E + F)*	\$ _____(G)

* Note: The maximum allowable annual total bid price for Section 4.1. Deliverables 1 through 6 must not exceed \$120,000. Proposals received above the maximum allowable annual bid price for Deliverables 1 through 6 will be disqualified.

By signing this Cost Proposal Form, the bidder agrees that the prices above are binding for 365 days from the proposal due date.

Bidder's Authorized
Signature _____ Date _____

Print Name
and Title _____

Company Name: _____