

**PRICING AND COMPENSATION**

Pursuant to all the contract specifications enumerated and described in this solicitation, we agree to furnish **Consulting Services for Mesa Counts on College Campaign** to the City of Mesa at the price(s) stated below.

Group	Description	Total Price
A	Brand Development (per Contractor Deliverables)	\$ 25,000
B	Marketing / Communications Campaign (per Contractor Deliverables)	\$ 20,000
Total Bid		\$ 45,000

The City will add any applicable sales tax or use tax. Sales/Use taxes should not be included in the proposal prices.

No fuel surcharges will be accepted.

Payment terms (not less than net 30 days): Net 30

Prompt Payment Discount of \_\_\_\_\_% if invoices are paid within \_\_\_\_\_ days of receipt.

Does Respondent agree to honor the prices, terms and conditions to other agencies as specified in section S.38?

\_\_\_\_ Yes  No (A "no" answer will not disqualify your bid.)

Respondent complies with S.9 "Compliance With Applicable Law"?  Yes \_\_\_\_ No

**ADDENDA**

Proposers are responsible for verifying receipt of any addenda issued by checking the City's website at [www.mesaaz.gov/purchasing](http://www.mesaaz.gov/purchasing) prior to the bid opening (see i.2). Failure to acknowledge any addenda issued may result in a response being deemed non-responsive.

**Acknowledgement of Receipt of Addenda (Initial for each addenda received, if applicable):**

Addenda #1 [Signature]

Addenda #2 [Signature]

Vendor Name Park & Co

Date: 7/1/11

### **Pricing and Fiscal Management**

All of our project fees are based on hourly rates for the following services. We provide you with an estimate on all projects for your review and signature prior to any work commencing. In the event of client changes, a change order is provided, again for your approval, so there are no billing surprises as we proceed.

#### **Concept Development \$150**

The creative team, guided by a thorough creative brief prepared by the creative director and account manager, develops a selection of concepts for presentation to the client. These concepts are typically shown as "roughs," or sketches that include suggested headlines and sample photography or illustration. Once the agency and client agree upon a concept, it goes into design and production. Because the concept development team includes writers, art directors, designers, and members of the account management team, it is a blended rate.

#### **Copywriting \$125**

Once a concept is approved, the writer and designer begin creating detailed layout or "comp" of the project. Copywriting includes writing headlines and body copy for any medium.

#### **Design/Illustration/Art Direction \$125**

Working as a team with the copywriter, the designer/art director creates the look of the project. The primary responsibilities are selection of type, photography, color, illustration, and paper, as well as selecting and directing third-party vendors including photographers, illustrators, and printers.

#### **Production Management \$115**

Once a design is approved, a production artist prepares the files for printer or publication. This can include coordinating illustrations and photography; setting files for printer specifications; collecting photography, illustrations, and layout files; and sizing and resizing materials. Includes scheduling; budgeting; sending and receiving documents and electronic files; communications with vendors from our production manager.

#### **Creative Direction \$175**

The creative director supervises the work of the creative team, and serves as liaison between the creative and account teams. Responsibilities include initial client meetings and interviews; preparing the creative brief; providing direction to the creative team; and reviewing design, copy, photography, and illustration. It is the creative director's responsibility to ensure that the work supports the identity of the brand.

#### **Account Management \$175**

Account service includes advertising and marketing planning; coordinating research, marketing, media, and creative; account maintenance; preparing meeting reports; and the contact between the agency and the client.

#### **Social Media**

The cost for the development of the social media plan, including the social media audit, demographic research and competitor analysis, along with the resulting strategies and timelines is \$15,000.

#### **Public Relations**

With respect to messaging, our belief is that the Mesa Counts needs a PR plan including media relations, community outreach and special events. The fee for the research and development of the communications plan is \$16,500.

#### **Media Planning and Buying \$150**

The media rate compensates print and broadcast media, media research, planning, buying, trafficking and coordination.

**Video Production**

Full day producer rate \$750

Half day producer rate \$400

**Video Editing**

Per hour rate: \$150

**Preproduction** \$125

On film and video projects, preproduction encompasses all of the activities prior to shooting. These include scheduling, budgeting, talent and crew search, location scouting, and booking studio and postproduction facilities.

Optional Services

**Research**

Park&Co has enjoyed long-standing working relationships with several research firms in the valley. Working with local research firms has been instrumental in helping us define consumer attitudes and behavior triggers for our clients. Park&Co has often worked with our research partners to develop and manage the best programs to test creative material, creative positioning recommendations, and consumer messaging platforms. We have been an integral part of our clients' analysis of primary and secondary market research to establish strategic marketing directions and to anticipate industry trends.

**Municipal Issues Consultation**

Park&Co will constantly take into account all issues that can affect the marketing for the Tempe Tourism Office and provide consultation and recommendations on projects where appropriate. Through our work with client Water – Use It Wisely, Goodwill of Central Arizona, and Phoenix Sky Harbor International Airport, Park&Co has unique experience in working with government agencies and working towards a common goal in activating a marketing campaign.

Billing Process

Our agency billing system, Client & Profits, tracks all internal activity and outside purchases made on behalf of our clients by project, job number and job tasks. Park&Co can easily provide the Tempe Tourism Office with production schedules, estimates and invoices that show a breakdown of agency tasks by hour for documenting campaign expenditures. Park&Co traditionally bills our clients once a month and our terms are net 30 days.