

STATE OF OHIO
DEPARTMENT OF ADMINISTRATIVE SERVICES
GENERAL SERVICES DIVISION
OFFICE OF PROCUREMENT SERVICES
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

AMENDMENT FOR CHANGE
AMENDMENT NO. 1

TO: LIMITED DISTRIBUTION – THE OHIO DEPARTMENT OF HEALTH (ODH)
FROM: ROBERT BLAIR, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES
SUBJECT: CONTRACT FOR INCREASE REGISTRATION IN THE OHIO ORGAN, EYE AND TISSUE DONOR
REGISTRY

Attached are pages 2 and 3 to this contract. Remove these pages from the existing contract and replace with the attached pages on the effective and/or revision date.

This amendment is issued to update the budget allocation increase for year two of the contract.

All other prices, terms and conditions remain unchanged.

This Amendment, the main Requirements Contract and any additional amendments thereto are available from the DAS Web site at the following address:

<http://www.ohio.gov/procure>

Affected Contractor(s):

93031
Fahlgren Mortine
4030 Easton Station, Suite 300
Columbus, OH 43219
Brent.holbert@fahlgren.com

COST SUMMARY

INCREASE REGISTRATION IN THE OHIO ORGAN, EYE AND TISSUE DONOR REGISTRY

CSP902815

UNSPSC CATEGORY CODE: 8210800

**BUDGET: \$900,000.00 YEAR ONE, \$1,200,000 YEAR TWO

OFFEROR: Fahlgren, Inc. (DBA Fahlgren Mortine)

OAKS ITEM ID: 19497

Description	Annual Cost
Budget narrative and budget costs to provide work and deliverables to Increase Registration in the Ohio Organ, Eye and Tissue Donor Registry as outlined in the RFP and Scope of Work.	
Year One	
Creative Development – Production costs associated with developing new television creative, Internet display advertising creative and approximately 8-10 guerilla videos	\$75,000 - \$150,000 *
Media Buy – Purchase of paid media (which may include television air time and web banner placements) with general and target audiences described in Work Plan)	\$530,000 - \$605,000
Out-of-pocket expenses – Telephone, postage, travel, collateral production (such as posters), direct expenses related to guerilla marketing	\$20,000
Agency Time – Billable time spent planning, executing and managing media buy; developing creative television and Internet banner campaigns; developing testimonial and guerilla videos; managing social media presences and campaigns conduction outreach to potential partners: guerilla tactics and other tactics mentioned in the Work Plan	\$200,000
Pro-bono Agency Time – Extension of Agency Time described above, performed at agency cost.	\$50,000 (Donation of 25% billable agency time. Not to be billed.)
Offeror's Total "Not to Exceed" cost	\$900,000

Year Two	
** Creative Development – Production costs associated with developing new television creative, Internet display advertising creative	\$100,000 - \$150,000 **
Media Buy – Purchase of paid media (which may include television air time and web banner placements) with general and target audiences described in Work Plan)	\$830,000 - \$880,000 **
Out-of-pocket expenses – Telephone, postage, travel, collateral production (such as posters), direct expenses related to guerilla marketing	\$20,000
Agency Time – Billable time spent planning, executing and managing media buy; developing creative television and Internet banner campaigns; developing testimonial and guerilla videos; managing social media presences and campaigns conduction outreach to potential partners: guerilla tactics and other tactics mentioned in the Work Plan	\$150,000
Pro-bono Agency Time – Extension of Agency Time described above, performed at agency cost.	\$37,500 (Donation of 25% billable agency time. Not to be billed.)

*Creative Development cost will vary based on approved creative direction and number of spots / videos produced. Agency to balance costs with Media Buy budget to ensure final cost does not exceed \$900,000.

All costs must be in U.S. Dollars.

**Denotes budget allocation increase for year two with amendment 1.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

CONTRACT NO: CSP902815-1 *



0000093031

DELIVERY: As specified

Fahlgren Mortine
4030 Easton Station, Suite 300
Columbus, OH 43219

TERMS: Net 30 Days

CONTRACTOR'S CONTACT: Brent Holbert, CFO

Telephone (614) 383-1623
Fax (614) 383-1501
Email Brent.holbert@fahlgren.com

*SUMMARY OF AMENDMENTS

Amendment Number	Effective Date	Description
1	07/01/15	Increase in appropriation budget for year two of the contract.

*Denotes removal of expiration date and addition of Summary of Amendments with amendment 1.