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

MANDATORY USE CONTRACT FOR: INCREASE REGISTRATION IN THE OHIO ORGAN, EYE AND TISSUE DONOR REGISTRY

CONTRACT NUMBER: CSP902815

EFFECTIVE DATES: 07/21/14 TO 06/30/16
* Renewal through 06/30/17

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP902815 that opened on 06/06/14. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Department of Health (ODH) as applicable.

The agency is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:

www.ohio.gov/procure

*Denotes contract renewal with amendment 2.

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

*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.

Year Two and Year Three	
** Creative Development – Production costs associated with developing new television creative, Internet display advertising creative	$100,000 - $150,000 per year **
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 per year **
Out-of-pocket expenses – Telephone, postage, travel, collateral production (such as posters), direct expenses related to guerilla marketing	$20,000 per year **
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 per year **
Pro-bono Agency Time – Extension of Agency Time described above, performed at agency cost.	$37,500 per year ** (Donation of 25% billable agency time. Not to be billed.)

All costs must be in U.S. Dollars.

**Denotes budget allocation for year two and year three with amendment 2.

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

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*SUMMARY OF AMENDMENTS

Amendment Number	Effective Date	Description
2	07/01/16	Contract renewal for twelve months, 07/01/16-06/30/17 and add year three budget.
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.