


## RFP Cover Sheet

<b>Offeror's Name:</b>	Katie Schibler & Associates, LLC d/b/a KSA Marketing
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RFP Information	
Title of RFP:	Educational Videos
RFP Number:	EERMC-2021-01

Offeror Information	
Legal Name of Offeror:	Katie Schibler & Associates, LLC
Type of Entity (i.e. corporation, partnership, sole proprietorship):	Limited Liability Company
Mailing Address of Primary Place of Business:	3351 Post Road Warwick, RI 02886
Phone Number:	401-681-4900
Website:	teamksa.com

Contact Person for the Offeror	
Name:	Katie Schibler Conn
Title:	Founder
Mailing Address:	3351 Post Road Warwick, RI 02886
Phone Number:	917-664-9340
Email Address:	katie@teamksa.com

  
 \_\_\_\_\_  
 Signature of Authorized Person

3/1/2021  
 \_\_\_\_\_  
 Date

Kathryn A. Schibler Conn, Founder  
 \_\_\_\_\_  
 Printed Name, Title



kick-ass marketing for bold brands [teamksa.com](http://teamksa.com)

3351 Post Road  
Warwick, RI 02886  
401.681.4900

Technical Proposal  
Educational Videos RFP  
RFP #EERMC-2021-01  
March 1, 2021

Prepared for:



STATE OF RHODE ISLAND  
**ENERGY EFFICIENCY &  
RESOURCE MANAGEMENT COUNCIL**

### Primary Contact

Katie Schibler Conn, Founder  
[katie@teamksa.com](mailto:katie@teamksa.com)  
(m) 917-664-9340

### Secondary Contacts

Megan Keating, Executive Assistant  
[megan@teamksa.com](mailto:megan@teamksa.com)  
(m) 857-265-6519

Karen Jedson, Account Director  
[karen@teamksa.com](mailto:karen@teamksa.com)  
(m) 401-741-4433

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## A. Overview

You are part of a bold industry. We are a bold agency.

We know that energy efficiency and resource management is a complicated story to tell. We know that organizations such as the Rhode Island Energy Efficiency and Resources Management Council have a difficult myriad of stakeholders and audiences to engage. We recognize that authentic, engaging and relevant stories require a simple message.

To do this project right you need a partner who is tenacious with details and data, passionate about climate change and energy change management and capable of managing projects in the most efficient manner to deliver kick-ass results.

Based in Warwick, KSA Marketing creates content and campaigns for bold brands. Founded in 2011, we have steadily grown year over year, referral by referral, to a staff of fifteen employees and a dedicated roster of subject-matter expert subcontractors. For video filming and production, our preferred subcontractor is Firesite Films who is included in this RFP.

Over the past few years KSA and Firesite have successfully collaborated on several projects. As a result of the strong connection between Team KSA and the Firesite Tribe, Alec Asten joined KSA in 2021 as a part-time Creative Director and is helping us to build out our in-house editing capabilities. This RFP comes at a perfect point in time as KSA continues on our growth trajectory with the intent of moving video production to an in-house capability over the next few years.

KSA is a certified Women's Business Enterprise (WBENC), Women-Owned Small Business (WOSB) and WBE in the State of Rhode Island. KSA Marketing + Firesite welcomes the opportunity to partner with the Rhode Island Energy Efficiency and Resources Management Council for the Educational Videos RFP.

**As an agency, KSA is uniquely positioned to serve the diverse needs of the State of Rhode Island and the EERMC, offering:**

1. Decades of video storytelling and production experience ranging from global giants such as PepsiCo to local legends such as Lifespan, the Gloria Gemma Breast Cancer Foundation, and the Newport Middletown Howard Johnson
2. Deep experience marketing workforce and economic development programs, business-to-business programming and public events



3. Our “Hero’s Journey” 3-stage strategic framework, a process that blends the science of marketing with the art of storytelling

To accomplish the needs outlined in the RFP and to do this right requires a financial investment on behalf of the EERMC. Quality video production costs on average range from \$2,500 - \$5,000 per finished minute of edited footage. To create videos that have longevity as well as diversity, we recommend a mix of animation + live action. Live action footage would utilize documentary style interviews as well as action footage featuring professional models to ensure a diverse cast.

Perhaps more importantly, producing content at scale is best accomplished with proper discovery and research. To approach this project, we would create robust outlines of data and talking points in advance of scripting and storyboarding. As such our proposal includes utilizing our data immersion designer to review and compile data from existing reports and research, as well as conducting preliminary interviews with stakeholders to identify personalities for filming. KSA would also conduct a virtual 2 hour workshop with the EERMC staff and/or consultant team to identify meaningful themes and messages to incorporate into the videos.

Lastly, it should be noted that KSA intends to submit a bid for the Public Education Events & Outreach RFP as well. In the event KSA is selected for both projects, cost savings from both budgets could be recognized and negotiated prior to final contracting.

We are ready to help the Rhode Island EERMC and the state deliver on your energy goals for 2021.

Thank you in advance for your time and consideration.

Warmly,

Katie Schibler Conn

Founder, KSA Marketing

## B. Work Plan

Each organization is different, and each marketing strategy should be unique. KSA's process for creating bold content and campaigns follows the proven storytelling framework of the Hero's Journey. To deliver on the Scope of Work outlined our plan would follow the Hero's Journey process and would be delivered in phases as outlined below.

Throughout the project you can expect the following from us:

- Kick-off and goal setting meeting at the project beginning
- Monthly status calls conducted over zoom with key stakeholders and staff
- Written bi-weekly status reports
- Pre-production calls prior to every video shoot
- One round of approvals throughout the creative development process including
  - Video outlines
  - Written scripts
  - Storyboards
  - Rough cut video edits
  - Final video edits

Karen Jedson, our account director, and our campaign coordinators Amelia Oates and Olivia Marcello will serve as day-to-day contacts throughout the entire project from April - December 2021.

### **Stage 1: Discovery + Planning**

*Timing: April*

In marketing, trying to appeal to everyone is a recipe for disaster.

A lot of organizations have a hard time defining their target market. They try to appeal to everyone and usually end up appealing to no one in particular. While the RFP calls for videos that appeal to the general public, we recommend starting with proper research and discovery to identify priority targets within the general public who will be our content champions.

Doing so will prevent wasting money on advertising that doesn't work and burning through cash with tactics that aren't relevant in the long run.

We help organizations such as EERMC define their target markets and create marketing messages that are tailored specifically to meet their objectives. Storytelling for complex and technical topics such as energy efficiency and delivery require upfront research, outlines and concepting to ensure an efficient production process.

Phase 1 would include the following steps:

- Kick-Off Meeting & Goal Setting
- Review of existing materials, reports and research
- Stakeholder Interviews
- 3 hour planning workshop
- Narrative concepting
- Content outlines for each of the eleven videos

The goal is to make sure we see where you are, to know exactly where to go and how the videos will help to get there while getting stakeholder buy-in along the way.

## **Stage 2: Storytelling**

*Timing: May*

KSA Marketing has over 20+ years of hands-on marketing experience and video production under our belt. We can develop and execute a successful marketing campaign with minimal effort on your part.

We have worked with many different types of businesses and industries over the years, so no matter what your needs, we can create and execute a compelling story and narrative that engages your audience.

Once the research and discovery is complete with an outline prepared for each video, we will begin writing scripts for client approval. Once the scripts are approved, KSA will create storyboards and mood boards to secure alignment with our creative vision.

Lastly, the EERMC will be provided with an overview of all production details including casting, locations, shot lists, interview questions and more. A pre-production meeting will be coordinated of which EERMC is welcome to join. Copies of production books and timelines will be provided for approval as well.

Here are the services that included in this phase:

- Script writing

- Storyboards
- Pre-production planning
- Location scouting
- Casting
- Timelines and Production books

### **Stage 3: Production**

*Timing: May - October*

We have budgeted for up to five live action shoots for this project, currently planned to take place as follows:

- End of May/early June
- July
- August
- Early September
- Early October

Shooting from early summer through fall provides ample color and seasonality to capture footage. We anticipate organizing shoots to support:

- (2) Interview shoots: capturing interviews with key stakeholders
- (1) Live action shoot on location with talent: capturing key shots with diverse models/talent
- (2) Location shoots: solar + wind sites throughout the state

KSA has budgeted for professional talent and models for the live action shoot, which would be sourced through Donahue Models (WBE, DBE).

### **Stage 4: Post-Production**

*Timing: June - December*

Arguably the hardest part of the project will be managing the post-production budget in terms of time and resources. KSA is committed to strong pre-production client alignment to ensure a smooth post-production process.

Our initial planning for this project would prioritize editing of the requested videos to gain early sign-off of a concept video that would leverage a combination of live action + animation, such as “The Natural Gas System - from generation to your home or business.”

We anticipate most videos will leverage a combination of live action and animation similar to the way Firesite Films produced a video for [Fell's Pointe](#). Additional animation references for style can be seen in this video for [Cigna](#).

## C. Company Profile

KSA Marketing is a marketing agency with ingenuity in archetype-led branding, maximizing media spend and crafting integrated creative campaigns. But most of all, we're there for clients.

### Our client experience includes:

- **Economic + Workforce Development:** MassHire Advanced Manufacturing Consortium, Rhode Island Nursery Landscape Association, Rhode Island Commerce, SCORE Rhode Island
- **Destination + Tourism:** City of Warwick, Newport Howard Johnson, the Gamm Theatre, Trinity Rep, SpringHill Suites, Margin Street Inn, Warwick Center for the Arts, BoldrDash, McGraff Clambakes, Brainweek Rhode Island
- **Legacy Brands:** PepsiCo, Ocean State Harley Davidson, Scialo Bros. Bakery, Stanley's Burgers, American Mussel Harvesters, Reade Advanced Materials
- **Education:** Saint Anselm College, New England Institute of Technology Center for Technology + Industry, Association of Athletic Training Education

### Statistics:

- Established in 2011
- Staff of fifteen and growing
- Brand archetypes lead our strategic approach
- Digital and traditional media expertise
- Campaign delivery from inception through execution
- Headquartered in The Tide Mill, the oldest building in Warwick, RI
- Longest standing client relationship: 10 years (PepsiCo)
- Average client contract length: 3-5 years

### Certifications:

- Women Business Enterprise (WBENC)
- Woman Owned Small Business (WOSB)
- Rhode Island WBE
- Goldman Sachs 10,000 Small Businesses alumni

### Memberships/Associations:

- Central RI Chamber of Commerce
- Employers Association of New England
- Advertising Marketing Professionals of Rhode Island (AMP-RI)
- Forbes Agency Council

## D. Relevant Experience

**Brain Week:** Over the past 3 years, KSA has led a website refresh, event promotions, social media strategy and content creation. In 2020 KSA prepared a video production guide for the non-profit, consulting with college students to create user generated video content to support their social media needs.

**PepsiCo:** Since 2011, KSA has been PepsiCo's go-to partner to deliver its most complicated, integrated marketing partnerships on a national and global scale. KSA helps oversee the development and implementation of all creative elements from retained PepsiCo agencies, managing approvals, production and implementation with talent, properties and strategic partners. Over 10 years, KSA has led the talent management side of video production for more than 75 videos including the 2021 global star-studded football commercial [Fizz To Life](#) currently dominating media headlines worldwide. Case study is [here](#).

*"KSA is an outstanding global partner for PepsiCo. They are highly collaborative, hugely dedicated, and very agile...all helping us deliver highly complex global programs." Adam Warner | Senior Director | Global Sports Marketing | PepsiCo*

**Reade Advanced Materials:** As a 400-year-old company, Reade came to KSA looking for ways to create deeper engagement among its customers, increase online RFQ inquiries and attract new audiences. KSA conducted a deep audit of their website, social and email analytics, as well as the effectiveness of their paid advertising. Using insights from the 80-page audit, KSA then rolled out a quarterly marketing plan to achieve short-term results and insights, while developing a 3-year marketing roadmap and brand strategy in parallel. Case study is [here](#).

**reMAke 4.0/MassHire:** KSA was challenged with creating a unifying brand designed to break down stereotypes of manufacturing and attract the next workforce generation to pursue careers in an industry sector critical to the future of Massachusetts on an

extremely tight timeline of three months from contract award to brand launch. reMAke 4.0 represents a consortium of 14 public-private partnerships in government, education, and manufacturing employers. Our ability to drive consensus, alignment, and support stakeholder sell-in was critical to the initial tight timeline. Our work continues to date running paid advertising, creating social content and managing the ever-expanding website. Case study is [here](#).

**Rhode Island Commerce Technical Assistance:** In November & December 2020, KSA provided marketing technical assistance to businesses and organizations in Tourism + Destination severely impacted by COVID. KSA produced and conducted three marketing summits, regular office hours, 1:1 consulting for over 90 businesses, conducted 11 paid marketing campaign sprints and created a 100+ page Recovery toolkit distributed to participating businesses. Case study is [here](#).

**Rhode Island Nursery & Landscape Association (Kingston, RI, trade association):** RINLA needed to increase industry interest among High School and College students for the first registered apprenticeship program in the plant-based industry. At the same time they needed to educate parents on the breadth of meaningful careers and the opportunity agricultural careers offer. KSA was hired to create a brand platform, messaging and marketing strategy to target younger audiences. As a result of our work, KSA and RINLA briefed Gnarly Bay Films to create a series of [video content](#) for paid and organic social media ads.

## E. Examples of Prior Work:

Below are examples of KSA + Firesite collaborations:

**Newport Middletown Howard Johnson Inn:** At the end of 2020, the Newport HoJo received a RI HArT (Hotels, Arts and Tourism) grant to prevent the closure of local businesses and create strong local community partnerships. They quickly created an incentive program for a \$100 gift card to area restaurants with any two night booking until the end of February. With only two weeks to concept, plan and shoot video content, the KSA team and Firesite pulled together a two day shoot at the Inn to capture enough footage to support not only the campaign, but also future campaigns for the rest of 2021. Editing took place in early January with commercials rolling on digital channels and ABC 6 by January 17th, 2021.

Videos produced included:



- Staycation :[30](#)
- Playcation :[15](#)
- Work Destination :[30](#)

**Lifespan/Hasbro Children’s Hospital:** KSA’s extensive experience working with celebrities and talent led to an engagement with Lifespan for their 2019 capital campaign *Every Child, Every Day*. KSA was hired to concept, script, produce and direct a series of video content featuring then Patriots kicker Stephen Gostkowski. Our creative director Alec Asten served as the executive producer of the shoot, overseeing the in-house video production crew at Lifespan who filmed and edited the final spots including a full length [promotional video](#) as well as social media [content](#).

**Gloria Gemma Breast Cancer Resource Foundation (Pawtucket, RI, nonprofit):** KSA conceptualized, scripted and produced Erica’s Story in partnership with Firesite Films.

- Watch the award winning video [here](#)
- 2018 Platinum Winner, AVA Digital Awards

## F. References:

Below are active client references which you have KSA’s permission to contact:

Karen Blomstedt  
 General Manager  
 Newport Middletown Howard Johnson Inn  
 401-849-2000 ext. 316  
[manager@newporthojo.com](mailto:manager@newporthojo.com)  
 Length of Relationship: November 2020 - present

Kelley French  
 Deputy Director, Masshire/reMAke 4.0  
 978-786-9634  
[kfrench@masshirenorthcentralwb.com](mailto:kfrench@masshirenorthcentralwb.com)  
 Length of Relationship: 2019 - present

Steven H. Kitchin  
 Vice President  
 Corporate Education and Training, New England Institute of Technology  
 401-739-5000  
[skitchin@neit.edu](mailto:skitchin@neit.edu)

Length of Relationship: 2019 - present

Christine Smith

Managing Director, Innovation

Rhode Island Commerce Corporation

[christine.smith@commerceri.com](mailto:christine.smith@commerceri.com)

401-278-9197

Length of Relationship: 2020 - present

## G. Staff and Subcontractors

KSA staff to be involved:

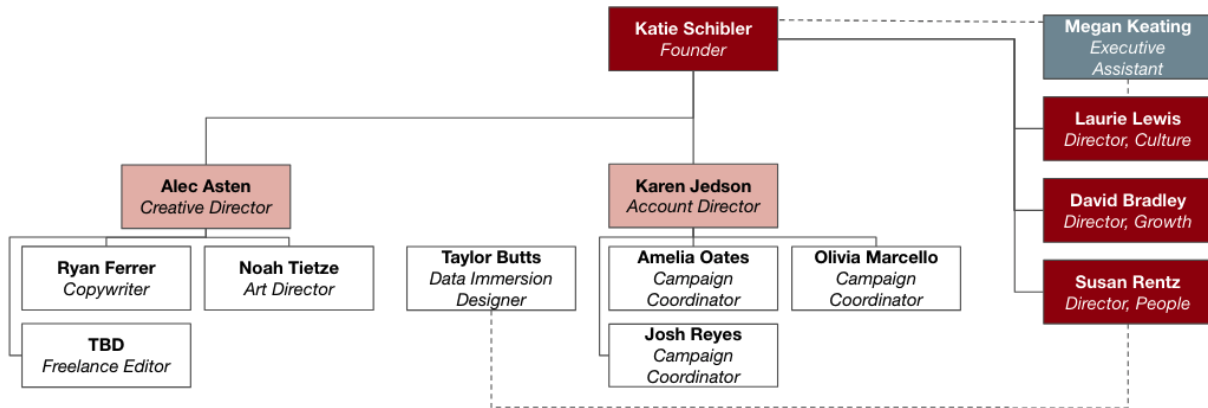
- Karen Jedson, account director
- Alec Asten, creative director
- Laurie Lewis, director of culture + operations
- Susan Rentz, director of talent + quality
- David Bradley, digital strategist
- Taylor Butts, data immersion designer
- Amelia Oates, campaign coordinator
- Olivia Marcello, campaign coordinator
- Joshua Reyes, campaign coordinator
- Noah Tietze, art director (freelance)
- Ryan Ferrer, copywriter
- TBD, video editor (freelance)

Subcontractors:

- [Firesite Films](#), video filming + equipment rentals
- [Donahue Models](#), talent/models (if needed)

## H. Staff Responsibilities

The proposed staffing structure for the video production is as follows:



### KSA Staff Responsibilities:

**Karen Jedson, account director:** strategic lead, responsible for leading engagement with senior EERMC stakeholders and driving overall strategy

**Amelia Oates/Olivia Marcello, campaign coordinators:** day-to-day communication and project management, internally and externally. Responsible for driving timelines, coordinating project details, preparing written recaps and reports.

**Joshua Reyes, campaign coordinator:** assistance with research, project organization and script outlines

**Taylor Butts, data immersion designer:** leads all research, stakeholder interviews and discovery

**Alec Asten, creative director:** executive producer leading all concepting and creative direction, storytelling, cinematography and video production.

**Ryan Ferrer, copywriter:** concepting and scriptwriting

**Noah Tietze, art director:** concepting and storyboards

**Susan Rentz:** oversight of project management and quality control

**David Bradley:** assistance with stakeholder interviews, discovery and strategy

**Laurie Lewis:** contracts, compliance and billing

### **Subcontracting Responsibilities:**

**Firesite Films:** provides all filming equipment, videographers and production of live action video

**Donahue Models:** casting and hiring of professional models for live action shoots (if needed)

### **I. Staff Experience**

KSA has a passionate, agile team inclusive of senior subject matter experts and execution specialists versed in connecting digital and traditional channels.

### **Leadership Team**



**Katie Schibler Conn** A classically trained marketer and founder of KSA, Katie has 20+ years of agency experience leading integrated marketing initiatives for global brands such as Pepsi, SKYY Spirits, and PlayStation. Katie is an industry leader, delivering complex marketing campaigns and forging meaningful business-to-business marketing partnerships with a focus on workforce development. Katie is a past president of the Association of Marketing

Professionals of RI (AMP-RI), a member of the Forbes Agency Council, and an alumna of the Goldman Sachs 10,000 Small Businesses program.



**David Bradley Author**, managing director of Bbg, Inc., founder of Consulting MBA, and strategic advisor to KSA Marketing, David is a professor of marketing – both literally and figuratively. He’s a strategic simplifier, finding the most effective means while efficiently reaching goals. He has authored two books on digital strategy and has been retained by a variety of organizations, from startups to Fortune 100s. Expansive thinking, cross-disciplinary understanding, and strategic perspective married with an

insatiable curiosity keep David keenly aware of and engaged by his clients unique circumstances, and ready to develop action plans. He received his M.B.A. from Providence College, has had his books used in undergraduate and graduate classrooms, and has taught over 11,600 students virtually and at his undergraduate alma mater, Rhode Island College.



A born and raised Rhode Islander, **Karen Jedson** has 30+ years of experience in the marketing industry. Karen is an experienced leader with a proven track record working with government officials, local community leaders, and tourism development practitioners. She has exceptional skill in public relations, economic development, and events promotion developed through her accomplished career in tourism and economic development. Karen previously served as Director for Tourism, Culture and

Development for the city of Warwick, Rhode Island, was a member of the Northeast Economic Development Association and Discover New England, and sat on several statewide boards and commissions, including the Providence Warwick Convention & Visitors Bureau where she served as the Marketing Chairperson.



Jedson joined KSA full-time in 2020 as the Director of Media Relations, using her marketing expertise to handle all of KSA's public relations, hospitality and economic development-related clients, while growing and developing her team.



**Laurie Lewis** Laurie has 30+ years of experience in administration, management, and operations. She oversees KSA's day-to-day operations, financial management, and is in charge of nurturing our agency culture through staff development, team bonding and value-driven leadership. For over five years, Laurie has been instrumental in the agency's growth and is the glue that keeps it together.



**Alec Asten** has been a beloved subcontractor and creative director for over five years. In 2021, Alec joined our team as a part-time creative director while continuing to remain the owner of Firesite Films, LLC a production company specializing in the creation of digital media content based in Noank, CT.

Over the past twenty-five years, Alec has won numerous awards as a commercial / music video director, documentarian and narrative filmmaker. Alec's fascination with cinematic storytelling evolved at the age of twelve, while tinkering with his fathers 8mm camera. He graduated from the University of Bridgeport's Department of Cinema and Television with a BFA in Cinema.

Alec spent time as a freelance director in New York, Washington DC, Maine and Vermont before moving back to Connecticut to become a staff director/editor at Sonalysts Studios in Waterford, Connecticut. His client experience includes Harley Davidson, the History Channel, the Discovery Channel, Mohegan Sun Casino, Deepwater Wind, the Newport Historical Society, Cigna, the Pequot Museum, Hasbro, CVS, Anchor Bay Entertainment, and many others have trusted Alec and his team to handle their video production needs.

### **Relevant Staff Bios:**

**Taylor Butts, data immersion designer:** Taylor is a data driven marketer who makes decisions based on evidence gathered from research and experimentation. His approach to marketing fuses creativity and analytics in order to ensure any solutions served to clients will not only be original and inspired, but also successful in their implementation and execution.

**Amelia Oates, campaign coordinator:** Amelia graduated in May from Fairfield University with a B.A. in Public Relations with minors in Communication, Marketing, and International Studies. She started as a KSA summer intern in 2018 and has since officially joined the team. Amelia contributes strategy and writing skills and helps manage the workflow for campaigns for the New England Institute of Technology, the Association of Athletic Training Education, the Newport Middletown Howard Johnson and Rhode Island Commerce.

**Olivia Marcello, campaign coordinator:** Olivia joined the KSA team during the COVID-19 pandemic. She graduated from Emmanuel College where she was a member of the Women's Lacrosse team (Go Saints!). After graduating, she took a job at Clark University working in their Athletics Department, covering all 17 of their Varsity Programs. She only works to fund her chocolate and travel addictions and is always dreaming of a new place to visit.

## **J. Closing Statement**

In summary, KSA Marketing in conjunction with Firesite Films welcomes the opportunity to work with the Rhode Island Energy Efficiency and Resources Management Council. We are passionate about the state of Rhode Island,



sustainability and climate change and the economic impact of the Blue-Green economy.

We are confident we have the talent, resources and grit to successfully deliver a compelling narrative and high-quality content to meet your marketing goals. As an agency we are committed to transparency and tenacity when it comes to our client partnerships, which we strongly believe will be necessary to successfully deliver a project of this scale by the end of 2021.

*Legal and liability statements:*

- *KSA has no known conflicts of interest*
- *KSA has never been nor is currently involved with any litigation*
- *KSA Marketing nor its employees or subcontractors are under investigation nor have been found liable or convicted*

## ISBE Proposal – List of ISBEs Page

<b>Offeror's Name:</b>	Katie Schibler & Associates, LLC d/b/a KSA Marketing
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Please see Sections 1.5, 1.6, 1.7, 3.6, 3.7, and 3.8 of the RFP for additional information.

<b>Is the offeror a State certified ISBE (MBE, WBE or Disability Business Enterprise):</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
	If YES, provide the total dollar amount representing work that will be done by the offeror: <p style="text-align: right; margin: 0;"><b><u>\$ 116,600.00</u></b></p>	

<b>Identification of ISBE Subcontractors (Please add rows as necessary)</b>		
ISBE Subcontractor's Name	ISBE Mailing Address, Email Address, and Phone Number	The total dollar amount representing work that will be done by the ISBE Subcontractor
Firesite Films	38 Bayside Avenue Noank, CT 06340  Tel: 646-860-8045 email: alec@firesitefilms.com	\$ <u>8,750.00</u>
Donahue Models	63 Sockanosset Crossroads Cranston, RI 02920  Tel: 401-353-4940 email: info@donahuemodels.com	\$ <u>9,000.00</u>
		\$ _____

# ISBE Proposal – Participation Rate and Signature Page

Offeror's Name:	Katie Schibler & Associates, LLC d/b/a KSA Marketing
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A. Total amount of dollars representing work that will be done by the ISBEs:	\$ <u>116,600.00</u>
B. All-Inclusive Price Listed in the Cost Proposal:	\$ <u>135,350.00</u>
ISBE Participation Rate (=A/B):	<u>86.15</u> %

K. Schibler Conn  
Signature of Authorized Person

3/1/2021  
Date

Kathryn A. Schibler Conn, Founder  
Printed Name, Title

## Cost Proposal - Task Sheets

<b>Offeror's Name:</b>	Katie Schibler & Associates, LLC d/b/a KSA Marketing
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**Task Sheets.** Please add or delete rows for team members and add or delete task tables as needed.

<b>Task 1: Discovery + Storytelling</b>			
<b>Labor Costs</b>			
Subcontractor or Team Member Name and/or Job Title	Hourly Rate	Estimated Hours	Evaluated Price (Hourly Rate * Estimated Hours)
Campaign Coordinator	\$90.00	50	\$4,500.00
Account Director	\$125.00	20	\$2,500.00
Data Immersion Designer	\$105.00	75	\$7,875.00
Creative Director	\$150.00	20	\$3,000.00
<b>Additional expenses that are not included in hourly rate</b>			
<b>Description of Expense</b>			<b>Price</b>
April - May 2021 / Kick-off Meeting, Existing materials and research review / 2-hour Joint Concept Workshop / (11) Script outlines			
<b>Total Task Price:</b>			<b><u>\$17,875.00</u></b>



## Cost Proposal - Task Sheets

<b>Offeror's Name:</b>	Katie Schibler & Associates, LLC d/b/a KSA Marketing
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**Task Sheets.** Please add or delete rows for team members and add or delete task tables as needed.

<b>Task 2: Pre-Production</b>			
<b>Labor Costs</b>			
Subcontractor or Team Member Name and/or Job Title	Hourly Rate	Estimated Hours	Evaluated Price (Hourly Rate * Estimated Hours)
Campaign Coordinator	\$90.00	30	\$2,700.00
Account Director	\$125.00	10	\$1,250.00
Copywriter	\$100.00	35	\$3,500.00
Art Director/illustrator	\$125.00	25	\$3,125.00
Creative Director	\$150.00	20	\$3,000.00
<b>Additional expenses that are not included in hourly rate</b>			
Description of Expense	Price		
Timing: May			
(11) written scripts with 2 rounds of revisions			
(11) storyboards with 1 round to final			
Pre-production coordination and project Management			
Location scouting			
<b>Total Task Price:</b>	<b><u>\$13,575.00</u></b>		

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**Task Sheets.** Please add or delete rows for team members and add or delete task tables as needed.

<b>Task 3    Production</b>			
Labor Costs			
Subcontractor or Team Member Name and/or Job Title	Hourly Rate	Estimated Hours	Evaluated Price (Hourly Rate * Estimated Hours)
Campaign Coordinator	\$90.00	35	\$3,150.00
Creative Director	\$150.00	20	\$3,000.00
Videographer (Firesite Films)	\$125.00	35	\$4,375.00
Grip (Firesite Films)	\$125.00	35	\$4,375.00
Models (Donahue Models)			
Additional expenses that are not included in hourly rate			
Description of Expense			Price
Timing: May (11) written scripts with 2 rounds of revisions (11) storyboards with 1 round to final			
Pre-production coordination and project Management Location scouting			
Models – Donahue Models			\$9,000.00
<b>Total Task Price:</b>			<b><u>\$23,900.00</u></b>

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**Task Sheets.** Please add or delete rows for team members and add or delete task tables as needed.

<b>Task 4 Post-Production</b>			
<b>Labor Costs</b>			
Subcontractor or Team Member Name and/or Job Title	Hourly Rate	Estimated Hours	Evaluated Price (Hourly Rate * Estimated Hours)
Campaign Coordinator	\$90.00	100	\$ 9,000.00
Creative Director	\$150.00	75	\$11,250.00
Account Director	\$125.00	40	\$ 5,000.00
Freelance Video Editor @ KSA	\$125.00	350	\$43,750.00
<b>Additional expenses that are not included in hourly rate</b>			
Description of Expense			Price
Timing: May (5) Shoots			
Music Licenses			\$10,000.00
<b>Total Task Price:</b>			<b><u>\$79,000.00</u></b>



## Cost Proposal - All-Inclusive Price and Signature Page

Offeror's Name:	Katie Schibler & Associates, LLC d/b/a KSA Marketing
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**One All-Inclusive Price.** This number represents the sum of all total task prices and any other costs and expenses charged to EERMC.

<b>All-Inclusive Price:</b>	<b><u>\$134,350.00</u></b>
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Signature of Authorized Person

3/1/2021  
Date

Kathryn A. Schibler Conn, Founder  
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Printed Name, Title