



CONFIDENTIAL

ATTACHMENT H COST PROPOSAL

NOTE TO ALL PROPOSERS: THE COST PROPOSAL MUST BE SUBMITTED IN A SEPARATE AND LABELED SEALED ENVELOPE AND ATTACHED TO THE ORIGINAL PROPOSAL. PROPOSERS SHOULD ONLY SUBMIT ONE ORIGINAL OF THE COST PROPOSAL (NO COPIES ARE REQUIRED).

Each Proposer must complete the cost proposal stating the commission percentage (Commission Percentage) for the services stated in the RFP. Each Commission Percentage field must be completed with a value. Each field value amount must be greater than zero. "Not applicable" and "n/a" are not acceptable responses.

Please refer to the attached FY23 Media Flowchart (Attachment J) for an estimate of the media services that will be required to service this account. The Texas Lottery's actual needs may vary from the sample media flowchart. The Commission Percentage must include all direct and indirect costs, including all expenses associated with providing Contract services, e.g., salaries, overhead, general, and administrative expenses (including mail, shipping, invoice preparation, etc.) and profit.

Media placement, out-of-home production (RFP Section 7.8), sponsorship fee (RFP Section 7.10), conventions and meetings (RFP Section 7.11) and goods and equipment (RFP Section 7.9) will be reimbursed at net cost with no mark-up. The Commission Percentage is applicable to net cost.

The Texas Lottery will not pay travel time or separately reimburse any travel expenses, overnight stays, or per diem for, or resulting from, travel to and from Austin, Texas. For any travel request outside of Austin, Texas, deemed reasonable and necessary by the Texas Lottery, the Texas Lottery will reimburse the Successful Proposer in accordance with the RFP and Texas State Travel Guidelines and per diem rates. All travel requests must be pre-approved by the Texas Lottery.

Commissions Percentage: State the proposed commission rate at various expenditure levels. State the rate as a percentage, with the percentage lower for each successive increase billings amount.

The Commission Percentage should not go beyond the second (2) decimal places (to the hundredth decimal place) for Advertising Media Services.

Billings up to \$11,000,000	_____	% per fiscal year
Billings from \$11,000,001 to \$16,000,000	_____	% per fiscal
year Billings from \$16,000,001 to \$21,000,000	_____	% per
fiscal year Billings over \$21,000,000	_____	% per fiscal year



Offered Options

Proposers are not required to submit specifications and pricing for Offered Options. However, if any options are offered, the cost or fee shall be listed in this section.

A handwritten signature in blue ink, appearing to read "Alejandro Ruelas".

(signature of person authorized to contractually bind the Proposer)

Alejandro Ruelas

(printed name)

Founder and CEO

(title)

November 1, 2022

(date)