
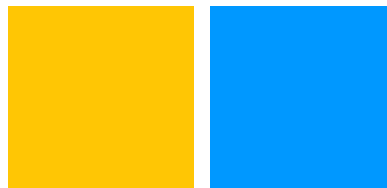
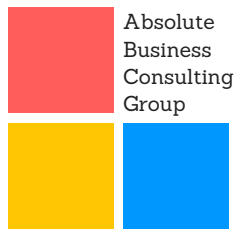

**PROPOSAL FOR PUBLIC RELATIONS AND
COMMUNICATIONS CONSULTING SERVICES**

**SUBMITTED TO
THE COUNTY OF HIDALGO, TEXAS - PRECINCT I**

 Absolute
Business
Consulting
Group





June 4, 2018

Mrs. Martha Salazar
Purchasing Agent
The County of Hidalgo, Texas
2812 S. US Business 281
Edinburg, Texas 78539

RE: Proposal for Public Relations and Communications Consulting Services for Hidalgo County Precinct I

Dear Mrs. Salazar:

Thank you for meeting with us this week and allowing us the opportunity to share the public relations services offered through Absolute Business Consulting Group (ABC). With more than 40 years' combined experience in the public and government arena, ABC's team has an extensive history of reputable public relations, marketing, media relations, and communications consulting services. We are confident that we can assist Hidalgo County Precinct I in meeting its goals to promote news, activities, education and awareness among Precinct I families, Hidalgo County, and throughout the broader community-at-large.

As such, we are pleased to submit this proposal for Public Relations Consulting Services, a service provided through ABC's awarded contract (Contract #170602 - Consulting and Other Related Services) through The Interlocal Purchasing System (TIPS), a national purchasing cooperative that offers access to competitively procured purchasing contracts to its membership. As you may be aware, members can procure directly from TIPS-awarded vendors through this awarded contract since the services have already been competitively bid. ABC's contract is valid through August 2020.

Please refer to the attached TIPS award letter and TIPS pricing sheet for Public Relations and Communications Consulting Services. Should you have any questions or require additional information, please do not hesitate to contact me at 956-343-0011 or via email at absolutergv@gmail.com.

Sincerely,

A handwritten signature in black ink that reads "Karina Cardoza". The signature is written in a cursive, flowing style.

Karina Cardoza, M.A.
Public Relations Consultant

PROJECT SUMMARY

Absolute Business Consulting Group (ABC) proposes to provide Public Relations and Communications Consulting Services to Hidalgo County Precinct I (Precinct) for purposes of promoting and marketing Precinct news, activities, and accomplishments within and among the Precinct I constituents, Hidalgo County, and the broader community-at-large.

SCOPE OF WORK

Under its TIPS-awarded contract for Public Relations and Communications Consulting Services, ABC will provide the following services to on an ongoing basis:

- Provide ongoing strategic public relations and communications consulting services to promote upcoming Precinct I projects;
- Work to inform the Precinct I community and constituents regarding safety and awareness, upcoming events, and community service projects;
- Assess communication needs and target audience(s);
- Work with client to develop and implement plans and processes to promote client's identified needs to target audience(s);
- Develop and implement public awareness and outreach strategies to increase awareness of client;
- Promote client's successes in community and beyond;
- Assist with creative digital and print content development, and marketing and promotional campaigns;
- Other related duties as assigned.

ABC will meet in person with Precinct I Commissioner and/or designee in person or via conference on a weekly basis for approximately 5 hours a week, for a total of approximately 20 hours a month; the remaining 20 hours under the retainer contract will be met through production of deliverables. All time will be documented and reported for accurate billing purposes.

DELIVERABLES

Project deliverables will be produced on an as-requested basis and may include a combination of any one or more of the following public relations and communications products and/or services:

- Newsletters (digital and/or print)
- Direct mail pieces
- Brochures
- Letters
- Remarks/Scripts
- Opinion editorials
- Invitations
- Reports
- Presentations
- Graphic design services
- Coordination of special events (press conferences, ribbon cuttings, State of the Precinct, etc.)
- Print, digital, and other advertising
- Media relations services, including press releases/media advisories/coordinating & scheduling media
- Print publications
- Social media posts
- Flyers, posters, etc.
- Public involvement
- Needs assessments, surveys, and reports
- Special projects
- Other types of deliverables as needed

**All deliverables can be bilingually produced (English and Spanish) at no additional charge.*

PROJECT COST

The TIPS-discounted pricing for members as listed in its catalog for services under Contract #170602, and ABC agrees to perform the aforementioned services and deliverables at an all-inclusive monthly rate not to exceed **\$4,500.00**.

Please refer to attached Certificate of Awarded Vendor and TIPS pricing catalog.

CERTIFICATE of AWARDED CONTRACT



Awards

**Absolute Business Consulting Group
for
Consulting and Other Related Services
Contract #170602**

Contract Effective Dates

**Year One – 8/24/2017 thru 8/23/2018
Year Two – 8/23/2018 thru 8/22/2019
Year Three – 8/22/2019 thru 8/27/2020**

**Contract will automatically renew on the contract date if both parties agree and the vendor has reported TIPS Sales during the previous 12 months.*

Dr. David Jitts

Executive Director
Region 8 ESC



Visit www.tips-usa.com for details on this Awarded Vendor

Absolute Business Consulting Group
TIPS Pricing for Services

	Service or Travel type or service component name	Description	Level	Fixed, Hourly or other measurable Unit Cost	Unit	% Disc	TIPS Price
1a	Public Relations and Communications Consulting Services	Provide ongoing strategic public relations services, including an initial assessment of communication needs and target audience(s); develop and implement plans and processes to promote client's identified needs to target audience(s); develop and implement public awareness and outreach strategies to increase awareness of client, and promote client's successes in community and beyond; develop marketing and promotional campaigns; assist with creative digital and print content development.	up to 40 hrs	\$5,000	month	10%	\$4,500.00