
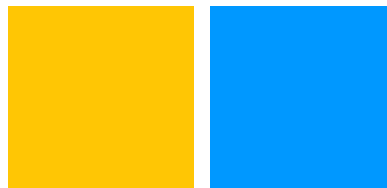


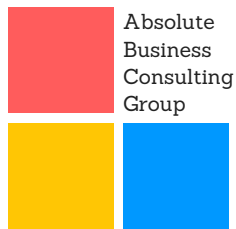
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**PROPOSAL FOR PUBLIC RELATIONS AND  
COMMUNICATIONS CONSULTING SERVICES**

**SUBMITTED TO  
THE COUNTY OF HIDALGO, TEXAS - PRECINCT 4**

 Absolute  
Business  
Consulting  
Group





October 15, 2018

Commissioner Joseph Palacios  
Hidalgo County Precinct 4  
The County of Hidalgo, Texas  
1051 N Doolittle Rd, Edinburg, TX 78542

RE: Proposal for Public Relations and Communications Consulting Services for Hidalgo County Precinct 4

Dear Commissioner Palacios:

Thank you for 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 4 in meeting its goals to promote news, activities, education and awareness among Precinct 4 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](mailto: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 4 (Precinct) for purposes of promoting and marketing Precinct news, activities, and accomplishments within and among the Precinct 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 Precinct;
- Work to inform Precinct community and constituents regarding Precinct upcoming events, accomplishments and projects;
- Assess communication needs and target audience(s);
- Work with Precinct to develop and implement plans and processes to enhance Precinct communications Precinct with target audience(s);
- Develop and implement public awareness and outreach strategies to increase awareness of Precinct services and activities;
- Promote client's successes in the media, community and beyond;
- Assist with creative digital and print content development, and marketing and promotional campaigns;
- Other related duties as assigned.

Services will be provided up to 40 hours per month and may include meeting with Precinct Commissioner and/or designee in person, via email or via conference call; meeting and/or event preparation and/or coverage; production of deliverables; graphic design services; writing/editing/publishing services; and/or a combination of all of the above. All time will be documented and reported for accurate billing purposes.

## SERVICES

Project services and deliverables may 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.
- Needs assessments, surveys, and reports
- Special projects
- Other types of relevant services and/or 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 “Public Relations and Communications Consulting” services and deliverables at an all-inclusive, discounted monthly rate of **\$4,500.00**. *(The TIPS pricing for this service includes a total of up to 40 hours per month, which translates to a discounted all-inclusive hourly rate of \$112.50/per hour.)*

Any work in excess of the specified hours per level per month will be charged under the separate TIPS-approved pricing catalog for services line item “General Consulting Services” at the hourly rate of \$175.

**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](http://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
16	General Consulting Services	Consulting services listed in catalog with a monthly fee base rate for a specific level includes up to the specified hours per month for identified service; any work in excess of the specified hours per level per month will be charged at the hourly rate of \$175. Any service outside the scope of the selected service but within this catalog of services can be included as an add-on service, but will be charged at the hourly rate of \$175.		\$175/hour		0%	\$175.00