

1GPA is pleased to announce that your company has been awarded a contract for the following products and/or services based on the proposal submitted to 1GPA for RFP# 22-06PV:

Commodity/Contract Title: Public Affairs & Government Relations Consulting

Contractor/Vendor: HighGround, Inc.

Contract Number: 22-06PV-04

Public Affairs Strategy & Elections Services: Public affairs and elections strategy engagement depend on whether the client would like to engage the firm through the call of the election or through the election itself. These contracts range from four to eight months with a monthly fee of \$3,000 to \$6,000 depending on the level of engagement.

Public Relations: Public relations engagement can range from ongoing interaction to crisis communication. The length of time and costs depend on the engagement and what degree that HighGround will be directly interacting with the media on the client's behalf. Public relations services can be offered at a monthly fee of \$3,000 to \$5,000 depending on the level of engagement.

Lobbying: Government affairs strategy are typically a six-month engagement (from the start through the end of the legislative session) with a monthly fee of \$5,000 to \$8,000 depending on the level of engagement.

Social Media: Social media engagement can be an issue-specific effort or a long-range effort, dependent on client need and desire. Social media services can be offered at a monthly fee of \$1,500 to \$3,000 depending on the level of engagement.

Public Opinion Survey Estimates: The survey costs include crafting the survey, conducting the calls, and providing topline and cross-tabulated results. The length of the survey and the number of people in the sample audience has the greatest impact on its overall cost and the instrument and the associated costs are always approved by the client before it is executed.

We can provide some estimates based on survey length and number of the sample that can provide a helpful guideline. However, each survey would be quoted to give direct costs based on the actual length and types of questions that are asked. Number of questions is considered but is not as strong of an indicator as length.

Public opinion survey estimate (N=400)		Public opinion survey estimate (N=500)	
• 5 minutes	\$10,000	• 5 minutes	\$12,500
• 10 minutes	\$15,200	• 10 minutes	\$19,000
• 15 minutes	\$20,000	• 15 minutes	\$25,000
• 20 minutes	\$24,000	• 20 minutes	\$30,000
• 25 minutes+	\$28,000+	• 25 minutes+	\$34,000+