

**RFP2025-29 PROFESSIONAL VIDEO PRODUCTION AND EXHIBIT SERVICES FOR THE DOUGLAS HOUSE DEPARTMENT OF RECREATION - PROPOSAL VIRTUAL OPENING
DATE OCTOBER 22, 2025, AT 11:00AM**

RFP2025-29 PROFESSIONAL VIDEO PRODUCTION AND EXHIBIT SERVICES FOR THE DOUGLAS HOUSE LOCATED AT MILL HILL PARK 165 EAST FRONT STREET, TRENTON, NEW JERSEY 08608 – FOR THE DEPARTMENT OF RECREATION - PROPOSAL VIRTUAL OPENING DATE OCTOBER 22, 2025, AT 11:00AM						
NUMBER OF BIDS SUBMITTED	6					
NAME OF PROPOSER	VIBROLIX STUDIOS LLC	PURPLEGATOR, INC	ASPIRE STUDIOS	SOURLAND STUDIOS	LEAP SPARK, LLC	EFK GROUP, LLC
ADDRESS	16 MT BETHEL RD STE 201	724 W LANCASTER AVE SUITE 210	1800 EAST STATE ST. #168B	250 MERCER STREET	2500 TECHNOLOGY DRIVE	80 HAMILTON AVE, SUITE 100
CITY, STATE, ZIP	WARREN, NJ 07059	WAYNE, PA 19087	HAMILTON, NJ 08609	TRENTON, NJ 08611	LOUISVILLE, KY 40299	TRENTON, NJ 08611
CONTACT NAME	EVAN MERCEWICZ	ROBERT BENTZ	DARREN PETERSON	SONIA SZCZESNA	MICHAEL NOBLE	ELEANOR KUBACKI
TELEPHONE	732 318 1732	610 513 0900	201 455 7585	732 837 8220	502 648 5149	609 915 9164
FAX	N/A	N/A	N/A	N/A	N/A	N/A
E-MAIL	VIBROLIXSTUDIOS@OUTLOOK.COM	BOB@PURPLEGATOR.COM	INFO@ASPIRE-STUDIOS.COM	SONIA@SOURLANDSTUDIOS.COM	GOVRFPMANAGER@LEAPGROUPNETWORK.COM	ELEANOR.KUBACKI@EFGROUP.COM
STATEMENT OF OWNERSHIP DISCLOSURE	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
CITY OF TRENTON ACKNOWLEDGMENT OF RECEIPT OF ADDENDUM NO. 1 AND POSTPONEMENT NOTICE 10/09/2025	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
NON-COLLUSION AFFIDAVIT	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE (EXHIBIT A)	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
REQUIRED EVIDENCE AFFIRMATIVE ACTION REGULATIONS	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
AMERICANS WITH DISABILITIES ACT OF 1990	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
CERTIFICATION OF NON-DEBARMENT FOR FEDERAL GOVERNMENT CONTRACTS	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
CERTIFICATION AND DISCLOSURE OF POLITICAL CONTRIBUTIONS	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
CERTIFICATION OF NON-INVOLVEMENT IN PROHIBITED ACTIVITIES IN RUSSIA OR BELARUS	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
CITY OF TRENTON RESIDENT EMPLOYMENT POLICY	N/A	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
CITY OF TRENTON ETHICS COMPLAINT DISCLOSURE	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
NJ BUSINESS REGISTRATION CERTIFICATE (PRIOR TO AWARD)	INCLUDED	INCLUDED	REQUIRED PRIOR TO AWARD	REQUIRED PRIOR TO AWARD	REQUIRED PRIOR TO AWARD	INCLUDED
EIC (EMPLOYEE INFORMATION CERTIFICATE)	REQUIRED FROM AWARDED PROPOSER WITH SIGNED CONTRACTS	CERT#64667 EXP 06/15/2028	REQUIRED FROM AWARDED PROPOSER WITH SIGNED CONTRACTS	CERT#76727 EXP 06/15/2032	REQUIRED FROM AWARDED PROPOSER WITH SIGNED CONTRACTS	CERT#33965 EXP 05/15/2031
GRAND TOTAL AMOUNT PER SERVICES - SEE ATTACHED BREAKDOWN	\$60,000.00	\$66,227.00	\$92,500.00	\$94,900.00	\$100,000.00	\$148,500.00
60-DAY EXTENSION COMPLIANCE	YES	YES	YES	YES	YES	YES
EXCEPTIONS	NONE	NONE	NONE	NONE	NONE	NONE
THREE (3) REFERENCES	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
FATAL FLAW	NONE	NONE	NONE	NONE	NONE	NONE

PROPOSAL FORM - MUST BE COMPLETED

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal.

Proposals **must** include a company price schedule listing all personnel, equipment and material categories that may be used on the project indicating a description of the item, the units of delivery and cost per unit item. The price schedule must be provided on the respondent firm's letterhead and be signed and dated by a manager authorized to provide such information

TASK		Unit	Total (\$)
1	Video Production	Lump Sum	\$30,000 (Bundled with Task 3)
2	Exhibit Production and Installation	Lump sum	— Not Included
3	Public Launch and Publicity	Lump sum	\$30,000 (Bundled with Task 1)
TOTAL Tasks 1-3 :			\$60,000 (Task 1 and 3 Sold Together)
Alt 1	Alternate: Exhibition Equipment/Furnishings	Lump sum	— Not Included
Alt 2	Alternate: Battlefield Map Table	Lump Sum	— Not Included

On the lines below, insert the Total Price for the entire Scope of Services: \$ 60,000

Total Amount in words Sixty thousand dollars

\$ 60,000

TOTAL AMOUNT IN NUMBERS

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal. The undersigned proposes to furnish and deliver the above goods/services pursuant to the RFP and made part hereof. The price provided in the Price Form shall include all equipment, materials, supplies, labor, subcontractor's fees, per diem, overhead, insurance, profit, taxes, shipping fees, warranties, submittal preparations, conformance with health and safety protocols, compliance with all regulations and other incidentals required to complete the Work as described in the Scope of Services.

PURPLEgator

724 W Lancaster Ave Suite 210 Wayne, PA 19087

PROPOSAL FORM - MUST BE COMPLETED

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal.

Proposals **must** include a company price schedule listing all personnel, equipment and material categories that may be used on the project indicating a description of the item, the units of delivery and cost per unit item. The price schedule must be provided on the respondent firm's letterhead and be signed and dated by a manager authorized to provide such information

TASK		Unit	Total (\$)
1	Video Production	Lump Sum	\$24,500.00
2	Exhibit Production and Installation	Lump sum	\$3,500.00
3	Public Launch and Publicity	Lump sum	\$2,500.00
TOTAL Tasks 1-3 :			
Alt 1	Alternate: Exhibition Equipment/Furnishings	Lump sum	\$3,950.00
Alt 2	Alternate: Battlefield Map Table	Lump Sum	\$31,777.00

On the lines below, insert the Total Price for the entire Scope of Services: \$66,227.00

Total Amount in words

\$ Sixty Six Thousand Two Hundred and Twenty Seven Dollars

TOTAL AMOUNT IN NUMBERS

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal. The undersigned proposes to furnish and deliver the above goods/services pursuant to the RFP and made part hereof. The price provided in the Price Form shall include all equipment, materials, supplies, labor, subcontractor's fees, per diem, overhead, insurance, profit, taxes, shipping fees, warranties, submittal preparations, conformance with health and safety protocols, compliance with all regulations and other incidentals required to complete the Work, as described in the Scope of Services.

ASPIRE STUDIOS

PROPOSAL FORM - MUST BE COMPLETED

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal.

Proposals **must** include a company price schedule listing all personnel, equipment and material categories that may be used on the project indicating a description of the item, the units of delivery and cost per unit item. The price schedule must be provided on the respondent firm's letterhead and be signed and dated by a manager authorized to provide such information

TASK		Unit	Total (\$)
1	Video Production	Lump Sum	59,500
2	Exhibit Production and Installation	Lump sum	23,500
3	Public Launch and Publicity	Lump sum	9,500
TOTAL Tasks 1-3 :			92,500
Alt 1	Alternate: Exhibition Equipment/Furnishings	Lump sum	4,500
Alt 2	Alternate: Battlefield Map Table	Lump Sum	8,000

On the lines below, insert the Total Price for the entire Scope of Services:

Total Amount in words

\$ Ninety-Two Thousand Five Hundred Dollars (\$92,500.00)

TOTAL AMOUNT IN NUMBERS

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal. The undersigned proposes to furnish and deliver the above goods/services pursuant to the RFP and made part hereof. The price provided in the Price Form shall include all equipment, materials, supplies, labor, subcontractor's fees, per diem, overhead, insurance, profit, taxes, shipping fees, warranties, submittal preparations, conformance with health and safety protocols, compliance with all regulations and other incidentals required to complete the Work as described in the Scope of Services.

4. Price Schedule
ASPIRE STUDIOS

Category	Description	Estimated Cost (\$)
Pre-Production	Project planning, scripting, casting, wardrobe, scheduling, and coordination with the City of Trenton	\$6,500
Director / Producer Team	Creative direction, on-site supervision, and post-production oversight (Darren Peterson + Steve Webb)	\$9,000
Project Management	Dedicated project manager (Katherine Laheen) handling scheduling, reporting, and client communications	\$4,500
Crew	Director of Photography, Camera Operator, 1st AC, Gaffer, Grip/PA, Sound Mixer (4-day production period, including pre-light and pickup day)	\$11,500
Actors / Performers	Casting of 6–8 historical reenactors and principal performances; includes rehearsal, wardrobe, and travel stipends	\$7,500
Art Direction / Set Dressing	Period props, costuming, and set dressing for "War Room" and "Parlor" scenes	\$3,000
Equipment Rental – Camera / Lighting / Audio	Cinema camera package, prime lenses, lighting kit, stands, audio kit, and support gear	\$6,000
Studio & Post-Production	Editing, color grading, motion graphics, sound design, captioning, and review cycles	\$11,000
Deliverables	2 master films + social cuts (3–5 short versions) + subtitled exhibit-ready files	\$1,500
AV Installation Labor	On-site installation by AV technicians (2-person team for 3 days)	\$7,500
AV Equipment Procurement	Projectors or displays, playback media players, cabling, speakers, mounts, and power management	\$9,000
Testing & Calibration	System programming, playback testing, final tuning, and training for City staff	\$2,500
One-Year Technical Support	Remote configuration, troubleshooting, and maintenance support	\$1,500
Public Launch Content	Production of behind-the-scenes featurette, teaser video, and launch-day coverage	\$9,500
Administrative & Insurance	Permitting, insurance coverage, accounting, and overhead	\$2,000
Total Tasks 1-3 (Base Bid)		\$92,500
Alternate 1 - Exhibit Furnishings	Design and fabrication of custom furniture, signage, and or cabinetry for playback concealment and interpretive support.	\$4,500
Alternate 2 - 3D Relief Map Table	Design and custom-built relief map table depicting troop positions and terrain; includes fabrication and lighting integration.	\$8,000

Notes

All pricing is turnkey and inclusive of labor, materials, travel, and insurance.

No additional fees or taxes are anticipated.

Alternates may be awarded separately at the City's discretion.

Darren Peterson 10/21/25
 Darren Peterson Co-Founder Aspire Studios

SOURLAND STUDIOS

PROPOSAL FORM - MUST BE COMPLETED

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal.

Proposals **must** include a company price schedule listing all personnel, equipment and material categories that may be used on the project indicating a description of the item, the units of delivery and cost per unit item. The price schedule must be provided on the respondent firm's letterhead and be signed and dated by a manager authorized to provide such information

TASK		Unit	Total (\$)
1	Video Production	Lump Sum	\$45,900
2	Exhibit Production and Installation	Lump sum	\$13,000
3	Public Launch and Publicity	Lump sum	\$6,000
TOTAL Tasks 1-3 :			
Alt 1	Alternate: Exhibition Equipment/Furnishings	Lump sum	\$10,000
Alt 2	Alternate: Battlefield Map Table	Lump Sum	\$20,000

On the lines below, insert the **Total Price for the entire Scope of Services:**

Total Amount in words **ninety-four thousand, nine hundred dollars**

\$ 94,900

TOTAL AMOUNT IN NUMBERS

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal. The undersigned proposes to furnish and deliver the above goods/services pursuant to the RFP and made part hereof. The price provided in the Price Form shall include all equipment, materials, supplies, labor, subcontractor's fees, per diem, overhead, insurance, profit, taxes, shipping fees, warranties, submittal preparations, conformance with health and safety protocols, compliance with all regulations and other incidentals required to complete the Work as described in the Scope of Services.

SOURLAND STUDIOS

SOURLAND

10/13/25

BUDGET BREAKDOWN TASK 1 – VIDEO PRODUCTION

DESCRIPTION	RATE	DAYS	QUANTITY	ADJUSTMENT	TOTAL
PRE-PRODUCTION					
Casting	\$2,000.00	1	1		\$2,000.00
Wardrobe	\$500.00	1	1		\$500.00
Props	\$500.00	1	1		\$500.00
Furnishing	\$500.00	1	1		\$500.00
Rehersals	\$250.00	1	8		\$2,000.00
PRODUCTION - TALENT	\$500.00	2	8		\$8,000.00
PRODUCTION - CREW					
Director	\$1,500.00	3	1		\$4,500.00
Director of Photography	\$1,200.00	3	1		\$3,600.00
Production Manager	\$500.00	3	1		\$1,500.00
Script Supervisor	\$500.00	3	1		\$1,500.00
Audio Technician	\$800.00	2	1		\$1,600.00
Gaffer	\$800.00	3	1		\$2,400.00
Grip	\$500.00	3	1		\$1,500.00
Production Assistants	\$300.00	3	1		\$900.00
Set Designer	\$800.00	3	1		\$2,400.00
Hair and Make Up	\$650.00	2	1		\$1,300.00
PRODUCTION - EQUIPMENT					
Camera Package	\$1,000.00	2	1		\$2,000.00
Grip & Electric	\$1,000.00	2	1		\$2,000.00
Monitoring	\$500.00	2	1		\$1,000.00
PRODUCTION - MISC					
Food and Travel Expenses	\$1,000.00	1	1		\$1,000.00
POST-PRODUCTION					
Editor	\$2,400.00	1	1		\$2,400.00
Sound Designer	\$2,000.00	1	1		\$2,000.00
Colorist	\$800.00	1	1		\$800.00
					SUBTOTAL
					\$45,900
					ADJUSTMENT
					GRAND TOTAL
					\$45,900.00

SOURLAND

10/13/25

BUDGET BREAKDOWN
TASK 2 – EXHIBIT PRODUCTION

DESCRIPTION	RATE	DAYS	QUANTITY	ADJUSTMENT	TOTAL
INSTALLATION					
Copywriting	\$1,000	1	1		\$1,000
Graphic Design	\$1,500	1	1		\$1,500
Sign Printing	\$1,000	1	1		\$1,000
Speaker System	\$500	1	2		\$1,000
Monitors	\$2,500	1	2		\$5,000
Exhibition Trigger	\$1,500	1	1		\$1,500
Site specific fabrication	\$2,000	1	1		\$2,000
					SUBTOTAL
					\$13,000
					ADJUSTMENT
					GRAND TOTAL
					\$13,000.00



10/13/25

BUDGET BREAKDOWN

TASK 3 – PUBLIC LAUNCH & PUBLICITY

DESCRIPTION	RATE	DAYS	QUANTITY	ADJUSTMENT	TOTAL
Launch Coordination & Prep: Coordinate with city partners, scheduling, and prep for the launch event and preview with historians.	\$500	3	1		\$1,500
On-Site Support: Attendance and support at rest run, ribbon-cutting, and launch events.	\$1,000	1	1		\$1,000
Content Creation: Production of 2-3 short teaser clips, behind-the-scenes visuals, and media-ready assets to support press.	\$2,500	1	1		\$2,500
Community & Partner Engagement: Assisting the City with local outreach through Sourland Studios networks.	\$1,000	1	1		\$1,000
Incidentals	\$500	1	1		\$500
				SUBTOTAL	\$6,000
				ADJUSTMENT	
				GRAND TOTAL	\$6,000.00



10/13/25

ALTERNATE 1 BUDGET
EXHIBITION EQUIPMENT & FURNISHINGS

DESCRIPTION	RATE	QUANTITY	ADJUSTMENT	TOTAL
Additional Set Dressing & Props Permanent to Site: chairs, trunks/crates, period maps, and additional atmospheric props that are non-removable and will enhance the experience.	\$3,800	1		\$3,800.00
Additional Interpretative Signage: copywriting, design, fabrication	\$3,000	1		\$3,000.00
Visitor Experience Furnishing: two discreet benches, runner rugs,	\$1,800	1		\$1,800.00
Lighting & Atmosphere: Dimmable LED "candlelight" practicals, curtains	\$1,400	1		\$1,400.00

These are additional items that are immersive, historically appropriate room elements that support the narrative and visitor flow while protecting the Douglass House's historic fabric. All installations use reversible, non-invasive methods and meet safety/ADA requirements.

SUBTOTAL	\$10,000
ADJUSTMENT	
GRAND TOTAL	\$10,000.00

SOURLAND STUDIOS

SOURLAND

10/13/25

ALTERNATE 2 BUDGET
BATTLEFIELD MAP TABLE

DESCRIPTION	RATE	DAYS	QUANTITY	ADJUSTMENT	TOTAL
FABRICATION - 3D Relief Map of New Jersey on a 4x6 Table with buttons that light up location of important historical events in accordance to chronological timeline centered around the Battle of Trenton					
Trenton	\$10,000	1	1		\$10,000.00
Copywriting & Research	\$2,500	1	1		\$2,500.00
Graphic Design	\$2,500	1	1		\$2,500.00
Sign Printing	\$3,000	1	1		\$3,000.00
Wiring	\$2,000	1	1		\$2,000.00
				SUBTOTAL	\$20,000
				ADJUSTMENT	
				GRAND TOTAL	\$20,000.00

PROPOSAL FORM - MUST BE COMPLETED

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal.

Proposals **must** include a company price schedule listing all personnel, equipment and material categories that may be used on the project indicating a description of the item, the units of delivery and cost per unit item. The price schedule must be provided on the respondent firm's letterhead and be signed and dated by a manager authorized to provide such information

TASK		Unit	Total (\$)
1	Video Production	Lump Sum	\$33,000
2	Exhibit Production and Installation	Lump sum	\$38,000
3	Public Launch and Publicity	Lump sum	\$4,000
TOTAL Tasks 1-3 :			\$75,000
Alt 1	Alternate: Exhibition Equipment/Furnishings	Lump sum	\$15,000
Alt 2	Alternate: Battlefield Map Table	Lump Sum	\$10,000

On the lines below, insert the Total Price for the entire Scope of Services:

Total Amount in words

\$

One Hundred Thousand Dollars

TOTAL AMOUNT IN NUMBERS

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal. The undersigned proposes to furnish and deliver the above goods/services pursuant to the RFP and made part hereof. The price provided in the Price Form shall include all equipment, materials, supplies, labor, subcontractor's fees, per diem, overhead, insurance, profit, taxes, shipping fees, warranties, submittal preparations, conformance with health and safety protocols, compliance with all regulations and other incidentals required to complete the Work as described in the Scope of Services.

Cost Proposal

All rates are fixed for the duration of the contract and inclusive of labor, equipment, and in-house services. Travel, shipping, and lodging (if required) will be billed separately based on the State of New Jersey's per diem rates and with prior approval. Total project shall **not exceed \$100,000**, in accordance with Addendum No. 1.

Key Team Members Assigned to Project

Name	Role	Responsibilities	Methodology	Hourly Rate
Ember Marr	President, Producer	Leads overall agency vision, business strategy, and client relations. Oversees production to ensure high-quality execution.	Combines leadership expertise with hands-on production management to deliver outstanding results.	\$140
Kenny Friedman	VP, Executive Creative Director	Provides creative direction, aligns strategy with business goals, and leads ideation sessions.	Leverages two decades of experience to deliver impactful, innovative solutions.	\$140
Walter Harris	Director of Client Services	Oversees client satisfaction and delivery excellence. Ensures internal teams meet or exceed client expectations through collaboration.	Applies 20+ years of cross-sector client leadership to ensure aligned, responsive, and delivery-focused execution.	\$130
David Carrero	Director of Production & Animation	Oversees animation and multimedia production.	Creates dynamic, engaging content that aligns with project goals.	\$125
Taylor Cochran	Producer	Coordinates logistics for video and multimedia projects.	Ensures seamless scheduling, budgeting, and	\$125

(spark)

		resource allocation.	
--	--	----------------------	--

A. Discovery & Research

Service	Unit	Rate
Stakeholder Interviews & Summary	per project	\$1,500
Archival & Historical Research	per project	\$1,200
Script Review & Interpretation Alignment <i>(City-provided script – includes interpretive framing, tone calibration, and integration into production)</i>	per script	\$900
Interpretive Message Alignment	per project	\$1,000

B. Video Production

Service	Unit	Rate
Full-Day Filming (2 crew, 10 hours)	per day	\$3,500
Half-Day Filming (up to 5 hours)	per half-day	\$2,000
Drone Videography (FAA Certified)	per session	\$850
Producer / Director On-Site	per day	\$750
Additional Crew (Camera, Audio, Lighting)	per person/day	\$600

Includes Canon C70 / R5C, L-series lenses, lighting, audio, and gimbal tools.

C. Post-Production

Service	Unit	Rate
Video Editing (Adobe Premiere Pro)	per hour	\$150
Color Grading (DaVinci Resolve)	per video	\$750
Motion Graphics & Mapping	per project	\$900
VO Editing / Audio Mix	per video	\$500
Closed Captioning & Transcripts	per video	\$250
Additional Revisions (beyond 2)	per hour	\$125

(spark)

D. Exhibit Fabrication & AV Installation

Service	Unit	Rate
AV Equipment (Screen, Player, Mount)	per room	\$2,800
AV Installation (labor, configuration)	per room	\$1,200
Exterior Interpretive Sign (Design + Fabrication)	per sign	\$1,750
Visitor Handout Design (print-ready)	per project	\$600
Printing (2,000 copies)	per batch	\$800

E. Project Management & Administration

Service	Unit	Rate
Dedicated Project Manager	per project	\$750
Status / Review Meetings	per hour	\$125
Final Deliverables (multi-format exports)	per project	\$300

F. Optional Services

Service	Unit	Rate
Stock Footage Licensing	per clip	\$100-\$300
Licensed Music (royalty-free)	per track	\$150-\$500
Travel / Lodging (if required)	as incurred	Per diem / actual

Estimated Cost Sample (Illustrative Package)

Description	Qty	Subtotal
Creative Discovery & Scripting	1	\$2,700
Full-Day Video Shoot	1	\$3,500
Drone Session	1	\$850
Editing, Color, Graphics, Captions	1	\$2,900
Exhibit Signage & AV Installation	1	\$6,550
Project Management & Packaging	1	\$1,050
Estimated Total (for reference)		\$17,550

Notes

- Final scope and budget will be developed collaboratively with the City of Trenton.
- Total project shall **not exceed \$100,000**, in accordance with Addendum No. 1.
- This cost schedule may be adjusted as needed through formal amendments.

PROPOSAL FORM - MUST BE COMPLETED

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal.

Proposals **must** include a company price schedule listing all personnel, equipment and material categories that may be used on the project indicating a description of the item, the units of delivery and cost per unit item. The price schedule must be provided on the respondent firm's letterhead and be signed and dated by a manager authorized to provide such information

TASK		Unit	Total (\$)
1	Video Production	Lump Sum	\$ 39,000.00
2	Exhibit Production and Installation	Lump sum	\$ 80,000.00
3	Public Launch and Publicity	Lump sum	\$ 10,000.00
TOTAL Tasks 1-3 :			\$ 129,000.00
Alt 1	Alternate: Exhibition Equipment/Furnishings	Lump sum	\$ 7,500.00
Alt 2	Alternate: Battlefield Map Table	Lump Sum	\$ 12,000.00

On the lines below, insert the Total Price for the entire Scope of Services:

Total Amount in words One hundred Forty Eight Thousand Five Hundred Dollars

\$ 148,500.00

TOTAL AMOUNT IN NUMBERS

An Officer of the Respondent Firm must sign and date this Price Form and return with the proposal. The undersigned proposes to furnish and deliver the above goods/services pursuant to the RFP and made part hereof. The price provided in the Price Form shall include all equipment, materials, supplies, labor, subcontractor's fees, per diem, overhead, insurance, profit, taxes, shipping fees, warranties, submittal preparations, conformance with health and safety protocols, compliance with all regulations and other incidentals required to complete the Work as described in the Scope of Services.

OVERALL BUDGET BREAKDOWN

Based on the current allocated budget, we've identified the below budget breakdown between campaign management, video production, training, exhibit design, fabrication, and creative. **The following chart is an overall budget breakdown that we recommend. Please note that the fabrication budget can increase if there are additional funds or expansions during the design phase. We are recommending this as the BASE.**

DELIVERABLE	SUBTASKS	BUDGET
VIDEO PRODUCTION	Filming (1-2 days), B-roll capture, interviews, voiceover, editing, motion graphics, closed captions	
	Site visits, archival research, stakeholder interviews, creative brief development, interpretive planning	\$39,000
	Story arc creation, copywriting, editing, approvals, bilingual adaptation	
EXHIBIT PRODUCTION & INSTALLATION	Interpretive panels, digital touchscreen integration, timeline displays, materials (metal, acrylic, wood, vinyl), printing, and finishing, QR code setup, touchscreen interface design, content management system, light animation or AR triggers, On-site fabrication coordination, hardware mounting, system setup, final QA	\$80,000
UX PUBLIC LAUNCH & PUBLICITY	Staff training, maintenance guide, launch event coordination, press materials, Oversight, scheduling, vendor management, reporting (10%)	\$10,000
		TOTAL BUDGET
		\$129,000

ALTERNATES

ALTERNATE 1

Exhibition Equipment / Furnishings

\$7,500

ALTERNATE 2

Battlefield Map Table

\$12,000