

**KENTUCKY STATE UNIVERSITY  
RFP 24-02 ONLINE PROGRAM MARKETING  
ATTACHMENT C – COST FORM**

Vendor Name: \_\_\_\_\_

The offeror shall propose amounts required to finance the marketing and lead generation efforts, as specified in Scope of Work Section 40.2, necessary to meet the stated enrollment goals incorporating the following services:

Cost per Deliverable	Delivery Date	Cost
<ul style="list-style-type: none"> <li>• Enrollment Audit</li> </ul>		
<ul style="list-style-type: none"> <li>• Go-to-Market Strategy</li> </ul>		
<ul style="list-style-type: none"> <li>• Organic Marketing Audit</li> </ul>		
<ul style="list-style-type: none"> <li>• Microsite/Landing Pages</li> </ul>		
<ul style="list-style-type: none"> <li>• Marketing and Lead Generation Campaigns</li> </ul>		

Provide attachments to support detail of fees.

The offeror shall propose a fee for service model. Revenue sharing models will not be considered.

**Total Cost including Services & Expenses \$** \_\_\_\_\_