



**ESTIMATE**

Cahoon & Cross, Inc.  
 1741 Cotton Farm Lane  
 PO Box 6066  
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TEL. 757.420.6944  
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Katie Cullipher, Senior Environmental Education Planner  
 Hampton Roads Planning District Commission  
 The Regional Building  
 723 Woodlake Drive  
 Chesapeake, VA 23320

**Date: December 6, 2016**

Project Name: **HRPDC 2016-2017 Regional Environmental Education Campaign: askHRgreen.org Year 2 /PICA-FY2016-C01**

Title: **askHRgreen.org Public Relations Promotions** Estimate #: **1900 r3**

**Project Description:** Special promotion to promote the askHRgreen.org campaign and committee messages featuring the Rainworks hydrophobic spray and stencils to apply messages to sidewalks in highly-frequented areas in participating Hampton Roads localities. HRPDC to manage committee volunteers and purchase spray directly. Covers all four committees.

<b>Scope of Work</b>	<b>Cost</b>
<b>Public Relations</b> Public Relations Consultation Includes news release development and submission, media followup and interview coordination. 20 hours	\$2,200.00
<b>Creative Design</b> Creative Design Includes project planning, client communications, meetings, strategy, production management, research, strategy and message development, graphics and client edits. 28 hours	\$3,435.00
<b>Production</b> Materials, miscellaneous Lasercut stencils per committee: 2 messages 12 x 24 inches and 2 messages 24 x 40 inches for a total of four stencils per committee. 16 total stencils Chipboard: 24 x 40", 30 point thick	\$965.00
<b>Sub-total</b>	<b>\$6,600.00</b>

**Terms & Conditions**

This price quotation will be honored for 30 days from the day it was sent.

All estimates may vary +/-10%. Any deviation from original project scope as described in the overview in this document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.



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signature \_\_\_\_\_ printed name \_\_\_\_\_ date \_\_\_\_\_

Approved to proceed and have read and agree with terms and conditions.

signature \_\_\_\_\_ printed name \_\_\_\_\_ date \_\_\_\_\_