

**AMENDMENT NO. 1  
BETWEEN SANTA FE COUNTY AND FIRESTIK STUDIO  
TO DESIGN AND IMPLEMENT DWI PUBLIC AWARENESS CAMPAIGNS**

This Amendment is made and entered into as of this 31 day of March, 2015 by and between **Santa Fe County**, hereinafter referred to as “the County”, a New Mexico political subdivision, and **Firestik Studio**, hereafter referred to as “the Contractor”.

**WHEREAS**, in accordance with Section 13-1-112 NMSA 1978, the County issued Request for Proposal (RFP) No. 2014-0237-HHS/PL to design and implement DWI Public Awareness Campaigns; and

**WHEREAS**, the County and Contractor entered into Agreement No. 2014-0237-HHS/PL on March 31, 2014 for these services for a term of one year; and

**WHEREAS**, Section 15, “NO ORAL MODIFICATIONS; WRITTEN AMENDMENTS REQUIRED” of Agreement No. 2013-0320-HHS/PL allows the parties to amend the Agreement by an instrument in writing executed by the parties hereto; and

**WHEREAS**, Section 4, “EFFECTIVE DATE AND TERM” of Agreement No. 2014-0237-HHS/PL the County has the option to renew the Agreement on the same terms and conditions for one year; and

**WHEREAS**, by Amendment No. 1 the parties agree to renew the term of Agreement No. 2014-0237-HHS/PL from March 31, 2015 to March 31, 2016 and increase compensation by \$150,000.

**NOW, THEREFORE**, the parties agree as follows:

1. Article 3. “COMPENSATION AND INVOICING” a new subparagraph is inserted as “3)” to read as follows:

3) By Amendment No. 1, the County exercised its first option to extend this Agreement from March 31, 2015 to March 31, 2016. The total amount payable to the Contractor for the period of March 31, 2015 to March 31, 2016 shall not exceed One Hundred Fifty Thousand Dollars (\$150,000.00) inclusive of NM gross receipts tax in accordance with the prices in Exhibit B attached. The total amount payable to the Contractor under this Agreement, as amended and extended, shall not exceed Two Hundred Eighty Thousand Dollars (\$280,000.00) inclusive of NM gross receipts tax.

2. Article 4 “EFFECTIVE DATE AND TERM” a new subparagraph “4.a” is inserted to read as follows:

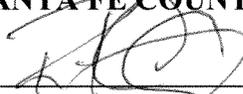
a. By Amendment No. 1, the County notifies Contractor and exercised the County’s first option to extend the term of this agreement for one (1) year

from March 31, 2015 to March 31, 2016 on the same terms and conditions as stated herein.

3. All other provisions of the Agreement No. 2014-0237-HHS/PL not specifically amended or modified by this Amendment No. 1 shall remain in full force and effect.

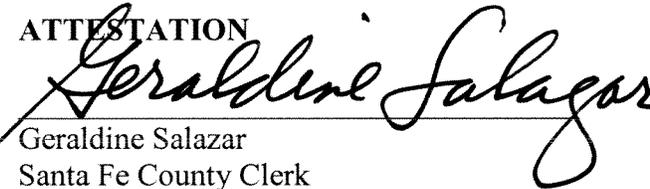
**IN WITNESS WHEREOF**, the parties have duly executed this Amendment No. 1 to Agreement 2014-0237-HHS/PL as of the date first written above.

**SANTA FE COUNTY:**

  
\_\_\_\_\_  
Robert Anaya, Chair  
Santa Fe County Board of Commissioners

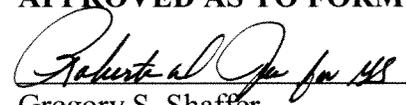
3/31/15  
Date

**ATTESTATION**

  
\_\_\_\_\_  
Geraldine Salazar  
Santa Fe County Clerk

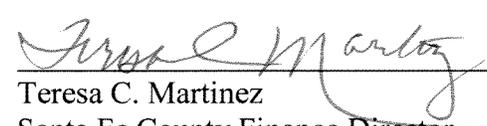
3-31-2015  
Date

**APPROVED AS TO FORM**

  
\_\_\_\_\_  
Gregory S. Shaffer  
Santa Fe County Attorney

2/11/15  
Date

**FINANCE DEPARTMENT APPROVAL**

  
\_\_\_\_\_  
Teresa C. Martinez  
Santa Fe County Finance Director

2/16/15  
Date

**CONTRACTOR:**

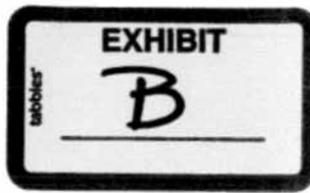
  
\_\_\_\_\_  
(Signature)

2/23/15  
Date

ERIC GRIEGO  
\_\_\_\_\_  
(Print Name)

OWNER  
\_\_\_\_\_  
(Print Title)





strategic thinking + design

**FIRESTICK**  
STUDIO



January 27, 2015

# BUDGET

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## SANTA FE COUNTY - 2 campaigns **Spring / Summer DWI Awareness Campaign**

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The development of this design/advertising campaign consists of three focus areas to include: the *Cab Ride Home program*, the *Vehicle Forfeiture Ordinance* and *educating the public on the dangers of drinking and driving*. The primary target audience is English and Spanish speaking males, ages 21–35.

### Spring Campaign

#### DESIGN / ACCOUNT MANAGEMENT

Creative development and brainstorm of campaign concept	\$ 5,000.00
General account management	\$ 5,000.00
Creation and development of campaign materials, headlines and taglines	\$ 5,500.00
Copywriting and translating of print ads and collateral	\$ 3,500.00
Design and production of agreed upon deliverables	\$ 8,500.00
Photography	\$ 4,000.00

#### PRINTING/COLLATERAL - may include but not limited to:

<b>Posters</b> 1,500, 11 X 17", 100# UV velvet cover 4cp/0	\$ 2,750.00
<b>Coasters</b> 100,000 @ \$0.0575 each / 4" x 4" or 3.5" x 3.5" square with round corners or 3.5" round, 60pt, 4cp/4cp	\$ 8,750.00
<b>Tees, Hats and or wearables</b> men's / women's and unisex styles	\$ 3,575.00
<b>King Kong Bus Wraps</b> 2 drivers side	\$ 4,000.00

**Bus Shelter Advertisements** \$ 1,500.00  
6 locations - 36" x 36"

ADVERTISING - may include but not limited to: \$ 16,000.00  
Bus wraps, radio spots, statement stuffers  
online advertising, newspaper inserts, bus shelters



## Summer Campaign

### DESIGN / ACCOUNT MANAGEMENT

Creative development and brainstorm of campaign concept \$ 5,000.00  
General account management \$ 5,000.00  
Creation and development of campaign creative, headlines and taglines \$ 5,500.00  
Copywriting and translating of print ads and collateral \$ 3,500.00  
Design and production of agreed upon deliverables \$ 8,500.00  
Photography \$ 4,000.00

### PRINTING/COLLATERAL - may include but not limited to:

**Posters** \$ 2,750.00  
1,500, 11 X 17", 100# UV velvet cover 4cp/0

**Coasters** \$ 8,750.00  
100,000 @ \$0.0575 each / 4" x 4" or 3.5" x 3.5" square with round corners or 3.5" round, 60pt, 4cp/4cp

**Tees, Hats and or wearables** \$ 3,575.00  
men's / women's and unisex styles

**King Kong Bus Wraps** \$ 4,000.00  
2 drivers side

**Bus Shelter Advertisements** \$ 1,500.00  
6 locations - 36" x 36"

**Digital Brochure / Rack Card** \$ 2,490.00  
4" x 9"

ADVERTISING - may include but not limited to: \$ 16,000.00  
Bus wraps, radio spots, statement stuffers  
online advertising, newspaper inserts, bus shelters



sub total:	\$ 138,640.00
NMGR tax (8.1875%)	\$ 11,351.15
<b>Total:</b>	<b>\$ 149,991.15</b>

## Timeline / Campaign 1 & 2

### Approval of Concept 1

present initial concept on agreed upon collateral material	3/15/15
approve final design for printing	4/15/15

### Approval of Concept 2

present initial concept on agreed upon collateral material	6/15/15
approve final design for printing	7/15/15

