



VIPTC ESCAPE ROOM (Index 565169)

SCOPE OF WORK

Date

October 2, 2024

This scope of work provides an estimate for the agency costs to produce an Escape Room kit for VIPTC. Fable will provide a separate estimate for out-of-pocket expenses related to printing and photography. All printed materials will be fulfilled by 10/22/2024.

Scope of Work:

1. Photoshoot

- Fable will provide creative oversight and source a local photographer for 20 final images (including retouching).
- Assumptions:
 - VCU to provide materials to be photographed + reserve the room
 - VCU to provide technical direction, Fable to provide creative direction
- Final deliverables will include 20 raw files as well as edited final selects.

2. Welcome Kit Packet

- Fable will create a cover page, proof, and copywriting revisions for (1) welcome packet.
- One look and feel and one round of revisions are included in the cost estimate.
- Final deliverables will include 150 double-sided printed booklets + a digital PDF.

3. Escape Room Facilitator Guide

- Fable to provide design, proofing + copywriting for 1 spiral bound (up to 70 pages) document. The front and back pages will be wipeable, sections will be tabbed.
- One round of revisions are included in the cost estimate.
- Final deliverables include 150 copies of a spiral-bound notebook & a print-ready PDF version.

4. Master Documents (Posters, Puzzles, Stickers)

- Fable will print all individual posters, puzzles, and stickers associated with the escape room (enough for 150 kits). In addition to producing individual files, Fable will create a ‘master copies file’ that will be both printed and available digitally.
- One round of revisions are included in the cost estimate.
- Final deliverables:
 - Digital print-ready version of all designs (8.5x11)
 - Print quantities for each deliverable are listed in the table below

	Printed Deliverables	QTY	Print Details	Size
1	Master copies file (printed version of all posters and puzzles below)	150	Standard printer paper, Page Count is 25, collated, single-sided printing	8.5x11
	Printed Posters (12 total)	QTY	Print Details	Size
1	Rules for Play	150	1-sided, laminated	8.5x11
2	Case File	150	1-sided, laminated	8.5x11
3	Contact Precautions Sign (puzzle 1)	150	1-sided, laminated	8.5x11
4	Supply Cart Poster (puzzle 1)	150	1-sided, laminated	8.5x11
5	Patient Education Form (puzzle 2)	150	1-sided, laminated	8.5x11
6	Splash Zone Poster (puzzle 3)	150	1-sided, laminated	8.5x11
7	Your 5 Moments Hand Hygiene Poster (puzzle 5)	150	1-sided, laminated	8.5x11
8	My 5 Moments matching cards - cards will be reused (puzzle 5)	150	1-sided, pieces to be cut out + laminated.	8.5x11
9	How to Safely Remove PPE Poster 1 (puzzle 6)	150	1-sided, laminated	8.5x11
10	How to Safely Remove PPE Poster 2 (puzzle 6)	150	1-sided, laminated	8.5x11
11	Patient Care Board (puzzle 7)	150	1-sided, laminated	8.5x11
12	Photo of Ms. Sickly	150	1-sided, laminated	8.5x11
	Printed Puzzles (4 total)	QTY	Print Details	Size
1	Splash Zone word search (puzzle 3)	150	1-sided, printer paper	8.5x11
2	My 5 Moments matching game (puzzle 5)	150	1-sided, printer paper	8.5x11
3	My 5 Moments cryptograph (puzzle 5)	150	1-sided, printer paper	8.5x11
4	Environmental cleaning checklist (puzzle 4, 2 pgs)	150	2-sided, printer paper	8.5x11
	Printed Stickers + Certificates	QTY	Details	Size
1	Winner sticker	9,000	Avery 22807	Avery 22807
2	Sticker for outside of the box	150	Avery 5126	TBD

3	3-digit combination lock	150	Avery 5164	Avery 5164
4	4-digit combination lock	150	Avery 5164	Avery 5164
5	Certificate of completion	150	8.5x11, heavier weight paper	8.5x11

PRICING ESTIMATE

Photoshoot	Est. Hours	Cost
Time for prep, editing, shoot day	20	\$2,900
<i>Photographer cost estimate</i>		\$1,000
Welcome Packet		Cost
Design support + packaging print and digital versions	39	\$5,665
<i>Printing cost estimate</i>		\$330
Facilitator Guide		Cost
Proofing, copywriting, design + time to produce both print and digital versions	180	\$26,100
<i>Printing cost estimate</i>		\$5,295
Master Documents		Cost
Creative review/support for each poster + game element and design support as necessary. Time to produce both print and digital versions	85	\$12,325
<i>Printing estimate</i>		\$6,974
AGENCY ESTIMATE	304	\$46,980
<i>OOP COST ESTIMATE</i>		<i>\$13,599</i>
TOTAL ESTIMATE (INCLUDING OOP COSTS)		\$60,579.00

**This projected cost is an estimate. If additional hours are required to complete the project, they will be billed separately at a rate of \$145/hour.*

BILLING

VCU has a credit with Fable of 130 hours that will be applied to the total job costs prior to final billing. The remaining cost will be due at the completion of work or (12/31/2024), whichever is first to occur.

The terms and conditions of VASCUPP contract UCPJMU5926 will govern this agreement.

Client Signature:  Signed by:
 John McHugh
 EE6DA7427C67468... Date: 11/13/2024

Agency Signature:  Signed by:
 David Meale
 7A8B45EFC91A48D... Date: 11/13/2024
