



January 3rd, 2024

Dr. Katherine Herron  
Indiana Institute on Disability and Community  
Indiana University  
2810 East Discovery Parkway  
Bloomington, IN 47408-9020  
(812) 855-6471

RE: RFP# 24-78007: Component 1: Professional Development

Dear Dr. Herron:

This letter serves as confirmation of the intent of Plan B Marketing to support the Indiana Institute on Disability and Community on Request for Proposal (RFP #24-78007) issued by the Indiana Department of Administration on behalf of the Family Social Services Administration (FSSA), Division of Disability and Rehabilitative Services (DDRS) and Bureau of Child Development Services (BCDS). Plan B Marketing meets the Veteran Owned Business (IVOSB) requirements set forth in the RFP, and all required documentation has been provided by Indiana Institute on Disability and Community for its submission.

If the Indiana Institute on Disability and Community is a successful vendor, Plan B Marketing will develop individualized designs for module introductions, topical and national webinar flyers, and conference marketing materials, including social media posts to support statewide provider awareness of professional development opportunities, both live and on the LMS. Plan B Marketing will supply \$10,000 worth of graphic design and marketing support each year for the four years of the grant for a total of \$40,000.

Plan B Marketing acknowledges that these services represent 2% of the total cost outlined in the proposal submitted by the Indiana Institute on Disability and Community. Depending on the final negotiated contract price, it is expected that Part B Marketing will receive an estimated \$40,000 under this subcontract, \$10,000 each year.



We authorize the Indiana Institute on Disability and Community to include Plan B Marketing as a IVOSB subcontractor in its response to RFP# 24-78007 and look forward to the opportunity to work on this project. If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "Todd A Muffley". The signature is written in a cursive style with a large, stylized "M" and "y".

Todd A Muffley

President

Plan B Marketing, Inc.

todd@think-b.com