



STATE OF IOWA
MASTER AGREEMENT
Contract Declaration and Execution

MA 005

22167C

EFFECTIVE BEGIN DATE: 12-15-2024
EXPIRATION DATE: 12-14-2025
PAGE: 1 of 5

VENDOR:

Zimmerman Laurent & Richardson
Inc

ZLR Ignition

00002117522

303 Watson Powell Jr Way Ste 100
Des Moines, IA 50309-1799

VENDOR CONTACT:

Xan McNelly

PHONE: 515-244-4456

EMAIL: xmcnelly@zlrignition.com

ISSUER:

Craig Trotter

EXT:

PHONE: 515-322-8593

EMAIL: craig.trotter@iowa.gov

FOB: FOB Dest, Freight Prepaid

Contract For: Marketing and Branding Services

The parties agree to comply with the terms and conditions on the following attachments which are by this reference made a part of the Agreement.

Attachments are on file with the Department of Administrative Services - Central Procurement.

Attachment 1: RFP - Marketing & Design Services

Attachment 2: ZLRIGNITION Cost Proposal

Attachment 3: Technical Proposal - ZLRIGNITION

Attachment 4: Contract - Branding and Marketing Services - Signed

Attachment 5: Marketing & Design - Evaluation Workbook

Sales Contact:

Name: Xan McNelly

Phone:(515) 244-4456

Email: xmcnelly@zlrignition.com

RENEWAL OPTIONS

FROM 12-15-2025 **TO** 12-14-2026

FROM 12-15-2026 **TO** 12-14-2027

AUTHORIZED DEPARTMENT

ALL

SUB Other Governmental Entities



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LINE NO.	QUANTITY / SERVICE DATES	UNIT	COMMODITY / DESCRIPTION	UNIT COST / PRICE OF SERVICE
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1	0.00000	918		\$ 0.000000
				\$ 0.000000

FROM: 12-15-2024 TO: 12-14-2025

REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

CONSULTING SERVICES

Strategist

Strategist
Hourly Rate: \$135-\$200

2	0.00000	918		\$ 0.000000
				\$ 0.000000

FROM: 12-15-2024 TO: 12-14-2025

REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

CONSULTING SERVICES

Creative Director

Creative Director
Hourly Rate: \$135-\$170

3	0.00000	918		\$ 0.000000
				\$ 0.000000

FROM: 12-15-2024 TO: 12-14-2025

REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

CONSULTING SERVICES

Copywriter

Copywriter
Hourly Rate: \$115-\$170

4	0.00000	918		\$ 0.000000
				\$ 0.000000

FROM: 12-15-2024 TO: 12-14-2025

REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

CONSULTING SERVICES

Graphic Designer

Graphic Designer
Hourly Rate: \$95-\$145

5	0.00000	918		\$ 0.000000
				\$ 0.000000



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FROM: 12-15-2024 TO: 12-14-2025

REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

CONSULTING SERVICES

Videographer

Videographer
Hourly Rate: \$125

6	0.00000	918		\$ 0.000000
				\$ 0.000000

FROM: 12-15-2024 TO: 12-14-2025

REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

CONSULTING SERVICES

Proof-reader

Proof-reader
Hourly Rate: \$40-\$75

7	0.00000	918		\$ 0.000000
				\$ 0.000000

FROM: 12-15-2024 TO: 12-14-2025

REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

CONSULTING SERVICES

Scheduler

Scheduler
Hourly Rate: \$85

8	0.00000	918		\$ 0.000000
				\$ 0.000000

FROM: 12-15-2024 TO: 12-14-2025

REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

CONSULTING SERVICES

Account Management

Account Management
Hourly Rate: \$85 - \$135

9	0.00000	918		\$ 0.000000
				\$ 0.000000

FROM: 12-15-2024 TO: 12-14-2025

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CONSULTING SERVICES



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LINE NO.	QUANTITY / SERVICE DATES	UNIT	COMMODITY / DESCRIPTION	UNIT COST / PRICE OF SERVICE
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Public Relations/Content/Social Media

Public Relations/Content/Social Media
Hourly Rate: \$95 - \$135

10	0.00000	918		\$ 0.000000
				\$ 0.000000

FROM: 12-15-2024

TO: 12-14-2025

REF DOC:

REF VNDR LN:

REF COMM LN:

REF TYPE: FINAL

CONSULTING SERVICES

Media Planning and Buying

Media Planning and Buying
Hourly Rate: \$105 - \$135



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TERMS AND CONDITIONS

Referenced Terms

The parties agree to comply with the terms and conditions pursuant to the bid process which are by this reference made a part of the Agreement.

THIS MASTER AGREEMENT IS EFFECTIVE AS OF THE LATEST DATE SHOWN IN "EFFECTIVE BEGIN DATE" IN THE UPPER RIGHT HAND CORNER OR THE DATE BELOW SIGNED BY THE STATE OF IOWA.

CONTRACTOR		STATE OF IOWA	
CONTRACTOR'S NAME (If other than an individual, state whether a corp, partnership, etc.) <i>Zimmerman, Laurent + Richardson Inc.</i>		AGENCY NAME DAS Central Procurement	
BY (Authorized Signature) <i>Xan McNelly</i>	Date Signed <i>10/02/2024</i>	BY (Authorized Signature) <i>Craig Trotter</i>	Date Signed 10/02/2024
Printed Name and Title of Person Signing <i>Xan McNelly, President + CEO</i>		Printed Name and Title of Person Signing Craig Trotter – Purchasing Agent III	
Address <i>303 Watson Powell Jr. Way, Suite 100 Des Moines, IA 50309</i>		Address Iowa Department of Administrative Services Hoover State Office Building, Level 1 1305 East Walnut Street Des Moines, IA 50319	