



**PP-2024-1404 - Communications, Design, and
Advertising Services**

Friday, September 6, 2024

**PURCHASING DIRECTOR
Kyle Kolopanis**

Proposals Due no later than 1:30 pm on October 16, 2024



COMMUNICATIONS, DESIGN, AND ADVERTISING SERVICES

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Legal Advertisement

Legal Advertisement

Proposals are due electronically through the County's OpenGov Procurement portal. Proposals are due before Wednesday, October 16, 2024 on 1:30 pm, for Montgomery County Communications for Communications, Design, and Advertising Services. Said proposals will be opened by the Purchasing Director as soon thereafter as the opening can begin. All project documents are available on the County's OpenGov Procurement portal located at: <https://procurement.opengov.com/portal/montgomerycountyoh>.

The county commissioners reserve the right to reject any or all proposals and to waive any irregularity of proposals, should same be to the advantage of the county.

**BY ORDER OF THE BOARD OF COUNTY COMMISSIONERS OF MONTGOMERY
COUNTY, OHIO,**

Kyle Kolopanis, Purchasing Director

Published in the Dayton Daily News
on September 6, 2024
1 Certified Ad sent on August 20, 2024

Cover Sheet

Cover Sheet

ITEM: Request for Proposals

TITLE: PP-2024-1404: Communications, Design, and Advertising Services

DEPARTMENT: Communications

SUBMISSION: OpenGov

DUE DATE: Wednesday, October 16, 2024

DUE TIME: 1:30 pm

CONTACT: Kyle Large at largek@mcOhio.org or (937) 224-8470.

PRE-PROPOSAL CONFERENCE: None.

PERFORMANCE BOND REQUIRED: No.

SUBMISSION REQUIREMENTS:

1. All items noted as required must be submitted with Proposal. Failure to submit the required Forms or specification may be cause for rejection of your Proposal.
2. All Proposals must be submitted by the time and date above. No proposals will be accepted after the listed time.
3. It is the Proposer's Responsibility to check for Addenda prior to submitting Proposals. This can be done by going www.mcOhio.org/onlinebids and reviewing the list.
4. It is the Proposer's Responsibility to read all General Terms & Conditions and be able to submit using the OpenGov system.

Sincerely,

MONTGOMERY COUNTY COMMISSIONERS

Kyle Kolopanis

Purchasing Director

Instructions to Proposers

GENERAL CONDITIONS

THESE GENERAL CONDITIONS MAY NOT BE ALTERED OR TAKEN EXCEPTION TO BY PROPOSERS.

Please be certain that you have seen and understand all pages of these general conditions, as you will be responsible for doing so. To ensure the acceptance of your Proposal, please read and follow these directions:

Special Conditions

All of the conditions applicable to the Proposal shall be read to give meaning to all provisions. However, when there is a conflict in the interpretation between a special condition in the Proposal Document and a general condition, the special condition in the Proposal Document shall take precedence.

Applicable Laws

The Revised Code of the State of Ohio, and the applicable resolutions of the Board of County Commissioners for Montgomery County, Ohio (the "Board") insofar as they apply to the laws of competitive Bidding, contracts, and purchases are made a part hereof as if fully restated herein. All laws of the United States of America, the State of Ohio, and Montgomery County, Ohio applicable to the products or services discussed herein or to be provided hereby, are also made a part hereof.

Pre-Proposal Conference

There will not be a pre proposal conference. Questions and inquiries concerning this proposal shall be directed to the Question & Answer section of this project on the County's OpenGov Procurement portal. All questions and answers will be available electronically on the County's OpenGov Procurement portal.

Conflict of Interest

Prospective Proposers shall not contact any public employee by any means or method, including by telephone, regarding this specification and the procurement it represents except in the manner indicated above. Failure to comply with this requirement shall result in the disqualification of the Proposer.

Workers Compensation

When required by the Proposal Document, the successful Proposer agrees to take out and maintain Workers Compensation Insurance upon its employees throughout the term of the contract. The Proposer also agrees to furnish an official certification from the Industrial Commission of Ohio, showing that the successful Proposer has paid the necessary premiums for Workers Compensation insurance, whenever the Proposal Document requires Workers Compensation. If such certification is required in the Proposal Document, no contract between the Board and the Proposer shall be created until a fully executed copy of such certification has

been served upon the Board.

Infringements and Indemnifications

To the fullest extent permitted by law, the successful Proposer shall protect, defend, indemnify and hold free and harmless the Board, and any officers, employees, successors, administrators or agents of same, from and against any and all claims, damages, losses, claims of loss, causes of action, penalties, settlements, costs, liabilities and expenses of any kind, including but not limited to attorney fees, arising out of or resulting from any acts or omissions of the successful Proposer, its officers, employees, consultants, agents, subcontractors, sub-subcontractors, successors or administrators, negligent or otherwise, and regardless of whether such claims, damages, losses, claims of loss, causes of action, penalties, settlements, costs, liabilities or expense is caused in part by any party indemnified hereunder. The successful Proposer also agrees to be responsible for the payment of all damages, settlements, costs and expenses of any kind, including attorney fees, incurred by the Board while the Board defends or pursues any action, cause of action, or claim which arises out of the aforementioned acts or omissions. Such obligations include any claims arising out of the use of any patented material, process, article, or device that may enter into the manufacture, construction, or form a part of the work covered by either the order or contract. Such obligations shall not be construed to negate, abridge, or reduce any other rights or obligations of indemnity which would otherwise exist as to a party or person described herein.

Default Provisions

In case of default by the successful Proposer, the Board may procure the articles or services provided for herein from any other source or sources and hold the successful Proposer responsible for any excess costs occasioned thereby.

Termination of Contract

The contract stemming from this Proposal shall contain a provision that it may be terminated by either party upon written notice provided to the other party within such time period as the Board may determine therein.

Pricing

Prices should be stated in the units of the quantity specified in the Proposal Document. If the unit quantities requested are not available, include both the prices for the units that are available and a breakdown of those prices for the quantities requested. In case of a discrepancy in computing the amount of the Proposal, quoted unit prices for requested quantities will govern.

Delivery

Quotations should include all charges for delivery, packing, crating, containers, etc. Unless otherwise stated by the Proposer, prices quoted will be considered as being based on delivery to the destination designated in the Proposal Document and including all delivery and packing charges.

Makes

References to a particular trade name, manufacturer's catalog, or model number, are made for descriptive purposes to guide the Proposer in interpreting the Proposal requirements. They

should not be construed as excluding proposals on other types of materials, equipment and supplies. However, the successful Proposer will be required to furnish the particular item referred to in the Proposal specifications unless a departure or substitution is clearly noted and described in the proposal shown to be compatible with the specifications and accepted by the Board.

Samples

Samples, when requested, must be furnished free of expense to the Board, and if not destroyed, will upon request be returned at the Proposer's expense.

Proposal Informalities, Rejection and Award

The Board reserves the right to reject any or all Proposals. The Board further reserves the right to waive any irregularities or clerical error in a Proposal and to accept that Proposal where, in the judgment of the Board or its agents, it is in the best interest of the Board to do so. The Board also reserves the right to accept a part or parts of a Proposal unless otherwise restricted in the Proposal Document.

Payments

Partial payments may be made upon presentation of a properly executed claim voucher to the Montgomery County, Ohio Purchasing Department, unless otherwise stated in the Proposal Document. The final payment will be made when the materials, supplies, services, or equipment has been fully delivered and accepted or the work completed to the full satisfaction of the Board. All invoices must show the properly assigned Montgomery County, Ohio Purchase Order Number.

Proposer's Signature

Individuals: Wherever signatures are requested, the individual Proposer shall sign in his or her full legal name.

Example: John James Smith.

Sole Proprietors: Wherever signatures are requested, the sole proprietor Proposer shall sign in his or her full legal name and any applicable fictitious business name (a "doing business as" name or a "dba" name) should appear after that name.

Example: John James Smith dba Goop Co.

Partnerships: Wherever signatures are requested, a partnership Proposer shall include the full legal names of the partners composing the partnership, any applicable fictitious business name of the partnership (a "doing business as" name or a "dba" name), and the name of one or more of the general partners signing the Proposal.

Example: John James Smith and Kevin Klondike Jones, dba Goop Co., by John James Smith, partner.

Corporations: Every corporate Proposer must be licensed to do business in the State of Ohio and must be in good standing with the Ohio Secretary of State at the time for opening Proposals. Wherever signatures are requested, corporations Proposal shall include the full name

of the corporation as registered with the Ohio Secretary of State, any applicable fictitious business name of the corporation (a "doing business as" name or a "dba" name), and the name of the authorized corporate officer signing the Proposal.

Example: Smith-Jones, Inc. dba Goop Co. by John James Smith, president.

Submission and Receipt of Proposals

All proposals, including any amendment or withdrawal, must be received **prior to 1:30 pm on Wednesday, October 16, 2024**. Any proposal, amendment or withdrawal, which has not been completed prior to the noted due date and time, will not be considered. Conditional or qualified bids will be considered non-responsive.

- A. Bidders must provide all required information use any forms furnished by the Board or a copy thereof.
- B. Bidders must submit electronically through the County's OpenGov Procurement portal. If required, a proper Bid Guaranty as provided for herein, must be included in the electronic submittal.
- C. Fill in all applicable spaces on the forms provided. Failure to complete all requirements may make your bid unresponsive.

Correction of Errors

Corrections of errors in a Proposal after the Proposal opening shall not be allowed except for extension and/or addition errors that are clearly evident in the Board's sole discretion. Correction of such errors shall only be allowed if accomplished by 4:00 p.m. on the second working day after the Proposal opening not counting the day of the Proposal opening.

Official Clock

The official clock to determine whether Proposals are submitted before the time at which all Proposals are due shall be the clock located in the Purchasing Department Office where the Proposals are received.

Proposal Post Date:	September 6, 2024
Proposer Questions Deadline:	September 25, 2024, 4:00pm
Question Response Deadline:	October 2, 2024, 5:00pm
Proposal Submission Deadline:	October 16, 2024, 1:30pm

Point of Contact

For technical questions or other inquiries that are not related to the content of this project, please contact Kyle Large at largek@mcoho.org or (937) 224-8470. If you have questions about the

project itself, or the contents herein, please use the Question and Answer portal.

Questions

To ensure a fair and objective process, any follow-up questions related to this RFP must be submitted via the Questions and Answer section on OpenGov by Wednesday, September 25, 2024 at 4:00 pm.

Proposal Evaluation

All Proposals received shall be evaluated using the following three (3) procedures:

1. Proposal Document Evaluation - the submitted Proposal is compared to the requirements found herein and in the Solicitation Document for Proposal form and content. Failure to meet any of the requirements specified in the Solicitation Document may result in disqualification of the Proposal.
2. Proposal Specification Evaluation - the submitted Proposal is compared to the specification in the Solicitation Document. Failure to meet any of the requirements specified in the Solicitation Document may result in disqualification of the Proposal.
3. Price Evaluation - The price proposals in a submitted Proposal shall be evaluated on the basis of the most advantageous to the County as the result of competitive sealed proposal pursuant to Ohio Revised Code 307.862.

The Proposal award shall be made to the Respondent whose Proposal:

- i) Has not been disqualified through the Solicitation Document Evaluation.
- ii) Has not been disqualified through the Proposal Specification Evaluation.
- iii) Has not been disqualified through the Proposal Price Evaluation.

Responsible Proposers

The Board reserves the right to consider all elements entering into the question of determining the responsibility of a Proposer.

Intent

The intent of the Proposal Document and the agreement stemming therefrom is to include all items necessary for the proper execution and completion of the Work by the successful Proposer. The entire Proposal Document and the agreement stemming there from are complementary, and what is required by one shall be as binding as if required by all. Performance by the successful Proposer shall be required only to the extent consistent with the Proposal Document and the agreement stemming there from and reasonably inferable from them all as being necessary to produce the intended results.

Equal Employment Opportunity

The successful Proposer will be required to certify that they comply with the Board's anti-discrimination policy and the contract evidencing such successful Proposal will contain a term

requiring continued compliance with such policy.

Disclosure

In addition to any requirement in the Proposal Document, the contract evidencing the successful Proposal will contain a covenant to be agreed to by the successful Proposer that it has complied with the Board's disclosure policy adopted pursuant to Resolution No. 83-112, dated January 18, 1983, which requires anyone contracting with the Board to disclose to the Board any business relationship or financial interest that it has with a Montgomery County, Ohio employee or employee's business, or any business relationship or financial interest that a Montgomery County, Ohio employee has with the contracting party or in the contracting party's business. That contract will also create a continuing obligation to disclose such information to the Board.

Offer to Contract

The contract document to be executed by the successful Proposer shall constitute an offer by the successful Proposer to contract with the Board to supply the Work subject to the Proposal Documents. Such contract document shall be neither accepted nor binding until (1) certificated by the Auditor of Montgomery County, Ohio, (2) approved by a resolution of the Board, and (3) signed by the Board or the Montgomery County, Ohio Administrator. Such offer to contract shall not be revocable by the Proposer, except as provided by law. In the event no contract document is to be executed by the successful Proposer, the proposal shall constitute an irrevocable offer to enter into a contract and the receipt of the purchase order from the Board pursuant to such contract shall signify the Board's acceptance of the Proposer's offer to contract pursuant to the terms of the Proposal Document.

Proposal Embellishment

Each Proposer may describe its proposed service by responding, point-by-point, to the functional requirements of the Proposal Document and shall so respond to the information requirements of the Proposal Document. Such responses shall be tailored to specifically answer or clarify those portions of the Proposal Document necessitating an answer or clarification. Regardless of the nature of the Proposal as an "Offer," the addition of or reference to "boiler-plate" language, material or conditions shall not be used in the body of such a response and will be discarded and treated as if not part of the proposal and inclusion thereof may be grounds for rejecting the Proposal. Additionally, regardless of the nature of the proposal as an "Offer," any language in the proposal altering any portion of these General Conditions, particularly, but not limited to, the sections of these General Conditions titled "Infringements and Indemnifications," "Termination of Contract," "Equal Employment Opportunity," and "Disclosure," will be discarded and treated as if not part of the proposal and inclusion thereof may be grounds for rejecting the Proposal.

Insurance

Unless otherwise provided in the Proposal Document, the contract stemming from this Proposal solicitation shall require that the successful Proposer purchase and maintain a policy of insurance to protect the successful Proposer and the Board from claims which may arise out of the contract stemming from this Proposal solicitation. Unless otherwise provided in the Proposal Document, such insurance policy shall be written for not less than one million dollars (\$1,000,000.00) for

any person injured in any accident and with a total liability of two million dollars (\$2,000,000.00) for all persons injured in any one accident and in the amount of one million dollars (\$1,000,000.00) for each accident or occurrence as compensation for damage caused to property of others.

Liability for Proposal Preparation

The Board, and any officers, employees, successors, administrators or agents of same, assume no responsibility nor liability for costs incurred in the preparation and/or submission of any Proposal.

Proposal Duration

No Proposal shall be withdrawn after it has been deposited with the Board. By submitting your Proposal, you agree to leave your proposal firm for one-hundred and twenty (120) days after the Proposal opening date unless some other duration is specified in the Proposal Document.

Montgomery County

Montgomery County does not pay local, state, or Federal taxes. If requested, a Selected Proposer will be furnished with an exemption certificate.

Public Records

Per ORC 307.862 (C), to ensure fair and impartial evaluation, proposals and any documents or other records related to this solicitation and any subsequent negotiation for a final Contract that would otherwise be available for public inspection and copying under section 149.43 of the Ohio Revised Code, shall not be available until after the award of the Contract(s). Award is defined as when the Contract is fully executed by all parties.

Sample Contract

The Proposal Document may contain a sample contract document. If so, such contract document is an example of the contract document that the successful Proposer will be required to sign to evidence the Agreement between that successful Proposer and the Board stemming from this Proposal solicitation. Alternative contract documents submitted by the Proposer will not be accepted. The Board shall fill in all blanks contained in the sample before such document is presented to the successful Proposer for signature. Additionally, only one version of any multiple version paragraphs appearing in the sample shall be in the contract document presented to the successful Proposer for signature. In the rare case of an error in the Proposal Document, the actual contract document presented to the successful Proposer may differ from the sample.

Scope of Work

Introduction

Montgomery County, Ohio, is requesting proposals for qualified contractor(s) to provide up to five consultations from Montgomery County (County) under the director of the Communications Department. Additional campaigns will benefit from Agency relationships with advertising vendors but will not require consultation.

Background

Montgomery County, Ohio serves approximately 525,000 citizens in 28 jurisdictions in southwest Ohio. The entire county is approximately 461 square miles, representing the 37th largest county in Ohio. According to the most recent Census data, median household income is \$62,000, with a median age of 39. The racial demographics are 68% white people, 21% Black people, 4% Hispanic people, and 7% choosing “other” to describe themselves. Our mission is to create value by investing in people, the economy and services for all to lead safe, healthy and productive lives. We create value by investing in people, the economy, and services for all to lead safe, healthy, and productive lives.

Scope of Work

Examples of services expected to be included in the contract include, but are not limited, to the following:

- Create connections with various platforms and mediums to showcase Montgomery County community outreach initiatives.
- Encourage engagement with local businesses, and community organizations to promote the County’s initiatives.
- Review Current advertising programs and campaigns for effectiveness with target market &/or geofencing.
- Assist with identifying and assessing new target markers or changes to the existing target market.
- Provide creative services for developing new advertising campaigns for the County and its services to selected target markets.
 - Develop advertising plans focusing on target audiences.
 - Develop logos, drawings, messages, and other items customarily required for advertising campaigns.
 - Create videos, social media posts, and graphic displays.
 - Coordinate with Montgomery County Communications for content creation.
- Review and provide data-based recommendations for placement of advertising on the different forms of available media to include radio, television, billboards, print media,

infographics, and web-based electronic media.

- Arrange for the placement of advertising on the selected media.
 - Order the space, time or other means to be used for the advertising, endeavoring to secure the most advantageous rates available.
 - Properly incorporate the advertising in mechanical or other form and forward it to the media outlet with proper instructions for the fulfillment of the order.
 - Check and verify insertions, displays, broadcasts, or other means used to ensure proper exhibition of advertising.
- Conduct studies / surveys of Montgomery County residents to determine effectiveness of County advertising packages and marketing messages.
- Regularly evaluate the effectiveness of the communication campaigns in achieving its objectives.
- Ensure impressions for all social media content is tracked, documented, and provided to the Communications Department.
- Present findings to Montgomery County Communications.

Desired outcome: Create effective communication materials to showcase community initiatives and outreach. Media metrics will be collected to assess the specific demographic reach of each media campaign activity. Outreach will be targeted based on the demographic groups being prioritized. Internal communication channels will also be leveraged and will be included in campaign distribution/dissemination. Metrics such as engagement, views, listens, likes, shares, downloads, and click interactions will be collected.

Minimum Qualifications

Proposers shall have a proven track record in creating marketing and advertising plans, with demonstrated expertise in target marketing. Demonstrated experience producing successful marketing plans. Although not a requirement, preference will be given to proposers capable of launching campaigns in ***Spanish and other language*** markets.

- A. At least 5 years in Media Strategy Development and relationship management.
- B. Ability to collaborate with County officials to develop strategic media plans aligned with the County's communication objectives.
- C. Proven experience in marketing, preferably with government or municipal clients.
- D. Strong marketing contacts and relationships with local, regional, and national media outlets. Including 3-5 mandatory professional references.

Deliverables

- A. Increased social media views, likes, shares, interactions, and reach.
- B. Marketing mix recommendation for various campaigns to include duration of each media buy, costs, and estimated reach. The recommendation should include the appropriate mix of marketing that will provide the best results to achieve stated campaign goals. Final media mix will be determined after consultation with the Montgomery County Communications Department.
- C. Use of multiple media vendors preferred if costs are similar. If only one is recommended, then please provide cost/placement rationale.
- D. Negotiate prices and place media buys for approved media mix.
- E. Purchase media buys (County to reimburse for services rendered)
- F. Purchase and coordinate translation services as needed.
- G. Coordinate and secure free marketing opportunities.
- H. At least one pre-campaign meeting, monthly update meetings, one final campaign recap meeting (meetings may be in-person or via zoom &/or Teams)
- I. Capability to adjust campaign content to reflect best performance.
- J. A final written report outlining each campaign's performance to include recommendations to increase performance in future similar campaigns. Metrics should be specific to each campaign initiative.

Evaluation Criteria

All proposals will be based on the following criteria, and samples of work are required to be evaluated:

Documented ability to work with local governments / non-profits
Demonstrated ability to tailor advertising methods to predetermined target audiences (multimedia platforms)
Demonstrated ability to create original content & provide meaningful metrics
Cost

Ownership Rights

The County owns and shall require rights and original editable files to all creative materials, including graphics, photographs, audio, video, etc. during and at the conclusion of the contract.

Pricing Proposal

SERVICE TYPES

Please be sure to note if you cannot bid on a specific line item. In vendor proposal section, an optional alternate pricing proposal upload box is available for more detailed pricing (if applicable).

Line Item	Description	Unit of Measure	Unit Cost	No Bid
Consulting Services				
1	Consulting Services (Expected 50 hours per contract year)	Hour		
2	Design Services (Expected 30 hours per contract year)	Hour		
Media Buys				
4	Radio Station - 15 Seconds	Per Spot		
5	Radio Station - 30 Seconds	Per Spot		
6	TV Station - 30 Seconds	Per Spot		
7	TV Station - 60 Seconds	Per Spot		
8	Printed Advertising	Per piece		
9	Social Media	Per Click/View		
10	Billboard	Per Billboard		

Proposal

Proposer Information

Date of Establishment*

When was organization established?

Style

01/01/1991

Maximum response length: 12 characters

*Response required

Years of Experience*

For how many years has the Proposer engaged in services under its present business name?

*Response required

Federal Employer Identification Number (FEIN)*

Please provide Federal Employer Identification Number (FEIN)

Maximum response length: 25 characters

*Response required

Workers Compensation Account Number*

Please provide Workers Compensation Account Number. If none, please provide a reason.

*Response required

Unemployment Insurance Account Number*

Please provide Unemployment Insurance Account Number. If none, please provide reason.

*Response required

Registered in Ohio*

Are you registered to do business in the state of Ohio?

<https://businesssearch.ohiosos.gov/>

☐ Yes

☐ No

*Response required

When does not equal "No"

Foreign Entity*

As stated within the previous question, the proposer is required to furnish a Certificate of Good Standing from the Ohio Secretary of State showing the right of the proposer to do business in the State. Or, in the case that the proposer is an individual or partnership, the

proposer shall certify it has filed, with the Ohio Secretary of State, a Power of Attorney designating the Ohio Secretary of State as the proposer agent for the purpose of accepting service of summons in any lawful legal action.

Please upload the applicable proof based on your current status at the time of this submittal.

*Response required

Subcontractors*

Does the Bidder plan to use subcontractors to meet the requirements of this project?

☐ Yes

☐ No

*Response required

When equals "Yes"

Subcontractor Entities*

Please list all names of subcontractors, including dbas.

*Response required

EEO*

Do Federal, State, or local Affirmative Action or Equal Employment Opportunity rules bind the Bidder?

☐ Yes

☐ No

*Response required

When equals "Yes"

EEO reports*

If yes, has the Bidder filed all required EEO reports to the necessary agencies?

☐ Yes

☐ No

*Response required

Bankruptcy *

Has Bidder ever filed for reorganization under the bankruptcy laws of Ohio or any other state?

☐ Yes

☐ No

*Response required

Civil Judgment*

Have you, or any of your principals, within a three-year period preceding award of this agreement been convicted of or been subject to a civil judgment rendered for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or Local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property?

☐ Yes

☐ No

*Response required

When equals "Yes"

Additional Information*

Please provide detailed information about the existence of such instances in your organization.

*Response required

Indictment or Criminal Charges*

Are you, or any of your principals, presently indicted for or otherwise criminally charged by a governmental entity (Federal, State, or Local) within commission of any of the offenses enumerated in the previous question?

☐ Yes

☐ No

*Response required

When equals "Yes"

Additional Information*

Please provide detailed information about the existence of such instances in your organization.

*Response required

Transactions Terminated for Cause or Default*

Are you, or any of your principals, within the three-year period preceding this proposal date had one or more public transactions (Federal, State, or Local) terminated for cause or default?

☐ Yes

☐ No

*Response required

Eligibility of Transactions with Federal Agencies and Departments*

Are you, or any of your principals, presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency?

☐ Yes

☐ No

*Response required

When equals "Yes"

Additional Information*

Please provide detailed information about the existence of such instances in your organization.

*Response required

Form 3: Disclosure Policy*

Please download the below documents, complete, and upload.

- [Form 3 fillable.pdf](#)

*Response required

Form 4: Tax Delinquent *

Please download the below documents, complete, and upload. **Please note, this form must be notarized**

- [Form 4 fillable.pdf](#)

*Response required

Project Specific Information

Table of Organization / Personnel*

Please provide a table of organization. Please demonstrate capacity to meet project needs.

*Response required

Strategic Partnerships*

Describe any partnerships, collaborations, &/or contractual relationships the agency has established to enhance service delivery and/or achievement of desired outcome(s). If none, reply "None."

Maximum response length: 3500 characters

*Response required

Samples of Work*

Provide three examples to demonstrate ability to tailor advertising methods to predetermined target audiences (multimedia platforms).

*Response required

Original Customized Content*

Provide examples to demonstrate ability to create original content. Examples can include social media, print, television, etc.

*Response required

Post Campaign Metric Report*

Provide examples to demonstrate ability to provide meaningful metrics post campaign initiative.

*Response required

References*

Please upload 3-5 mandatory professional references. Each reference must have contact information--email address and phone number.

*Response required

Optional Alternate Pricing Proposal *

Please upload, if applicable, an alternate pricing proposal with more specific pricing for media mix and services.

*Response required

Offer of Additional Services

If additional services are available.

Warranties*

Does your proposal include warranties?

☐ Yes

☐ No

*Response required

When equals "Yes"

Warranty Information*

Please provide detailed warranty information.

*Response required

Finalizing Submitted Information

General Conditions*

Proposer has read, understands, and accepts the General Conditions contained within the Bid documents?

☐ Yes

☐ No

*Response required

Exceptions*

Are there any exceptions to the details, requirements, or goals contained herein these project documents?

☐ Yes

☐ No

*Response required

When equals "Yes"

Exceptions Justification*

Please provide a detailed description and justification for any requested exceptions to the details, requirements, or goals contained herein these project documents.

*Response required

Contract Exceptions*

After reading the sample contract provided in Attachment A, does proposer have any exceptions to the contract terms?

☐ Yes

☐ No

*Response required

When equals "Yes"

Contract Exception Justification*

Please list all contract exceptions and the reason for such exceptions.

*Response required

Proposal*

Proposal will remain firm for acceptance for 120 days after bid opening unless otherwise stated?

☐ Yes

☐ No

*Response required

When does not equal "No"

Proposal Length*

How long will the bid remain valid?

*Response required

Drug-Free Workplace*

The Bidder certifies they operate a drug-free workplace.

☐ Please confirm

*Response required

Subcontractors Debarred *

The Bidder certifies that they will not enter into contracts with subcontractors who are debarred or suspended from such transactions to complete work related to this Request for Proposals.

☐ Please confirm

*Response required

No Lobbying*

The Bidder certifies they will not use contract funds to lobby.

☐ Please confirm

*Response required

Submittal Confirmation*

Proposer hereby certifies that all information provided within this submittal is true, accurate and complete to the best of their knowledge. Submitting party or Proposer further acknowledges that they have authority and have provided proof of said authority to submit a proposal on behalf of the stated agency name committing them to the information and pricing contained within this Proposal Response.

☐ Please confirm

*Response required