



STATE OF ARKANSAS
ARKANSAS SOYBEAN PROMOTION BOARD
PO Box 31
Little Rock, AR 72203

RESPONSE PACKET

SB-16-0001

CAUTION TO VENDOR

Vendor's failure to submit required items and/or information as specified in the *Bid Solicitation Document* **shall** result in disqualification.



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RESPONSE SIGNATURE PAGE

Type or Print the following information.

RESPONDENT'S INFORMATION				
Company:				
Address:				
City:		State:		Zip Code:
Business Designation:	<input type="checkbox"/> Individual <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Public Service Corp <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit			
Minority Designation: <i>See Minority Business Policy</i>	<input type="checkbox"/> Not Applicable <input type="checkbox"/> African American <input type="checkbox"/> Hispanic American <input type="checkbox"/> Pacific Islander American <input type="checkbox"/> American Indian <input type="checkbox"/> Asian American <input type="checkbox"/> Service Disabled Veteran			
	AR Minority Certification #: _____		Service Disabled Veteran Certification #: _____	

VENDOR CONTACT INFORMATION			
<i>Provide contact information to be used for bid solicitation related matters.</i>			
Contact Person:		Title:	
Phone:		Alternate Phone:	
Email:			

CONFIRMATION OF REDACTED COPY
<input type="checkbox"/> YES, a redacted copy of submission documents is enclosed. <input type="checkbox"/> NO, a redacted copy of submission documents is <u>not</u> enclosed. I understand a full copy of non-redacted submission documents will be released if requested. <i>Note: If a redacted copy of the submission documents is not provided with vendor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), shall be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See Bid Solicitation for additional information.</i>

An official authorized to bind the vendor to a resultant contract must sign below.

The signature below signifies agreement that either of the following **shall** cause the vendor's response to be disqualified:

- ☐ Additional terms or conditions submitted in their response, whether submitted intentionally or inadvertently.
- ☐ Any exception that conflicts with a Requirement of this *Bid Solicitation*.

Authorized Signature: _____ **Title:** _____
Use Ink Only.

Printed/Typed Name: _____ **Date:** _____

SECTION 1 - VENDOR AGREEMENT AND COMPLIANCE

- ☐ Any requested exceptions to items in this section which are NON-mandatory **must** be declared below or as an attachment to this page. Vendor **must** clearly explain the requested exception, and should label the request to reference the specific solicitation item number to which the exception applies.
- ☐ Exceptions to Requirements **shall** cause the vendor's response to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

Authorized Signature: _____
Use Ink Only.

Printed/Typed Name: _____ **Date:** _____

SECTION 2 - VENDOR AGREEMENT AND COMPLIANCE

- ☐ Any requested exceptions to items in this section which are NON-mandatory **must** be declared below or as an attachment to this page. Vendor **must** clearly explain the requested exception, and should label the request to reference the specific solicitation item number to which the exception applies.
- ☐ Exceptions to Requirements **shall** cause the vendor's response to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

Authorized Signature: _____
Use Ink Only.

Printed/Typed Name: _____ **Date:** _____

SECTIONS 3, 4, 5 - VENDOR AGREEMENT AND COMPLIANCE

☐ Exceptions to Requirements **shall** cause the vendor's response to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

Authorized Signature: _____

Use Ink Only.

Printed/Typed Name: _____ **Date:** _____

INFORMATION FOR EVALUATION

- ☐ Provide a response to each item/question in this section. Vendor may expand the space under each item/question to provide a complete response.
- ☐ **Do not** include additional information if not pertinent to the itemized request.

QUESTIONS FOR VENDOR EVALUATION		Maximum Points
E.1.1	Describe your company's agricultural communication experience and capabilities.	10
E.1.2	Describe your experience with developing messaging and earned media strategy.	10
E.1.3	Describe your company's crisis and risk management experience and capabilities.	10
E.2.1	Describe your company's social media marketing experience and capabilities.	10
E.2.2	Describe your company's special event coordination and marketing.	10
E.3.1	Describe your company's experience with strategic planning and implementation with clients.	5
E.3.2	Describe your company's social content development and brand advocacy capabilities.	5
E.4.1	Describe your company's experience with video and print advertising designed to influence and educate the audience.	10
E.5.1	Describe your company's experience working with volunteer leaders to develop and implement a communication strategy.	10
E.6.1	Describe your company's research and target market intelligence experience and capabilities.	5
E.6.2	Describe your company's experience with website management and maintenance.	5
E.7.1	Describe your company's structure, reputation and trust management experience and capabilities.	10
	TOTAL POSSIBLE POINTS	100