

TECHNICAL PROPOSAL PACKET
SP-21-0055

PROPOSAL SIGNATURE PAGE

Type or print the following information.

| PROSPECTIVE CONTRACTOR'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 and Women-Owned Designation*: | <input type="checkbox"/> Not Applicable | <input type="checkbox"/> American Indian | <input type="checkbox"/> Service-Disabled Veteran | |
| | <input type="checkbox"/> African American | <input type="checkbox"/> Hispanic American | <input type="checkbox"/> Women-Owned | |
| | <input type="checkbox"/> Asian American | <input type="checkbox"/> Pacific Islander American | | |
| AR Certification #: _____ * See <i>Minority and Women-Owned Business Policy</i> | | | | |

| PROSPECTIVE CONTRACTOR CONTACT INFORMATION | | | |
|-------------------------------------------------------------------------------------|--|------------------|--|
| <i>Provide contact information to be used for RFP 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 Prospective Contractor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), will be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See Solicitation Terms and Conditions for additional information.</i> |

| ILLEGAL IMMIGRANT CONFIRMATION |
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| By signing and submitting a response to this <i>RFP Solicitation</i> , Prospective Contractor agrees and certifies that they do not employ or contract with illegal immigrants and shall not employ or contract with illegal immigrants during the term of a contract awarded as a result of this RFP. |

| ISRAEL BOYCOTT RESTRICTION CONFIRMATION |
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| By checking the box below, Prospective Contractor agrees and certifies that they do not boycott Israel and shall not boycott Israel during the term of a contract awarded as a result of this RFP. |
| <input type="checkbox"/> Prospective Contractor does not and shall not boycott Israel. |

An official authorized to bind the Prospective Contractor to a resultant contract shall sign below.

The signature below signifies agreement that any exception that conflicts with a Requirement of this RFP Solicitation may cause the Prospective Contractor's proposal to be rejected.

Authorized Signature: _____ **Title:** _____

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

SUBMISSION REQUIREMENTS CHECKLIST

Per the solicitation, the following items **must** be submitted as hardcopies with the Prospective Contractor's proposal:

- Proposal Signature Page*
- Technical Proposal response to the *Information for Evaluation*
- Proposed Subcontractors Form*
- Exceptions Form*, if applicable
- Official Solicitation Price Sheet*, sealed separately

It is strongly recommended that the following items are also included with the Prospective Contractor's proposal:

- Five (5) additional hardcopies of the Technical Proposal response to the *Information for Evaluation*
- One (1) flash drive containing each of the following electronic files, preferably in PDF format, named accordingly:
 - Copy of the signed *Proposal Signature Page*
 - Copy of the Technical Proposal response to the *Information for Evaluation* section included in the *Technical Proposal Packet*
 - Proposed Subcontractors Form*
 - Proposed Exceptions Form*
 - Redacted copy of the redacted original *Technical Proposal Packet*, if applicable, marked "Redacted"
 - Completed *EO 98-04: Contract and Grant Disclosure Form*
 - Prospective Contractor's *Equal Opportunity Policy*
 - Voluntary Product Accessibility Template (VPAT)*, if applicable
 - Signed addenda, if applicable
- One (1) flash drive containing an electronic copy of the *Official Solicitation Price Sheet*, sealed separately and clearly marked "Pricing"

INFORMATION FOR EVALUATION

Provide a response to each item/question in this section. Prospective Contractor 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.

| | Maximum RAW Score Available |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| E.1 QUALIFICATIONS AND EXPERIENCE | |
| <p>A. Describe previous and current advertising and marketing accounts implemented and managed by your firm that demonstrate your firm’s capability to perform all services required in the Solicitation.</p> <p>For each account referenced, provide the client’s name (including contact name and email); date range of services; project names, messages, demographic markets, and services performed; personnel assigned to the account; total budget and percentage of budget allotted for media; and the account’s relevance to the services required by DAH.</p> | 5 points |
| 1. Include experience with consumer-targeted accounts with annual media billings of about \$200,000.00 that used broadcast, e-marketing, outdoor, and print media. | 5 points |
| 2. Include experience in developing marketing plans of similar scope, complexity, and technological requirements. | 5 points |
| 3. Include experience with public governmental entities. | 5 points |
| 4. Include experience with public information/education/awareness-oriented campaigns and social media methods. | 5 points |
| 5. Include experience with campaigns marketed toward minority audiences. | 5 points |
| B. Explain your firm’s marketing philosophy and how that philosophy is clearly demonstrated through your handling of accounts. | 5 points |
| E.2 ARKANSAS MARKETS | |
| A. Describe previous and current advertising and marketing accounts implemented and managed by your firm that demonstrate your firm’s successes in marketing to Arkansas’s unique market. | 5 points |
| 1. Include experience with campaigns marketed toward Arkansans. | 5 points |
| 2. Include experience with campaigns marketed toward audiences similar to those in Arkansas and explain similarities and differences between the audiences. | 5 points |
| B. Describe challenges unique to marketing to audiences in Arkansas and how your firm plans to overcome those challenges. | 5 points |

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| E.3 PERFORMANCE AND RISKS | |
| A. Describe your firm’s marketing successes managing other accounts and describe how those successes were measured. | 5 points |
| B. Discuss methods your firm proposes to measure and ensure the effectiveness of services performed under a resulting contract. Include client satisfaction measurement and campaign assessment methods. | 5 points |
| C. Describe issues that arose during implementing and managing other accounts and describe how your firm resolved those issues. | 5 points |
| D. Based on your firm’s understanding of the goals and objective of a resulting contract, discuss potential risks involved in meeting the goals and objectives and how your firm proposes mitigating those risks. | 5 points |
| E.4 OVERALL APPROACH | |
| A. With identifiers redacted, describe key personnel to be assigned to the DAH account and summarize the qualifications and skills that make each individual suitable for the DAH account. | 5 points |
| B. Discuss the resources to be available to the DAH account and summarize how those resources bring value to your firm. Include full-scale marketing plan services, creative advertising, graphic design, copy writing, public relations, lead generation, and applicable partner organizations and related subcontractors unique to your firm. | 5 points |
| C. Discuss the approval processes your firm proposes to implement under a resulting contract, including approval processes for marketing plans, campaigns, projects, reports, security and disaster plans, creative plans, and budgeting plans. | 5 points |
| D. Describe your firm’s research approaches and the strategies your firm uses to incorporate research results into marketing and public education. | 5 points |

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| <p>E. Describe your firm's understanding of fulfilling and verifying IT Accessibility (Section 508 Standards) in web design. Include how your firm provides for:</p> <ol style="list-style-type: none">1. Presenting information, including prompts used for interactive communications, in formats intended for non-visual use;2. Integrating into networks for obtaining, retrieving, and disseminating information used by individuals who are not blind or visually impaired;3. Providing effective, interactive control and use of the technology, including without limitation the operating system, software applications, and format of the data presented is readily achievable by nonvisual means;4. Being compatible with information technology used by other individuals with whom the blind or visually impaired individuals interact;5. Integrating into networks used to share communications among employees, program participants, and the public; and6. Providing the capability of equivalent access by nonvisual means to telecommunications or other interconnected network services used by persons who are not blind or visually impaired | <p>5 points</p> |
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EXCEPTIONS FORM

Prospective Contractor **shall** document all exceptions related to requirements in the RFP Solicitation and terms in the *Standard Services Contract* and *Solicitation Terms and Conditions* located on the OSP website. See Section 1.8 and 1.9 of the RFP Solicitation.

| ITEM # | REFERENCE (SECTION, PAGE, PARAGRAPH) | DESCRIPTION | PROPOSED LANGUAGE |
|--------|--------------------------------------------|-------------|-------------------|
| 1. | | | |
| 2. | | | |
| 3. | | | |