

Attachment 3-RFP Submittal Requirements Response
RFP 19PSX0009
Media, Marketing and Public Relations

Proposer
Name: _____

1. Applicable Content

a. Describe the company's ability to meet specifications, requirements, terms and conditions as outlined throughout this RFP. Contractor must submit a copy of three samples of worked performed.

- (1) Media
- (2) Digital
- (3) Advertising
- (4) Social Media
- (5) Content Creation
- (6) Multicultural ethnicity

Response:

- b. Describe the company's ability to provide and meet all services including training and meetings needed. .**

Response:

- c. Describe the your company's ability to provide experience and your capabilities in media marketing services for each staff to include but not limited to staff title, education, years of experience and certifications.

Response:

- d. Provide three (3) references (other than State contracts). Please provide the following information for each reference.
Name of company, Contact name, Telephone number, Email address and Description of work with cost provided with sample of end product.**

Response:

2. Account Management

- a. Describe the company's strategy/plan for managing the contract and their approach to customer service.

Response:

3. Value

- a. Complete and upload Form RFP-16 Exhibit B Price Schedule with an hourly rate for all categories your firm can provide. If company provided Multicultural Ethnicity Outreach please select tab named Section 2 to specify ethnicity communities your firm will handle.

4. Business Information

- a. Set Aside Status- Provide a copy of current certificate under additional documents section.
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- b. **Appropriate Insurance and Licenses**
Provide appropriate Insurance, accreditations, certifications and all Licenses that apply for the service you provide. All documents must be uploaded under additional documents section in BizNet.