

Request for Proposal #19PSX0009

MEDIA, MARKETING AND PUBLIC RELATIONS SERVICES

Contract Specialist: **Marisol Rivera**

Date Issued: **20 September 2019**

Due Date: **29 October 2019 at 2:00 pm Eastern Time**

**Department of Administrative Services
Procurement Division**



TABLE OF CONTENTS

GUIDE TO ELECTRONIC PROPOSAL SUBMISSIONS _____	3
OVERVIEW _____	5
SCOPE OF SERVICES _____	5
INSTRUCTIONS TO PROPOSERS _____	6
DESCRIPTION OF GOODS & SERVICES SPECIFICATIONS AND ADDITIONAL TERMS & CONDITIONS _____	7
PROPOSAL REQUIREMENTS _____	15
SELECTION CRITERIA _____	17
SUBMITTAL REQUIREMENTS _____	18
ATTACHMENT 1 - SAMPLE CONTRACT _____	18
ATTACHMENT 2- SCOPE OF WORK SAMPLE	

Request for Proposals (RFP)

MEDIA, MARKETING AND PUBLIC RELATIONS SERVICES

Guide to Electronic Proposal Submissions

1. Introduction To BizNet

It is now a requirement of Department of Administrative Services (DAS)/Procurement Division that all Companies create a Business Network (BizNet) account and add their company profiles to the State of Connecticut BizNet system. Companies are responsible for maintaining and updating company information in their BizNet accounts as updates occur. Companies that have been certified through the Supplier Diversity or the Pre-Qualification Program have already created a BizNet account.

The BizNet login is: <https://www.biznet.ct.gov/AccountMaint/Login.aspx>

New Companies: Create an account by clicking the BizNet login link above and then the button on the right labeled "Create New Account". Login and select Doing Business with the State and Company Information. Please be sure to complete information in all tabs (Company Information, Accounts, Address, etc.).

Existing Companies Needing to Update Their Information: Login to BizNet and select Doing Business with the State and Company Information.

Anyone having difficulty connecting to their account or downloading or uploading forms should call DAS/Procurement Division at 860-713-5095.

2. Business Friendly Legislation

As a result of Public Act 11-229, DAS/Procurement Division's goal is to make doing business with the State of Connecticut more business friendly. To eliminate redundancy, forms that were repetitively filled out with each RFP are being automated in BizNet.

DAS/Procurement Division began the transition to on-line bidding by automating the submission of Affidavits and Non-Discrimination forms on October 1, 2011. Companies must submit forms electronically to their BizNet account if they haven't already done so. These forms must be updated on an annual basis, no later than 30 days after the effective date of any material change. Rather than completing them with each proposal submittal, companies that have already filed these forms have the ability to view, verify and update their information prior to submitting a proposal response.

Instructions for Uploading Affidavits and Non-Discrimination Forms:

Click on the following link for instructions on how to upload Affidavits and Non-Discrimination forms:

<http://das.ct.gov/images/1090/Upload%20Instructions.pdf>

(a) AFFIDAVITS

THE FOLLOWING FORMS MUST BE SIGNED, DATED, NOTARIZED, UPLOADED OR UPDATED ON BIZNET. TO OBTAIN A COPY OF THESE FORMS, YOU MUST LOGIN INTO BIZNET AND FOLLOW THE INSTRUCTIONS LISTED ABOVE.

- (1) OPM Ethics Form 1 – Gift & Campaign Contribution Certification
- (2) OPM Ethics Form 5 – Consulting Agreement Affidavit
- (3) OPM Ethics Form 6 – Affirmation of Receipt of State Ethics Laws Summary
- (4) OPM Ethics Form 7 – Iran Certification

For information regarding these forms, please access the Office of Policy & Management’s website by clicking on the following link: <http://www.ct.gov/opm/cwp/view.asp?a=2982&q=386038>

(b) NON-DISCRIMINATION –

CHOOSE ONE (1) FORM THAT APPLIES TO YOUR BUSINESS. COMPLETE AND UPLOAD OR UPDATE ON BIZNET ANNUALLY. TO OBTAIN A COPY OF THESE FORMS, YOU MUST LOGIN INTO BIZNET AND FOLLOW THE INSTRUCTIONS LISTED ABOVE.

- (1) Form A – Representation by Individual (Regardless of Value)
- (2) Form B – Representation by Entity (Valued at \$50,000 or less)
- (3) Form C – Affidavit by Entity (RECOMMENDED) (Valued at \$50,000 or more)
- (4) Form D – New Resolution by Entity
- (5) Form E – Prior Resolution by Entity

For information regarding these forms and on which form your company should complete, please access the Office of Policy & Management’s website by clicking following link:
http://www.ct.gov/opm/cwp/view.asp?a=2982&q=390928&opmNav_GID=1806

3. Online Proposal Responses

Any proposal posted by DAS/Procurement Division must be submitted electronically. The common forms listed below have also been automated in the BizNet system. In addition, specific forms are now fillable, as noted below. To complete forms; download them from your BizNet account, complete your submittal response, and then upload these completed documents (as well as any other required submittal documents) through BizNet prior to date and time upon which the Proposal is due pursuant to the RFP. Late submissions will not be accepted. All proposals response submitted must be e-signed. Proposals that are not e-signed are not received by DAS/Procurement and cannot be viewed or considered. If any required documents have not been uploaded, the system will not allow you to e-sign. After successful e-signature, Proposers will get a confirmation that their proposal has been successfully submitted. If you do not receive this electronic confirmation, please contact DAS/Procurement at 860-713-5095. Proposals are not publicly opened and are not available for viewing until after the Contract has been awarded.

- Contractor Information/Electronic Signature Page – Web Based fillable Form
- Employment Information Form (DAS-45) – Web Based fillable Form
- Statement of Qualifications (DAS-14) – PDF Fillable Form
- Connecticut Economic Impact Form (DAS-46) – Web Based fillable Form
- Contract Exhibit B – Price Schedule (RFP-16)
- RFP Addendum (RFP-18) – if applicable

Additional forms such as those listed below must be reviewed carefully and accepted by the proposer prior to proposal submittal:

- Standard Terms and Conditions (RFP-19)
- Request for Proposal Document (RFP-22)
- Request for Proposal Contract (RFP-50)
- Contract Exhibit A – Description of Goods & Services and Additional Terms & Conditions
- Attachment 2- Scope of Work sample
- Contract Exhibit C – SEEC Form 11

4. Insurance Accord Certificates

Contractors are responsible for maintaining their BizNet accounts with new and/or updated insurance information.

The following documentation will need to be uploaded to each company's BizNet account and evidencing that the State is an additional insured:

- (a) Certificate of Insurance (Accord Form)
- (b) The insurance policy declaration page
- (c) The additional insured endorsement to the policy

Training documentation relating to the completion of the above-reference forms is available through the DAS Website under "DAS Business Friendly Initiatives" at the following website: [http://portal.ct.gov/DAS/Search-Results?SearchKeyword=insurance instructions](http://portal.ct.gov/DAS/Search-Results?SearchKeyword=insurance%20instructions)

Proposers are cautioned that there may be additional documents, attachments or requirements depending on the complexity of the RFP. Please read ALL RFP documents carefully and provide all required information. Failure to do so may result in rejection of your proposal.

Overview

The State of Connecticut Department of Administrative Services ("DAS") is issuing this Request for Proposal to solicit proposals for MEDIA, MARKETING AND PUBLIC RELATIONS SERVICES for All Using State Agencies and Political Subdivisions. These solutions will include media, marketing, advertising, public relations and program management.

In addition, the State is seeking solutions to enhance or develop or both a wide variety of public campaigns as the need for specialized programs may arise. Proposers will be required to develop multi-media, marketing campaigns for requesting entities throughout various geographic locations and target markets.

Scope of Services

- Services required include consulting or management or both for multi-media public relations campaigns for the State. Such campaigns will include development of multi-media campaigns, planning, identification of goals,

establishment of key statements, tactics and timeliness, communication planning, public relations planning and summarization of assessments.

- Multicultural Marketing Outreach must use Section 2 on Exhibit B- Price Schedule to specify ethnicity Proposers specialize.
- This Contract replaces the following contract award(s) in part or in total: 13PSX0236

Instructions to Proposers

1. Proposal Schedule

RELEASE OF RFP:	Date:	20 September 2019
RECEIPT OF QUESTIONS:	Date:	30 September 2019 , by noon Eastern Time
ANSWERS TO QUESTIONS POSTED AS ADDENDUM:	Date:	7 October 2019
RFP DUE DATE:	Date:	29 October 2019 at 2:00 pm Eastern Time

2. Pre-Proposal Meeting Requirements

This RFP contains no pre-proposal meeting requirements.

3. Questions

Questions for the purpose of clarifying this RFP must be received no later than the date and time specified in Section 1, "Proposal Schedule" and must be directed to the Contract Analyst, Marisol Rivera via email: marisol.rivera@ct.gov.

4. Communications

During the period from your organization's receipt of this Request for Proposal, and until a contract is awarded, your organization shall not contact any employee of the State of Connecticut concerning this procurement except in writing directed to the Contract Specialist, Marisol Rivera via email: marisol.rivera@ct.gov.

5. Solicitation Submission

Solicitations must be submitted online by the RFP due date and time only. Proposers shall upload their solicitation submission to their BizNet Account.

Description of Goods & Services Specifications and Additional Terms & Conditions

1. DESCRIPTION OF GOODS AND SERVICES:

(a) Scope

This Contract consists of Media, Marketing and Public Relations Services. All services are set forth in Exhibit B Price Schedule.

Services must include consulting or management or both for multi-media public relations campaigns generally comprised of, but not limited to, the following:

- Development of multi-media campaigns and projects (the "Services") identifying goals, establishing key statements, determining tactics and timelines, providing communication planning, public relations planning and summarization of assessments.
- Market analysis.
- Multi-media advertisement placement or outreach or both through various media avenues (television, radio, billboards, posters, press releases, brochures, flyers, internet, world wide web and other promotional materials). Including multi-cultural media avenues.

(b) Work

- 1) The Client Agency shall obtain three (3) quotes from the Contractors for all Media, Marketing and Public Relations Services that exceeds five thousand dollars (\$5000.00) under this Contract. The Client Agency shall provide the Contractors a scope of work ("SOW") with details of the Service. A sample SOW is included as Attachment 2 to this Contract. The Contractor shall base its quote on the pricing listed in Exhibit B Price Schedule. The Client Agency shall keep a record of all quotes and projects under this Contract for audit purposes. The Client Agency shall notify the quoted Contractors within 72 hours once Contractor has been selected for SOW. The Client Agency shall not issue a purchase order until the Client Agency has approved the SOW in writing.
- 2) Contractors shall perform only to the specific extent authorized in the purchase order. If during the course of performing the Service, the Contractors determine that the Service must be modified in any way, the Contractor shall notify the Client Agency in writing including a cost estimate for the modification. The Contractor shall not commence any such modification until the Client Agency, in its sole discretion, consents in writing to the Contractor to modify the Service. The Client Agency shall issue the Contractor a revised purchase order with a project addendum which will modify the Service. Upon completion of the Service, if the actual cost is lower than the Contractor's original quote for the Service, the Client Agency shall pay the Contractor the lower cost.

(c) Project Meetings

The Client Agency shall request project meeting as needed at a time and location specified by the Client Agency. Contractor shall provide such meetings at no additional cost.

(d) Invoices

The Contractor shall provide detailed invoices to the Client Agency.

All invoices must include the following:

- 1) Contractor Name
- 2) Contractor remit address, if applicable
- 3) Client Agency name
- 4) Contract Number
- 5) Itemized line items to support each hourly rate to correspond with scope of work
- 6) Purchase date
- 7) Total

(e) Deliveries

The Contractor shall deliver Services based on the timeline provided at time of the SOW quotes and accepted by the Client Agency.

(f) Pricing

Costs for travel, meals, hotels, or other miscellaneous expenses are not reimbursable. No retainer fees are allowed on this Contract.

(g) Licenses

The Contractors shall have all appropriate licenses or certifications required to perform the Services in the State if applicable throughout the duration of this Contract. The Contractor must provide copies of individual's licenses to the Client Agency upon request. The Contractor shall provide any additional licenses if Services are performed outside of the State. Contractor shall immediately notify the Client Agency by written notice in the event any of Contractor's licenses or certifications are revoked, expired or suspended.

(h) Warranty

The Contractors shall warranty Services under this Contract for a period of one (1) year from the acceptance date of Service provided. The warranty must include all labor at no charge to the Client Agency.

(i) Pass Through Costs

Pass through costs must be invoiced to the Client Agency at actual cost set forth in the SOW.

(j) Services Definitions

- 1) Account Director- Provides media strategy that effectively, efficiently and innovatively reaches the defined target audiences of campaigns, including strategy, planning, buying and measuring all paid media. General

- experience of 10 years or more directing strategic media planning, buying, channel selection; assessing effectiveness and return on investment for national and local advertising campaigns.
- 2) Account Coordinator- Prepare, develop or oversee specific tasks under direct supervision of Account Director. Bachelor's degree either in marketing, communications, advertising, business, or a related field.
 - 3) Account Executive- Manage and coordinate the Client Agency needs, track the Contractor and the Client Agencies on a daily activity based on SOW.
 - 4) Account Project Support- Perform routine administrative duties and responsibilities tied to the success of the project.
 - 5) Administrative Services- Provide general office and operational support to the Contractor's functions, including answering telephones, filing, copying, errands and data entry.
 - 6) Advertising Services - Promote public awareness of mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer and engage in recruitment campaigns. Services include, but are not limited to the following components:
 - Advertising objective determination Message decision/creation
 - Media selection
 - Outdoor marketing and media services Broadcast media (Radio and TV)
 - Public Service Announcements
 - Direct mail services
 - Media planning
 - Media placement services
 - Advertising evaluation
 - Related activities to advertising services
 - 7) Alterations and or Revisions- The action of revising or altering a SOW project.
 - 8) Analytics Set Up and Data Tracking, Rich Content Development- Separating something into component parts or constituent elements, skilled in or using analysis and data tracking.
 - 9) Art Direction Including Branding Consistency- Commercial art, graphic design, and special effects that educate the consumer market about a product or service or both, maybe required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to:
 - Developing conceptual design and layouts
 - Providing copywriting and technical writing services. Creating sketches, drawings, publication designs, and typographic layouts
 - Furnishing custom or stock artwork (including electronic artwork)
 - Branding Consistency
 - 10) Assistant Editor- Researching information, fact-checking information after an article is written and before it goes to print or airs, write headlines, run spell checks and do simple edits to remove typos or grammatical errors. Bachelor's degree either in marketing, communications, advertising, business, or a related field.
 - 11) Audio Editing- Editing and generating of audio data.
 - 12) Audio Recording (engineers) - Deal specifically with the technical and the mechanical aspects of music and sound.
 - 13) Billboards Advertisement- A flat surface (as of a panel, wall, or fence) on which bills are posted; specifically a large panel designed to carry outdoor advertising including electrical billboards.
 - 14) Brand Consulting- An individual who gives the Client Agency advice on the potential key audiences for a brand and what they may need and want, helps with planning the pricing for the brand and gives the Client Agency ideas on what kind of brand best fits the Client Agency 's products and goals. Associate or Bachelor's degree either in marketing, communications, advertising, business, or a related field.

- 15) Brand Education and Outreach- Deliver interactive brand education workshops and keynote speeches designed to align with Client Agency on essential concepts in brand management and empower the Client Agency to release the full potential of their brands.
- 16) Branding Strategy- The process involved in creating a unique name and image for a product in the Client Agency mind, mainly through advertising campaigns with a consistent theme.
- 17) Broadcast Marketing- A form of advertisement of services or products or both utilizing television or radio or both broadcasts in order to gain viewers' and listeners' attention.
- 18) Broadcast Editing- Cut or edit any audio and or videos.
- 19) Broadcast Logistical Coordinator- Monitors and reviews all programming to meet station guidelines and schedules. The coordinator may also screen the programs to ensure they adhere to the station's expectations for performance and quality. Associate or Bachelor's degree either in marketing, communications, advertising, business, logistics or a related field.
- 20) Broadcast Production- Any kind of published video that is released to the public over a wide communication network (TV or Internet), for video artists it generally means video that is intended to be published on TV.
- 21) Broadcast Production Assistant- A member of the film crew with a job title used in filmmaking and television for an individual responsible for various aspects of a production.
- 22) Broadcast Radio Direction- A unidirectional wireless transmission over radio waves intended to reach a wide audience. Stations can be linked in radio networks to broadcast a common radio format, either in broadcast syndication or simulcast or both.
- 23) Broadcast Television Direction- Sending of video and audio signals to devices (such as television sets) that can receive broadcast signals.
- 24) Broadcast Video Direction- The act or process of broadcasting a signal, a message, or content, such as audio or video programming.
- 25) Campaign Strategy- Quickly develop an intimate level of understanding of the campaign goals, objectives and strategies, and will have specialized experience in managing large scale campaigns. Perform fundamental communications tasks and serve as a day to day Client Agency contact.
- 26) Clerical Support- Tasks, which fall under the umbrella of clerical work referring to a variety of office and administrative support duties including financial contract administrative support.
- 27) Community and Corporate Relations and Planning & Coordination- A set of activities involved in managing and orchestrating all internal and external communications aimed at creating favorable point of view among stakeholders on which the Client Agency depends. It is the messages issued by the Client Agency, body, or institute to its audiences, such as employees, media, channel partners and the general public.
- 28) Composition and Formatting- Preparation of text for printing by setting up the characters in order and arrange or put into a format.
- 29) Comprehensive Business Outreach, Relations and Marketing - Manage and engage business retention and recruitment efforts. Manage international and domestic consultants. Work with industry clusters, engage with chambers of commerce, industry associations, academic institutions and business leaders to market the State and encourage businesses to locate. Coordinate stakeholder participation in the statewide business recruitment system. Administer special recruitment project. Act as concierge service to business interested in investing in and or relocating to CT.
- 30) Comprehensive Education and Outreach- Complete educational resources including all or nearly all elements or aspects for outreach and education.
- 31) Computer Illustration- The use of digital tools to produce images under the direct manipulation of the artist.
- 32) Concept Development- A set of activities that are carried out early in the systems engineering life cycle to collect and prioritize operational needs and challenges, develop alternative concepts to meet the needs,

- and select a preferred one as the basis for subsequent system or capability development and implementation.
- 33) Connectivity (ISDN) Integrated Services Digital Network- A set of communication standards for simultaneous digital transmission of voice, video, data, and other network services over the traditional circuits of the public switched telephone network.
 - 34) Copy Content Strategy, Planning & Management- The high-level vision that guides future content development to deliver against a specific business objective.
 - 35) Copy Editing- The process of reviewing and correcting written material to improve accuracy, readability, and fitness for its purpose, and to ensure that it is free of error, omission, inconsistency, and repetition. In the context of publication in print, copy editing is done before typesetting and again before proofreading, the final step in the editorial cycle.
 - 36) Copy Research- A type of survey method used to test the effectiveness of an advertising message based on consumer reaction. This method can be used for all kinds of advertisement channels: broadcast (TV, Radio), Print (newspapers, magazine), social media and Internet.
 - 37) Copy Writing/Script Writing- Contributes to the concept development and copywriting portion of the creative work. Provides detailed scripts, body copy and headlines for TV, Radio, and Print & Collateral as required by the Client Agency. Works on a more task oriented basis and will help in a supportive role during the production process. Will work with freelancers as needed and others as necessary to create impactful communications that achieve marketing objectives.
 - 38) Creative Concept Development- Concept is developed by the Contractor's creative team and forms the core foundation or theme for an advertising campaign. The creative concept is essentially the story behind the messages presented in an advertisement or series of advertisements. It ties together the characters and elements in advertisements to help convey a memorable and effective message that will create the desired behavioral response from the target market.
 - 39) Creative Art Direction- A collection of disciplines which produce artworks that are compelled by a personal drive and convey a message, mood, or symbolism for the perceiver to interpret.
 - 40) Creative Services- Creates work such as writing, designing, and production.
 - 41) Employer Branding- An employer's reputation as a place to work, and their employee value proposition, as opposed to the more general corporate brand reputation and value proposition to the Client Agencies. The attraction, engagement and retention initiatives targeted at enhancing the Client Agencies employer brand.
 - 42) Event Management- The application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, inauguration's, concerts, or conventions. It involves studying the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event.
 - 43) Event Planning- The task of planning large events such as conferences, trade shows, and parties.
 - 44) Graphic Design Services- The process of visual communication and problem-solving through the use of typography, photography and illustration. The field is considered a subset of visual communication and communication design.
 - 45) Interactive Programming- Refers to any computer programming language that allows the creator to make changes to the program while it is already running. Instead of writing the program and then executing it, the developer can write the program, run it, and continue to write or make changes to it while it is running.
 - 46) Interactive/ Database Development & Maintenance- Focuses on the design, development, implementation and maintenance of computer programs that store and organize information for the Client Agency.

- 47) Interactive/ Digital Media Buying & Management- Refers to goods and services on digital computer-based systems which respond to the user's actions by presenting content such as text, moving image, animation, video, audio, games.
- 48) Interactive/ Email & CRM System Use & Management- Customer relationship management (CRM) is an approach to managing the Client Agency interaction with current and future customers. The CRM approach tries to analyze data about customers' history with the Client Agency, in order to better improve business relationships with customers, specifically focusing on retaining customers, in order to drive sales growth.
- 49) Interactive/ New Media Design- Creating new interactive design.
- 50) Interactive/ Search Engine Marketing- A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising. Some may incorporate search engine optimization, which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click listings.
- 51) Interactive/ Web Maintenance- Performing all the tasks necessary to keep a website up to date and in good, working order so that it works and shows up correctly with the latest web browsers and mobile devices.
- 52) Interns- A period of work experience offered by the Contractor for a limited period of time.
- 53) Marketing and Logistic Support- Support for tradeshows, meetings and events, manage sponsor packages and components, assist with site selection RFI's/RFP's and grant responses in support of business retention and recruitment, marketing, advertising and social media requests, coordinate local and regional contributions to collateral generator; procurement of collateral materials as requested.
- 54) Media Buying- Planning and procurement of media space at optimal placement localities and negotiating price for guaranteed advertising placement. Variable factors for the media buy include publication sizes, station formats, pricing rates, demographics, geographic and psychographics relating to the target audience and customer's communications objectives.
- 55) Media Strategy & Planning- It involves: identifying the characteristics of the target audience or market, who should receive messages and defining the characteristics of the media that will be used for the delivery of the messages, with the intent being to influence the behavior of the target audience or market pertinent to the initial brief.
- 56) Media Advertisement Trafficking & Reconciliation- A sales and marketing strategy that involves selling advertising services to the Client Agency's audience. With Internet advertisement trafficking, the process normally involves the creation and strategic placement of banner ads and similar tools on specific web sites. Typically, the electronic advertisements are clickable, meaning that the audience who are interested can click on the banner or text advertisement, and be redirected to a website where it is possible to make a purchase or obtain more information. This method can also involve the use of pop-up ads that appear when consumers visit specific websites in search of related information.
- 57) Photography- Responsible for all photographic aspects of a project, including capturing images for use on advertisements, collateral and websites. Prepares and delivers high resolution files. Provides post production retouching and editing.
- 58) Photo Retouching- Process of altering an image to prepare it for final presentation.
- 59) Photo/ Video Stock Research- Stock footage, and similarly, archive footage, library pictures, and file footage is film or video footage that can be used again in other films.
- 60) Production Services- Motion picture and video processing, printing, editing, duplicating, animation, graphics, special effects, negative cutting, conversions to other formats or media, stock footage, sound mixing, recording, sound sweetening, sound looping, sound effects, and automatic dialog replacement.
- 61) Project Management- The discipline of initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria.

- 62) Proofreading Services- The reading of a galley proof or an electronic copy of a publication to detect and correct production errors of text or art.
- 63) Public Relations - The practice of deliberately managing the spread of information between Contractor staff or a Client Agency and the public.
- 64) Public Relations Coordination-Responsible for crafting a positive image of the Client Agency and influencing public opinion. Duties of a Public Relations Coordinator include implementing PR strategies, managing Contractor's staff, distributing press kits and serving as a spokesperson in case of crisis.
- 65) Public Relation Crisis Communication- A sub-specialty of the public relations profession that is designed to protect and defend Contractor staff or the Client Agency or both facing a public challenge to its reputation.
- 66) Public Relation Crisis Management- The process by which the Client Agency deals with a disruptive and unexpected event that threatens to harm the Client Agency or its stakeholders.
- 67) Public Relation Media Relations-The relationship that the Contractor develops with journalists, while public relations extend that relationship beyond the media to the general public.
- 68) Public Relation Media Training- Instruct Contractor's staff on how to interact with the news media and how to gain positive media coverage for the Client Agency.
- 69) Public Relation Support- Support or administrative duties or both.
- 70) Public Relation Account Supervision- Managing accounts of different Client Agencies as well as integrated marketing, and a host.
- 71) Research Planning, Design and Management- Proposed research, stating its importance and how it will be conducted. Research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected. Design management is a field of inquiry that uses project management, design, strategy, and supply chain techniques to control a creative process, support a culture of creativity, and build a structure and organization for design.
- 72) Research Services- Provide consultation, recruitment, development of screeners, and the development of translation and discussion guides. An analysis of data, a verbal debrief and written report will generated as a final deliverables.
- 73) Social Media Coordinator- Researching audience preferences and discover current trends. Creating engaging text, image and video content, engaging text, image and video content. Bachelor's degree either in marketing, communications, advertising, business, or a related field.
- 74) Social Media Manager- The individual monitoring, managing, contributing to, and filtering, measuring and otherwise guiding the social media presence of a brand and product. Bachelor's degree either in marketing, communications, advertising, business, or a related field.
- 75) Social Media Strategy- Involves the creation of content that is "sticky," meaning that it will get a user's attention and increase the possibility that the audience will conduct a desired action, such as purchase a product or share the content with others.
- 76) Strategic Consulting Services- The provision of information, analysis and associated services in the field of international politics and economics, with the aim of providing a better understanding of the risks and opportunities.
- 77) Strategic Planning Services- A process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy.
- 78) Strategic Research Services- Step-by-step plan of action that gives direction to the Contractor's thoughts and efforts, enabling to conduct research systematically and on schedule to produce quality results and detailed reporting.
- 79) Teleprompter Services- A device used to project a speaker's script onto a transparent panel in front of a television camera lens in such a way that the text remains hidden from the camera.
- 80) Translation Services- The translation of written, electronic and multimedia material and services to and from English and foreign languages.

- 81) Transmedia Storytelling- is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies.
- 82) Videography- Multimedia technical specialist with competencies in all aspects of broadcast-quality videography and in nonlinear editing for film and video. Filming videotapes, according to industry standards, with HD production capabilities (including state-of-the-art equipment). Applies technical proficiencies to correct color and audio. Makes creative video editing decisions in the post production of film and video productions, with capabilities to reformat film or video files for broadcast and online use.
- 83) Website Design & Development- The work involved in developing a web site for the Internet or an intranet. Web development can range from developing a simple single static page of plain text to complex web-based internet applications, electronic businesses, and social network services. A more comprehensive list of tasks to which web development commonly refers, may include web engineering, web design, web content development, client liaison, client-side and server-side scripting, web server and network security configuration, and e-commerce development.

(k) Multicultural Marketing Outreach

Multicultural marketing is the practice of marketing to one or more audiences of a specific ethnicity—typically an ethnicity outside of a country's majority culture, which is sometimes called the "general market." Typically, multicultural marketing takes advantage of the ethnic group's different cultural referents—such as language, traditions, celebrations, religion and any other concepts—to communicate to and persuade that audience.

2. ADDITIONAL TERMS AND CONDITIONS:

(a) Contract Separately/Additional Savings Opportunities

DAS reserves the right to either seek additional discounts from the Contractor or to contract separately for a single purchase, if in the judgment of DAS, the quantity required is sufficiently large, to enable the State to realize a cost savings, over and above the prices set forth in Exhibit B, whether or not such a savings actually occurs.

(b) Mandatory Extension to State Entities

Contractor shall offer and extend the contract (including pricing, terms and conditions) to political sub-Divisions of the State (towns and municipalities), schools, and not-for-profit organizations.

(c) P-Card (Purchasing MasterCard Credit Card)

Purchases made by the Client Agency from the Contractor that are less than \$1,000 may be made using the State of Connecticut Purchasing Card (MasterCard) in accordance with Memorandum No. 2011-11 issued by the Office of the State Comptroller.

Contractor shall be equipped to receive orders issued by the Client Agency using the MasterCard. The Contractor shall be responsible for the credit card user-handling fee associated with MasterCard purchases. The Contractor shall charge to the MasterCard only upon acceptance of Goods delivered to the Client Agency or the rendering of Services.

The Contractor shall capture and provide to its merchant bank, Level 3 reporting at the line item level for all orders placed by MasterCard.

Questions regarding the state of Connecticut MasterCard Program may be directed to Ms. Kerry DiMatteo, Procurement Card Program Administrator at 860-713-5072.

(d) Subcontractors

DAS or the Client Agency must approve any and all subcontractors utilized by the Contractor prior to any such subcontractor commencing any work. Contractor acknowledges that any work provided under the Contract to any state entity is work conducted on behalf of the State and that the Commissioner of DAS or his/her designee may communicate directly with any subcontractor as the State deems to be necessary or appropriate. Contractor shall be responsible for all payment of fees charged by the subcontractor(s). The Contractor shall only charge the rate listed in Exhibit B Price Schedule for Services not provided by the Contractor, or at the lower rate from the subcontractor if applicable. A performance evaluation of any subcontractor shall be provided promptly by the Contractor to DAS upon request.

(e) Security and/or Property Entrance Policies and Procedures

Contractor shall adhere to established security and/or property entrance policies and procedures for each requesting Client Agency. It is the responsibility of each Contractor to understand and adhere to those policies and procedures prior to any attempt to enter any Client Agency premises for the purpose of carrying out the scope of work described in this Contract.

Proposal Requirements

1. Contract Period

The State intends that this contract shall be in effect for a period of five (5) years, 1 January 2020 to 31 May 2024. DAS, in its sole discretion, may extend this Contract for additional terms beyond the original term, prior to Termination or expiration, one or more times for a combined total period not to exceed the complete length of the original term.

2. Set Aside Participation

Partial Set Aside:

It is the intention of the state to award 25% of this contract to only Connecticut Small Business Enterprises (SBE) and Minority Business Enterprises (MBE) certified by the State of Connecticut's Department of Administrative Services/Supplier Diversity Program, pursuant to Connecticut General Statute 4a-60g. SBE and MBE proposers are required to be certified at the time of the proposal opening and are requested to provide a copy of their company's current certification certificate with their proposal.

Further information about the Supplier Diversity Program can be found at the following link:

<http://das.ct.gov/cr1.aspx?page=34>

3. Quantities and/or Usages

Any quantities set forth in this RFP are estimated quantities and/or usages only and in no way represent a commitment and/or intent to purchase any particular amount. Actual quantities may vary and will be identified on individual purchase orders issued by the requesting entity.

4. Brand Name Specifications and/or References

The use of the name of a manufacturer or of any particular make, model or brand in describing an item does not restrict proposers to that manufacturer or specific article unless limited by the term "no substitute". However, the article being offered must be of such character and quality so that it will serve the purpose for which it is to be used equally as well as that specified, and the proposer shall warrant to the State that it is fit for that purpose. RFPs on comparable items must clearly state the exact article being offered including any and all applicable options and the proposer shall furnish such other information concerning the article being offered as will be helpful in evaluating its acceptability for the purpose intended. If the proposer does not indicate that the article offered is other than as specified, it will be understood that the proposer is offering the article exactly as specified. Proposers must submit complete documentation on the specifications and quality levels of the proposed products. RFPs submitted that do not contain this documentation are subject to rejection.

5. Stability of Proposed Prices

Any price offerings from proposers must be valid for a period of 90 days from the due date of the proposals.

6. Amendment or Cancellation of the RFP

DAS reserves the right to cancel, amend, modify or otherwise change this RFP at any time if it deems it to be in the best interest of the State to do so.

7. Proposal Modifications

No additions or changes to any proposal will be allowed after the proposal due date, unless such modification is specifically requested by DAS. DAS, at its option, may seek proposer retraction and/or clarification of any discrepancy or contradiction found during its review of proposals.

8. Proposer Presentation of Supporting Evidence

Proposers must be prepared to provide any evidence of experience, performance, ability, and/or financial surety that DAS deems to be necessary or appropriate to fully establish the performance capabilities represented in their proposals.

9. Proposer Demonstration of Proposed Services and or Products

At the discretion of DAS, proposers must be able to confirm their ability to provide all proposed services. Any required confirmation must be provided at a site approved by DAS and without cost to the State.

10. Erroneous Awards

DAS reserves the right to correct inaccurate awards.

11. Proposal Expenses

Proposers are responsible for all costs and expenses incurred in the preparation of proposals and for any subsequent work on the proposal that is required by DAS.

12. Ownership of Proposals

All proposals shall become the sole property of the State and will not be returned.

13. Ownership of Subsequent Products

Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP shall be the sole property of the State unless otherwise stated in the contract.

14. Oral Agreement or Arrangements

Any alleged oral agreements or arrangements made by proposers with any State agency or employee will be disregarded in any State proposal evaluation or associated award.

Selection Criteria

A selection committee will review and score all proposals. The following information, in addition to the requirements, terms and conditions identified throughout this RFP Document, will be considered as part of the Selection process and are listed in order of relative importance.

1. Applicable Content

- (a) Ability to meet specifications, requirements, terms and conditions
 - (1) Media
 - (2) Digital
 - (3) Advertising
 - (4) Social Media
 - (5) Content Creation
 - (6) Multicultural ethnicity Outreach
- (b) Ability to provide service, service calls, etc.
- (c) Years of experience
- (d) References

2. Account Management

- (a) Strategy for managing contract and customer service approach

3. Value

- (a) Form RFP-16 Exhibit B Price Schedule

4. Business Information:

- (a) Set Aside Status
- (b) Appropriate Accreditation or Certifications.

DAS may award by individual item, group of items, or the entirety of all items. DAS may also reject any and all RFPs in whole or in part, and waive minor irregularities and omissions if the best interest of the state will be served.

Submittal Requirements

Refer to Attachment 3 RFP Submittal Requirements Response.

Carefully read all instructions and provide the necessary information as requested and as outlined.

Attachment 3 RFP Submittal Requirements Response will be used during the evaluation process to determine if the proposer meets the qualifications set forth in this RFP. Failure to submit this form with response by the proposer will result in your company's proposal being rejected.

Attachment 1 - Sample Contract

This RFP is not a contract and, alone, shall not be interpreted as such. Rather, this RFP only serves as the instrument through which proposals are solicited. The State will pursue negotiations with the proposer whose proposal scores highest. If, for whatever reason, DAS and the initial proposer fail to reach consensus on the issues relative to a contract, then DAS may commence contract negotiations with other proposers. DAS may decide at any time to suspend the current RFP process and start the RFP process again.

Attachment 1 to this RFP is a draft contract and it is included in this RFP for informational purposes only in order to show some contract provisions that the State of Connecticut requires. It is not intended to, and will not, be the specific contract that the State and the successful vendor(s) will sign. After DAS selects a vendor, DAS will deliver a draft contract to the vendor for consideration and negotiation. The contract that DAS and the successful vendor will sign may vary from Attachment 1. The contract may include a liquidated damages clause at the discretion of the State.