Request for Proposal (RFP) For Marketing/Communication Services

ISSUE DATE: January 10, 2016

RFP SUBMISSIONS DUE: February 3, 2017 - by 4:00 p.m.

FINALIST PRESENTATIONS: Mid-February 2017

REPLY TO:

Tracey Campos
San Antonio Economic Development Foundation (SAEDF)
602 E. Commerce St.
San Antonio, TX 78205
I. BACKGROUND
The San Antonio Economic Development Foundation (SAEDF) is a private, nonprofit organization (501c6) that assists business and industry relocating or expanding into the San Antonio area. Since 1975, SAEDF has been directly responsible for bringing more than 450 companies to our city and creating more than 110,000 jobs for San Antonians. The mission of the San Antonio Economic Development Foundation is to lead the development and diversification of the San Antonio regional economy through the recruitment and expansion of quality employers and job producing investments.

SAEDF also oversees the SA Works program, an industry led coalition assembled to develop a comprehensive human capital strategy to fill the city and county’s most pressing talent needs. The intent of the program is to expose students to multiple career pathways and options throughout their educational experience and to grow and enhance the existing career and technical education programs currently in place throughout the community to meet specific high-skill workforce needs.

II. REQUEST FOR PROPOSAL (RFP)
This document constitutes a RFP in a competitive, sealed format, from qualified individuals and organizations to perform marketing/communication services. This request is an offer by SAEDF to purchase, in accordance with the terms and conditions of this RFP, the services proposed by the successful offeror(s), by contract, as needed. It is acceptable for up to two firms to partner to provide the services requested in this RFP.

The SAEDF reserves the right to perform, manage and/or administer any function referenced within the Scope of Work (SOW) at any time during the resultant contract period. This may alter the amount of overall funds and projects administered by the contract and will be determined on a year-to-year basis.

The primary objective is to effectively partner with a firm to provide professional advertising, marketing, public relations, media planning and placement, and website development and maintenance, and overall communications strategy for both the SAEDF & SA Works Program. The firm must be responsive to advertising effectiveness, tracking studies, drive social media efforts, and develop strategic plans. This RFP will provide marketing and communications services for a period of two (2) years.

1. Purpose
SAEDF is interested in retaining an individual firm, or a team of firms, who will design, develop and implement strategic advertising and public relations campaigns that, in collaboration with SAEDF, will:

1.) Promote awareness of SAEDF and SA Works programs throughout the San Antonio metro area which includes:
   ➢ Community outreach
   ➢ Communications campaigns
   ➢ Identification of key target audiences and tactics for each

2.) Increase San Antonio’s profile/brand awareness to position San Antonio as a prime location for relocation and expansion in key target industries.
3.) Increase local awareness of the SAEDF-led Business Retention & Expansion (BRE) Program.
4.) Increase SAEDF membership and SA Works supporters.
5.) Support a comprehensive brand strategy for SA Works program across key stakeholders including employers, school administrators and youth.
6.) Support SAEDF website maintenance and enhance/re-design SA Works website.

2. **Scope of Work (SOW)**
The selected Firm(s) will be expected to service the marketing (advertising, public relations, etc.) needs of the SAEDF & SA Works. The list below includes a sample of the required services.

**Advertising/Marketing:**
- Strategic research and plan development for various programs/services.
- Create coordinated advertising campaigns (print, broadcast, digital, online, email, etc.) to include written plan, including objectives, audience description, strategies, tactics and budgets.
- Creative strategy and design (collaterals, reports, advertising and visual display, broadcast or social media materials).
- Concept development, including quality graphic design.
- Develop original copy (text), copywriting and editing. This may also include Spanish marketing collateral, particularly for SA Works.
- Media planning & buying: media negotiations, client meetings, phone calls and correspondence related to specific media plans/buys.

**Public Relations:**
- Strategic planning.
- Build messaging that can be used in various channels including earned media, social media and paid traditional media to geo-target key audiences through timely/relevant channels to drive awareness, create an emotional connection and educate on key actions, and drive traffic to the website.
- Create messaging to drive interaction and build excitement through sharing relevant content and providing opportunities to interact with the programs/services.
- Develop a concrete social media strategy using tools like: Facebook, Twitter, LinkedIn and Instagram.
- Develop and pitch storylines and press releases, fact sheets and industry highlights to the media; coordinate media interviews & press conferences.
- Identify and submit SAEDF & SA Works, its board of directors and/or clients for industry award opportunities.
- Support communication efforts (i.e. blog posts, monthly eNewsletters, etc.) as needed.
- Develop and maintain targeted media lists (local, trade, national and international).
- Maintain SAEDF database for city, state, local colleges & universities and local businesses
rankings.

- Strengthen relationships with community partners.
- Share the SA Works Program’s goals, aspirations and available programs.
- Propose and develop database of users and providers for the public relations campaign.

**Website development and maintenance:**

- Maintain website for SAEDF to include enhancements and modifications.
- Rebuild and redesign the exiting SA Works website to be engaging and unique, allow for more robust data analytics, and matching capabilities.
- **SA Works website requirements:**
  - Convert and/or redesign substantial amounts of existing content to allow for an easily integrated, seamless transition to an enhanced web site to include increasing website speed and capacity to allow for concurrent users.
  - Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.
  - Fully integrate the content, collection, service, education and needs of our various stakeholders including industry/business partners, education sector, students, parents and the community at-large.
  - Serve as a comprehensive “Clearing House” for existing CTE (career tech education) programs and internship/apprenticeship opportunities.
  - Disclosure of web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.
  - Include the functionality to build forms (contact us, event registration, internship/apprenticeship application etc.) from within the CMS.
  - Use responsive design with the latest technologies to provide a consistent user interface across all devices, including App development – both Android and IOS.
  - Reporting capabilities – site visitor interaction and engagement.
  - Integration with SurveyMonkey for feedback forms.
  - Allow visitors to sign up for email newsletters, using opt-in and opt out procedures.
- Support internal staff in use of web-based content management system (CMS) to update content using tools and templates.
- Provide site log reports to help measure and understand visitor behavior in order to improve web site performance and availability; including, but not limited to:
  - Web traffic analysis
  - Path analysis
  - Visitor trends
  - Page views
Account Management & Reporting:
- Meet with SAEDF & SA Works staff as needed for the purposes of carrying out initiatives.
- Maintain internal procedures that ensure budget control, prompt billing and quality control, including but not limited to auditing invoices for space, time, preparation and services.
- Prepare cost schedules and project sheets for advertising expenditures and other related costs and secure SAEDF’s approval of all expenditures with regard to authorized advertising by submitting preproduction estimates.
- Assign and aid in the prosecution, application, registration, and defense of all applicable intellectual property.
- Provide weekly status reports, or as otherwise requested, to the SAEDF updating the progress of all projects.
- Provide monthly, quarterly and annual performance cost analysis for investment.
- Develop analytical data reports and KPI’s in collaboration with SAEDF and SA Works leadership to measure overall effectiveness and performance, and provide detailed reports monthly.

It should be noted that strategic plans, creative strategies and other strategic input will come in large part from the SAEDF and SA Works in coordination with the selected Firm(s). In addition, the Firm(s) should be able to recommend strategies to expand the impact of advertising/marketing campaigns allowing for the broadest possible exposure to the target audiences within the available budget.

The selected Firm(s) must provide creative briefs before each campaign or individual project outlining the goals(s), objectives, audience, strategies, budget and measurement. The selected Firm(s) must demonstrate ability to strategically plan, integrate, manage and execute an assortment of marketing projects. New and emerging technology opportunities are consistently being introduced and the selected Firm(s) must be able to identify, evaluate, recommend, develop and execute, and/or manage the execution of these opportunities.

III. INDEMNIFICATION

If selected to provide the services described in this RFP, Firm(s) shall be required to comply with the indemnification requirements set forth below:

**FIRM(S) covenants and agrees to FULLY INDEMNIFY, DEFEND and HOLD HARMLESS, the SAEDF and employees, officers, directors, board members and representatives of the SAEDF, individually and collectively, from and against any and all costs, claims, liens, damages, losses, expenses, fees, fines, penalties, proceedings, actions, demands, causes of action, liability and suits of any kind and nature, including but not limited to, personal or bodily injury, death and property damage, made upon the SAEDF directly or indirectly arising out of, resulting from or related to FIRM(S)’ activities**
under this Agreement, including any acts or omissions of FIRM(S), any agent, officer, director, representative, employee, consultant or subcontractor of FIRM(S), and their respective officers, agents employees, directors and representatives while in the exercise of the rights or performance of the duties under this Agreement. The indemnity provided for in this paragraph shall not apply to any liability resulting from the negligence of the SAEDF, its officers or employees, in instances where such negligence causes personal injury, death, or property damage. IN THE EVENT FIRM(S) AND SAEDF ARE FOUND JOINTLY LIABLE BY A COURT OF COMPETENT JURISDICTION, LIABILITY SHALL BE APPORTIONED COMPARATIVELY IN ACCORDANCE WITH THE LAWS FOR THE STATE OF TEXAS, WITHOUT, HOWEVER, WAIVING ANY GOVERNMENTAL IMMUNITY AVAILABLE TO THE CITY UNDER TEXAS LAW AND WITHOUT WAIVING ANY DEFENSES OF THE PARTIES UNDER TEXAS LAW.

The provisions of this INDEMNITY are solely for the benefit of the parties hereto and not intended to create or grant any rights, contractual or otherwise, to any other person or entity. FIRM(S) shall advise the SAEDF in writing within 24 hours of any claim or demand against the SAEDF or FIRM(S) known to FIRM(S) related to or arising out of FIRM’S activities under this AGREEMENT and shall see to the investigation and defense of such claim or demand at FIRM’S cost. The SAEDF shall have the right, at its option and at its own expense, to participate in such defense without relieving FIRM(S) of any of its obligations under this paragraph.

Defense Counsel - SAEDF shall have the right to select or to approve defense counsel to be retained by FIRM(S) in fulfilling its obligation hereunder to defend and indemnify SAEDF, unless such right is expressly waived by SAEDF in writing. FIRM(S) shall retain SAEDF approved defense counsel within seven (7) business days of SAEDF’S written notice that SAEDF is invoking its right to indemnification under this Contract. If FIRM(S) fails to retain Counsel within such time period, SAEDF shall have the right to retain defense counsel on its own behalf, and FIRM(S) shall be liable for all costs incurred by the SAEDF. SAEDF shall also have the right, at its option, to be represented by advisory council of its own selection and at its own expense, without waiving the foregoing.

Employee Litigation - In any and all claims against any party indemnified hereunder by any employee of FIRM(S), any subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, the indemnification obligation herein provided shall not be limited in any way by any limitation on the amount or type of damages, compensation or benefits payable by or for FIRM(S) or any subcontractor under worker’s compensation or other employee benefit acts.

IV. PROFESSIONAL LIABILITY INSURANCE
Provide evidence of professional liability insurance - $1,000,000 per claim, to pay on behalf of the insured all sums which the insured shall become legally obligated to pay as damages by reason of any act, malpractice, error, or omission in professional services.
V. PERIOD OF AGREEMENT
The term of the agreement will be for a period of two (2) years with the possibility of an extension. Extension of the agreement will be based on satisfactory performance as determined by SAEDF leadership. This agreement is expected to commence on or after March 1, 2017 and end February 28, 2019, unless an extension(s) is approved by the SAEDF leadership.

VI. CONTRACT TERMS
SAEDF will negotiate contract terms upon selection, and will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

VII. RESPONSE REQUIREMENTS
The Firm’s proposal shall include the following items in the following sequence, noted with the appropriate heading as indicated below. If Firm is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

TABLE OF CONTENTS

EXECUTIVE SUMMARY: Should be limited to (2) pages and shall include a statement of:
- Firm’s understanding of the scope of work to be accomplished,
- Firm(s) proposal to accomplish and perform these services,
- Description of Firm’s strategic process on how they might best market San Antonio as a market for relocation, and
- Description of Firm’s process and staffing capacity to serve both the needs of the SAEDF and SA Works, including any partner or subcontractor relationship and how the agencies plan to work together.

RESPONDENT QUESTIONNAIRE: Use the Form found in this RFP as Attachment A.

REFERENCES FORM: Use the Form found in this RFP as Attachment B.

RFP CRITERIA: Sections to respond to are listed below and found in this RFP as Attachment C.
- BACKGROUND & QUALIFICATIONS: Attachment C-1.
- STRATEGIC PLANNING: Attachment C-2.
- RELEVANT EXPERIENCE: Attachment C-3.
- CREATIVITY: Attachment C-4.
- DIGITAL: Attachment C-5.
- MEDIA: Attachment C-6.
- PUBLIC RELATIONS: Attachment C-7.
- COST/PRICING: Attachment C-8.
PROOF OF INSURABILITY: Submit a letter from insurance provider stating provider’s commitment to insure the Firm(s) for the types of coverages and at the levels specified in this RFP if awarded a contract in response to this RFP. Respondent may submit a copy of their current insurance certificate if the requirements are already in place.

SIGNATURE PAGE: Firm(s) must complete, sign and submit the Signature Page found in this RFP as Attachment D. The Signature Page must be signed by a person, or persons, authorized to bind the entity, or entities, submitting the proposal. Proposals signed by a person other than an officer of the corporate firm or partner of partnership firm shall be accompanied by evidence of authority.

Firm(s) is/are expected to examine this RFP carefully, understand the terms and conditions for providing the services listed herein and respond completely. FAILURE TO COMPLETE AND PROVIDE ANY OF THESE PROPOSAL REQUIREMENTS MAY RESULT IN THE FIRM(S)’ PROPOSAL BEING DEEMED NON-RESPONSIVE AND THEREFORE DISQUALIFIED FROM CONSIDERATION.

VIII. RFP CONDITIONS
This RFP does not commit SAEDF to award a contract. SAEDF reserves the right to accept or reject any or all proposals, if SAEDF determines it is in the best interest of SAEDF to do so. SAEDF will notify Firm(s) in writing if it rejects all proposals or cancels the RFP process. SAEDF reserves the right to issue amendments to this RFP.

A. Incurred Costs
This RFP does not commit SAEDF to pay any costs incurred by Firm(s) in the preparation of a proposal in response to this request and Proposers agree that all costs incurred by Proposers in developing this proposal are the Proposer’s responsibility.

B. Negotiations
SAEDF may require the potential Firm(s) selected to participate in negotiations and submit a price, technical, or other revisions of their proposal as may result from negotiations.

C. Acceptance or Rejection of Proposals
Proposals shall remain open, valid and subject to acceptance anytime within 60 days after the proposal opening.

D. Ownership of Documents
All documents, data, products, graphics, computer programs, and reports prepared by the Firm(s) pursuant to this Contract shall be considered property of SAEDF upon payment of product / services. All such items shall be delivered to SAEDF at the completion of work / contract.

IX. EVALUATION OF CRITERIA
The SAEDF will conduct a comprehensive, fair and impartial evaluation of all Proposals received in response to this RFP. The SAEDF may appoint a selection committee to perform the evaluation. Each Proposal will be analyzed to determine overall responsiveness and qualifications under the RFP.
Criteria to be evaluated may include the items listed below. Additional information may be requested from Firms at any time prior to final approval of a selected Firm(s). The SAEDF reserves the right to select one, or more, or none of the Firms to provide services.

Evaluation criteria:
- Background & Qualifications
- Relevant Experience
- Strategic Planning
- Creativity
- Public Relations
- Digital/Website
- Cost

X. SUBMISSION OF PROPOSALS

Firm(s) shall submit one original, signed in ink, and one copy of the proposal on USB drive containing an Adobe PDF version of the entire proposal clearly marked with “Marketing/Communication Services RFP” on the front. An additional flash drive may be included to feature samples of electronic or broadcast work (spots/video, websites, animating banner ads, etc.).

Proposal materials relating to this RFP must be received by SAEDF on or before February 3, 2017 by 4:00 p.m. Proposals submitted after the due date will not be considered, no exceptions. Information provided will not be returned, do not send original or one-of-a-kind materials. Questions regarding the contents of this RFP must be submitted via email by January 27, 5:00 p.m. to tcampos@sanantonioedf.com.
RFP ATTACHMENT A
RESPONDENT QUESTIONNAIRE

General Information and References

1. **Firm(s) Information:** Provide the following information regarding the Firm(s). 
   (NOTE: If this proposal includes two firms, provide the required information in this attachment for each Firm by attaching a separate page. Sub-contractors are not considered partnering firms.)

   Respondent Name: __________________________________________________________
   (NOTE: Give exact legal name as it will appear on the contract, if awarded.)

   Principal Address: __________________________________________________________
   City: ___________________________ State __________ Zip Code: ______________
   Telephone No. __________________________ Fax No: ____________________________
   Website address: __________________________________________________________
   Year established: ______ Provide number of years in business under present name:____

   Business Structure: Check the box that indicates the business structure of the Respondent.
   ☐ Individual or Sole Proprietorship (List Assumed Name, if any:__________________)
   ☐ Corporation   If selected, check one: ☐ For-Profit   ☐ Nonprofit
   Also, check one: ☐ Domestic   ☐ Foreign
   ☐ Partnership   ☐ Other:   If checked, list business structure: ______________________

   Printed Name of Contract Signatory: ____________________________________________
   Job Title: __________________________________________________________________

   Provide address of primary office from which this project would be managed:
   ___________________________________________________________________________
   City: ___________________________________________ State: __________ Zip Code: ______
   Telephone No. __________________________ Fax No: ____________________________

   Annual Revenue: $_____________________
   Total Number of Employees: ______
   Total Number of Current Clients/Customers:______
2. **Contact Information:** List the one person who the SAEDF may contact concerning your proposal or setting dates for meetings.

   Name: ___________________________ Title: ___________________________

   Address: ___________________________ ___________________________

   City: __________________ State: __________________ Zip Code: __________

   Telephone No. __________________ Fax No: __________________

   Email: ___________________________

3. Does Respondent anticipate any mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months?

   ☐ Yes    ☐ No

4. Is Respondent (or partnering firm) considered any of the following categories?

   ☐ Small business   ☐ Veteran-owned   ☐ Minority   ☐ Woman-owned

5. Is Respondent (or partnering firm) a current member of SAEDF?  ☐ Yes    ☐ No

6. **Bankruptcy Information:** Has the Respondent ever been declared bankrupt or filed for protection from creditors under state or federal proceedings?

   ☐ Yes    ☐ No

   Elaborate on the response if desired:

   ___________________________________________________________

7. **Citations or Legal Action:** Has the Respondent ever received any citations, notices of violation, legal proceedings, disciplinary action, or any pending disciplinary action, from any regulatory bodies or professional organizations? If “Yes”, state the name of the regulatory body or professional organization, date and reason for action. If there are no violations, provide a statement of such.

   ___________________________________________________________

8. **Previous Contracts:**

   Has the Respondent or officer or partner ever failed to complete any contract awarded?

   ☐ Yes    ☐ No

   If “Yes”, state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

   ___________________________________________________________
RFP ATTACHMENT B
REFERENCES

Provide three (3) references, that the firm has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided.

Reference No. 1:
Firm/Company Name: __________________________________________________________
Contact Name: ____________________________ Title: ____________________________
Address: _____________________________________________________________________
City: ____________________________ State: ____________________________ Zip
Code: __________________________________
Telephone No. __________ Email: _____________________________________________

Date and Type of Service(s) Provided: __________________________________________ 
__________________________________________________________________________

Reference No. 2:
Firm/Company Name: __________________________________________________________
Contact Name: ____________________________ Title: ____________________________
Address: _____________________________________________________________________
City: ____________________________ State: ____________________________ Zip
Code: __________________________________
Telephone No. __________ Email: _____________________________________________

Date and Type of Service(s) Provided: __________________________________________ 
__________________________________________________________________________

Reference No. 3:
Firm/Company Name: __________________________________________________________
Contact Name: ____________________________ Title: ____________________________
Address: _____________________________________________________________________
City: ____________________________ State: ____________________________ Zip
Code: __________________________________
Telephone No. __________ Email: _____________________________________________

Date and Type of Service(s) Provided: __________________________________________ 
__________________________________________________________________________
RFP ATTACHMENT C

RFP CRITERIA

RFP ATTACHMENT C-1

BACKGROUND & QUALIFICATIONS

Prepare and submit responses to the following items.

Firm Facts - Please provide the following basic facts about your firm:
1. Gross billings for 2015, 2016 and a forecast for this year (2017). Note: If unable to share the exact information at this time, please provide ranges.

2. Identify your firm’s departments and specify whether the functions are performed in-house or outsourced. Also, include the number of full-time personnel and breakdown according to function.

3. Describe your firm’s unique point-of-difference within the following:
   a. position in the marketplace
   b. strongest capabilities or service niches

4. Active client list.

5. Identify your firm’s current distribution of work product by media type (cable TV, spot TV, radio, outdoor, newspaper, trade publication, direct response, online, digital, mobile, other non-traditional). Provide rough spend figures and percentages by media type.

Other:
1. What is your firm’s billing policy regarding:*-
   a. Frequency of billing to the client
   b. Terms of payment (media, productions, fees)
   c. Account for proof of performance
   d. Billing time increments less than one hour (e.g., 15 minutes, 30 minutes)
   e. Billing cost per hour for various marketing services (account management, copywriting, art direction, etc.)

2. Describe your accounting and internal auditing procedures.

3. Outline the process through which agency resources are drawn upon and coordinated to create integrated advertising campaigns across agency disciplines (including traditional advertising, as well as direct, promotions and interactive). Indicate who is responsible for this coordination and how the effort is implemented.

4. Identify any additional skills, experiences, qualifications, and/or other relevant information about the Firm’s qualifications.

5. List any third-party resources utilized to develop client reporting or measure engagement (i.e. media monitoring, activity reporting, etc.).
RFP ATTACHMENT C-2

STRATEGIC PLANNING & EVALUATION

1. Describe your agency’s approach to strategic planning and the evaluation measures that are imposed during the process to ensure that the thinking generated and solutions presented best serve the interests of the client. (Limit to one page)

2. Provide an explanation of how your agency measures/determines the effectiveness of advertising/marketing programs and campaigns including return on investment (ROI). (Limit to one page)

RFP ATTACHMENT C-3

RELEVANT EXPERIENCE

Prepare and submit responses to the following items.

1. Describe 2-3 examples of your agency’s experience in marketing a product or service that translates well into marketing San Antonio as an ideal market for companies to expand or locate. For each listing, highlight your agency’s ability to generate relevant strategy and effective communications that speaks to relevant audiences, particularly as it relates to your understanding of the “sweet spot” of various offerings in terms of the core consumers.

2. Describe in what way you are familiar with the San Antonio’s economic development assets and opportunities.

3. Explain your economic development knowledge.

4. Describe 2-3 examples of your agency’s experience in marketing the same product, service or program across multiple stakeholders and your ability to generate effective communications for each to create awareness and a call to action leading to engagement. Preferably within the context of a workforce development and/or education initiative.

5. Provide samples of the following work completed by your agency. You may provide samples in electronic format (e.g. CD or Flash Drive).
   - Trade print
   - Newspaper (FSI)
   - Digital/Online/Website
   - Broadcast
   - Direct
   - Collateral
   - Video
RFP ATTACHMENT C-4

**CREATIVITY**

Prepare and submit responses to the following items.

1. Describe your creative process to include providing several examples of work that best exemplifies your agency’s branding skills.

2. Provide examples of your agency’s creative work that cover an integration of communications efforts across a spectrum of disciplines and consumer touch points. You may provide samples in electronic format (e.g. CD or Flash Drive).

RFP ATTACHMENT C-5

**DIGITAL/WEBSITE**

Prepare and submit responses to the following items.

From an interactive perspective, describe your agency’s strengths.

1. Describe your agency’s services, including online media buying and planning capabilities/experience, and the length of time you’ve been providing these services.

2. Describe how your agency has aligned an interactive strategy with other traditional offline channels.

3. Describe your approach to integrate channels in order to improve the customer experience while maintaining brand consistency.

4. Describe your two most innovative interactive programs and show your work. You may provide samples in electronic format (e.g. CD or Flash Drive).

5. Describe your experience and approach to website maintenance. Provide examples of other companies who you have partnered with on website support.

6. Related to SA Works website, describe your approach to redesign/rebuild the existing site to meet the needs as detailed in Section II, under Scope of Work (SOW).
RFP ATTACHMENT C-6

MEDIA

Prepare and submit responses to the following items.

1. Briefly outline your agency's overall media capabilities (traditional and non-traditional), e.g., media data/intelligence resources, planning, buying, implementation, monitoring, evaluation and overall stewardship of your client’s funds. If all or a certain portion of your clients’ media is not planned or purchased by your agency, please indicate with whom your agency works in this regard.

2. Detail your agency’s approach for identifying key or target markets/audiences and the process for determining and buying the appropriate media to reach those audiences. (Limit to one page)

3. List all syndicated media/market research to which you subscribe as well as any proprietary research tools that aid you in your planning/buying processes. Describe the types of tools/services used to optimize the client’s media investment and indicate items that are proprietary to your organization.

4. Describe your historical success in negotiating media below “Rate Card” for both magazine and newspaper.

5. Describe your historical success in negotiating Value-Added media and how your agency measures the effectiveness.

RFP ATTACHMENT C-7

PUBLIC RELATIONS

Prepare and submit responses to the following items.

1. Describe your agency’s in-house division to handle non-traditional programs, if any, to include media relations and public relations (PR).

2. Provide a list of your agency’s most current clients receiving said services.

3. Outline a successful PR campaign your agency has implemented. (Limit response to one page)

4. Describe your approach in utilizing PR to draw attention to San Antonio as a preferred market for expansion or location. (Limit response to one page)
RFP ATTACHMENT C-8

COST/PRICING

Prepare and submit your best pricing offer and cost sheet.

1. Pricing may be provided in the most suitable format and may be presented in either:
   a) Monthly retainer breakdown (SAEDF/SA Works)
   b) Hourly rates based on work performed (menu pricing)

2. Pricing should include, but not limited to, the following categories:
   • Strategic Planning
   • Media Planning, Negotiation, Buying
   • Public Relations
   • Social Media
   • Content Creation
   • Creative Development
   • Digital Management
   • Website Maintenance – SAEDF
   • Website Rebuild/Re-design – SA Works
   • Production (including video production for website content)
   • Branding

3. The price(s) quoted should be inclusive.

4. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

5. If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.
By submitting a proposal, whether electronically or by paper, Firm(s) represents that:

If awarded a contract in response to this RFP, Firm(s) will be able and willing to execute a contract in the form shown in the RFP, as attached and set out in RFP Section II, with the understanding that the scope and compensation provisions will be negotiated and included in the final document.

If Firm(s) is a corporation, Firm(s) will be required to provide a certified copy of the resolution evidencing authority to enter into the contract, if other than an officer will be signing the contract.

If awarded a contract in response to this RFP, Firm(s) will be able and willing to comply with the insurance and indemnification requirements set out in RFP Sections III & IV.

If awarded a contract in response to this RFP, Firm(s) will be able and willing to comply with all representations made by Firm(s) in the proposal and during Proposal process.

Firm(s) agrees to fully and truthfully submit the Respondent Questionnaire form and understands that failure to fully disclose requested information may result in disqualification of proposal from consideration or termination of contract, once awarded.

(S)he is authorized to submit this proposal on behalf of the entity.

______________________________
Firm(s) Entity Name

Signature: ____________________________

Printed Name: __________________________

Title: _________________________________

(NOTE: If proposal is submitted by Co-Respondents, an authorized signature from a representative of each Co-Respondent is required.)

______________________________
Co-Respondent Entity Name

Signature: ____________________________

Printed Name: __________________________

Title: _________________________________