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| C:\Users\robinsond6\OneDrive - Aiken Technical College\Desktop\Dora\Logos\seal_final_nobkg.png |  **Aiken Technical College**   Request for Proposal   |  Solicitation: Date Issued: Procurement Officer: Phone: E-Mail Address: Mailing Address: | 2021-2022-00310/29/2021Dora Robson803-508-7269Robinsond6@atc.edu2276 Jefferson Davis HwyGraniteville, SC 29829 |

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|  DESCRIPTION: **Marketing & Creative Design Services**   |
|  USING GOVERNMENTAL UNIT:  **Aiken Technical College**  |

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|  SUBMIT YOUR OFFER ON-LINE AT THE FOLLOWING URL: robinsond6@atc.edu  |
|  SUBMIT OFFER BY (Opening Date/Time): **11/26/2021 11:00 am** (See "Deadline For Submission Of Offer" provision)  |
|  QUESTIONS MUST BE RECEIVED BY: **11/12/2021 1:00 pm** email questions to robinsond6@atc.edu (See "Questions From Offerors" provision)  |
|  NUMBER OF COPIES TO BE SUBMITTED: **One** See Section II A “Submitting Confidential Information” clause, and Section IV “Submitting Redacted Offers” clause  |
|  CONFERENCE TYPE: **Pre-Proposal** **Conference** DATE & TIME: **11/17/2021 10:00 am**   (As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions) |  LOCATION: **Aiken Technical College**2276 Jefferson Davis Hwy. Graniteville, SC 29829Presidents Conference Room 102 |

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|  AWARD & AMENDMENTS | Award will be posted on **12/16/2021**. The award, this solicitation, any amendments, and any related notices will be posted at the following web address: <http://www.procurement.sc.gov> |

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| You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of sixty (60) calendar days after the Opening Date. (See "Signing Your Offer" provision.) |
|  NAME OF OFFEROR   (full legal name of business submitting the offer) | Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc. |
|  AUTHORIZED SIGNATURE  (Person must be authorized to submit binding offer to contract on behalf of Offeror.) | DATE SIGNED   |
|  TITLE  (business title of person signing above) |  STATE VENDOR NO.  (Register to Obtain S.C. Vendor No. at [www.procurement.sc.gov](file:///%5C%5CAIKSHARE%5CProcurement%24%5COpen%20Projects%5CCreative%20Services%5Cwww.procurement.sc.gov)) |
|  PRINTED NAME  (printed name of person signing above) |  STATE OF INCORPORATION  (If you are a corporation, identify the state of incorporation.) |

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|  OFFEROR'S TYPE OF ENTITY: (Check one) (See "Signing Your Offer" provision.)   \_\_\_ Sole Proprietorship \_\_\_ Partnership \_\_\_ Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_ Corporate entity (not tax-exempt) \_\_\_ Corporation (tax-exempt) \_\_\_ Government entity (federal, state, or local) |

COVER PAGE - ON-LINE ONLY (MAR. 2015)

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 **PAGE TWO**

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| HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)      | NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Area Code - Number - Extension Facsimile \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail Address |

 **(Return Page Two with Your Offer)**

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| PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)     \_\_\_\_Payment Address same as Home Office Address\_\_\_\_Payment Address same as Notice Address **(check only one)** | ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)     \_\_\_\_Order Address same as Home Office Address\_\_\_\_Order Address same as Notice Address **(check only one)** |

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| ACKNOWLEDGMENT OF AMENDMENTSOfferors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision) |
| Amendment No. | Amendment Issue Date | Amendment No. | Amendment Issue Date | Amendment No. | Amendment Issue Date | Amendment No. | Amendment Issue Date |
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| DISCOUNT FOR PROMPT PAYMENT(See "Discount for Prompt Payment" clause) | 10 Calendar Days (%) | 20 Calendar Days (%) | 30 Calendar Days (%) | \_\_\_\_\_Calendar Days (%) |

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| PREFERENCES - A NOTICE TO VENDORS (SEP. 2009): **Preferences do NOT apply to Requests for Proposals per SC Consolidated Procurement Code §11-35-1524(E)(5)** |

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| PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: **Preferences do NOT apply to Requests for Proposals per SC Consolidated Procurement Code §11-35-1524(E)(5)**  \_\_\_\_In-State Office Address same as Home Office Address \_\_\_\_In-State Office Address same as Notice Address **(check only one)** |
|  PAGE TWO (SEP 2009) |  |  End of PAGE TWO |  |   |  |

**Questions – RFP 2021-2022-003 – Marketing and Creative Services**

1. Whether companies from Outside Canada can apply for this?
 (like, from India or USA) - We are looking for vendors within the United States
2. Whether we need to come over there for meetings? We ask that the final presentation be in person.

Can we perform the tasks (related to RFP) outside Canada? Task can be completed from any location.
        (like, from India or USA)
3. How heavily weighted is being a minority or disadvantaged business in the selection process? No weight
4. What is the point scale on evaluating proposals?

Proposed Approach 40 pt.

Experience and Qualifications 40 pt.

Price 20 pt.

1. Please confirm that only one submittal with both technical and business submissions are to be emailed to the ATC address provided on the cover sheet and that no printed copies are required and that no submission to SC procurement is required. Should the technical and business portions be submitted as separate documents in the email? Email only one submission with the technical and business components separated by headings.
2. Should the proposal be in the exact order as listed in the RFP with corresponding item numbers? Yes
3. What is the desired date for implementation of a revised brand, slogan and messaging? To be mutually determined between the client and contractor with implementation expected within 6 months of the contract award.
4. Will the desired date allow enough time to meet with key stakeholder/audience groups in the research/development process? Yes
5. What is your preferred process for testing the brand among ATC stakeholders/audiences?

Survey

1. What will be the approval process for the new brand, and who will make the decision?
Presentation to campus and student leaders with the final decision being made by Executive Staff.
2. If an applicant is selected to make a presentation, what is your preferred format?

Powerpoint, Printed booklets with an oral presentation, display boards with oral presentation? PowerPoint presentation with handouts.

1. Will submitters be disqualified if they made a donation to the ATC Foundation prior to the RFP opening date? (We made a gift in kind one year prior to opening date. RFP says to disclose any gifts beginning 18 months prior to opening date.) No
2. In the section: QUALIFICATIONS – REQUIRED INFORMATION p. 22:

It says that certain documentation is required IF requested by the Procurement Officer.

Is this information, as listed in this section, required to be included in our proposal? No

1. When and how will applicants be notified of the agency selection?

Award will be posted on our website: <https://www.atc.edu/Offices/Procurement-Services>

On 12/16/2021 – I will also send a direct correspondence to all bidding vendors.

1. Please confirm that this is a one-year contract with the potential to be renewed for an additional 2 years. What is the renewal process? Yes, automatic renewal -
Any renewal is subject to client satisfaction of services rendered along with the overall needs of the organization and available budget.
2. Does this RFP require applicant’s financial statements for two years in addition to current statement? No
3. Who will be the primary ATC contact with the contractor? Vice President of Advancement Mechelle English and Director of Marketing and Public Relations Nikasha Dicks
4. How often would you like to meet with the contractor? To be mutually determined by the client and contractor
5. Does ATC typically pay invoices within 30 days of receipt? Yes – Less if possible.
6. We cannot find this solicitation when we log into our vendor account at SCEIS. Does it have an event number? Due to the small size we posted the solicitation in house. https://www.atc.edu/Offices/Procurement-Services
7. It says submit your offer online at the following URL, but instead of a URL, there is an email address for Dora Robson. Can you confirm that this is correct and you would like us to email it to you, or do we need to upload our proposal via SCEIS? Yes that is correct. Please email the proposal to robinsond6@atc.edu.
8. In SCEIS, would Attachment B and Insurance attachment be separate? So would all of these uploads be different?

Technical proposal

Cost proposal

Attachment A - or is this part of the cost proposal?

Attachment B

Insurance

Please attach as one packet of information. Page 2 will need to be completed as well as the Attachment 1.The remaining proposal can be in your format.

1. Where do you want us to build in the SOW responses to the technical proposal?

See answer above.

1. We are a DBE. Do you want us to attach the minority participation form? Where do we place that within the series of documents for our response? There is a specific form at the end of the solicitation for this information – Please see page 21. #3 states no weight is given to minority or DBE vendors.
2. It says "Provide printed and digital (PDF format) **examples of previous media and/or creative campaigns or promotions, and the type of work performed (i.e. television/radio, print and/or digital ad campaigns, brochures, posters, etc.)"** Since this is a digital proposal, what do you mean by printed examples? Also, do you only want the creative or any advertising plan breakdown by cost or media type? This is indicating that we would like you to provide physical examples if you have them available.
3. What is the total annual budget for Contractor's work per this solicitation, including hard costs for line items such as advertising placements, video production, as well as costs for agency fees such as public relations services, social media management services, etc.? We have a total estimated budget of no more than $50,000.00.
4. Is this the strategic plan you would like us to use?

<https://www.atc.edu/Portals/0/Documents/Strategic%20Plan%202017-2022.pdf?ver=2017-07-03-090223-643> – Yes, this is our most up to date strategic plan.

1. Which of these revenue goals you would like for our work to address, specifically? Are there other revenue goals that are not listed below?

V. Expand organizational funding through regional support, student enrollment, and grants to provide innovative learning opportunities for students.

* 5.1 Increase student recruitment and retention that grows the quality and quantity of the student body.
* 5.2 Secure grants and foundation support at federal, state, regional and community levels that improve student learning opportunities.
* 5.3 Anticipate, address and adapt to ongoing budget realities through exceptional stewardship and transparency.
* 5.4 Innovate and diversify funding opportunities that support students, faculty, staff and facility expansion.

5.1 This objective should be achieved through marketing, creative services, and branding efforts

1. Can we have access to review your current brand suite (a.k.a. branding and style guide, brand guidelines, etc.), including brand messaging? Yes, once awarded.
2. Is the expectation that we will develop a marketing plan for Aiken Technical College as part of our scope of services? Is that synonymous with "Strategic Planning" on Attachment A? Yes – on an as needed basis.
3. What is the expectation for the quantity of advertising placements per year?

N/A. The next year and unconfirmed operating budget will determine the scope of advertising placements. In-house staff will directly place advertisements.

1. What is the available budget for performing media buying services for advertising placements, including Google/Bing/Adwords, social media ads, other types of digital ads, broadcast ads, outdoor ads and other types of ads? N/A as the client will directly procure the placements and ads. ? N/A as the client will directly procure the placements and ads.
2. What is the approximate number of different sign types that will need to be redesigned across the college's physical landscape and buildings? Approximately 5.

Signage needed will include external and internal directional signage.

1. In addition to the survey of stakeholders regarding the mascot, what is the expectation regarding research methods and scope of research services associated with this scope of services? For example, are any of these methods expected as part of this scope of services: digital surveys, focus groups, interviews, data analysis, etc. The contractor should use research methods necessary for the development of updated brand, logo, and messaging such as, but not limited to, digital surveys, and analysis of primary and secondary data.
2. What is the budget for photo, video and audio production for the purposes of content creation for advertising, public relations, social media, website content, etc.? N/A as the client will directly procure photo, video, and audio production services.
3. What is the expectation for the scope of public relations services as regards the following?

Will the Contractor be expected to draft and distribute press releases, thus managing the full scope of public relations activities, or will in-house staff be implementing certain portions of the PR work? No.

1. How many in-person media events are expected per year? Unable to estimate due to the uncertainty of special announcements from various partnerships.
2. How many news releases are expected per year to disseminate standard college news updates? N/A; In-house staff will develop and disseminate all college news releases and updates.
3. How many proactive, strategy-driven story pitches (and associated releases, events, etc.), outside of standard news updates, are expected per year? N/A; In-house staff will develop and disseminate all college news releases and updates. Re: social media, will the Contractor be expected to manage and implement the full scope of social media activities, or will in-house staff be implementing certain portions of the social media work? In-house staff will manage and implement social media activities.
4. If in-house staff are managing organic social media and social media community moderation, will Contractor be expected to develop and place paid social media ads? No; Contractor will design, as needed, creatives for use in paid social media ads. Paid social media ads will be managed by in-house staff.
5. For the presentation script, can we duplicate the applicable sections of the technical proposal, such as our understanding of Aiken Technical College's mission? Yes
6. Where do we include pricing for public relations assistance? Public relations services are not currently listed on Attachment A. We will not require these services.
7. Where do we include pricing for media buying services? Media buying services are not currently listed on Attachment A. We will not require these services.
8. Re: the estimated number of hours on Attachment A, will these hours be flexible based on collaborative marketing planning decisions made between the Contractor and the client team? Yes