



**REQUEST FOR PROPOSAL
FOR BILLBOARD/OUTDOOR ADVERTISING
2015**

INQUIRIES SHOULD BE DIRECTED TO:

Kate Snyder, APR; Principal Strategist
Piper & Gold Public Relations
517-999-0821
kate@piperandgold.com

I. General Information

A. Purpose

This request for proposal is for the purpose of entering into a contract with an outdoor advertising agency for billboard placement to promote Capital Area Michigan Works! and its partners, and to enhance the exposure of Capital Area Michigan Works!

B. Instructions on Proposal Submission

1. Closing Submission Date

Proposals must be submitted no later than 5:00 p.m. on Thursday, September 4, 2014.

2. Inquiries

Inquiries concerning this RFP should be directed to Kate Snyder, principal strategist at Piper & Gold Public Relations, 517-999-0821 or kate@piperandgold.com.

3. Conditions of Proposal

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the bidder and will not be reimbursed by Capital Area Michigan Works!

4. Instructions to Prospective Contractors

Please submit proposals via postal mail or hand delivery (no e-mail) in a sealed envelope marked:

Sealed Proposal: Outdoor Advertising
Capital Area Michigan Works!
2110 S. Cedar St.
Lansing, MI 48910

Late proposals will not be considered. Please sign in upon hand delivery of proposal to ensure a record of receipt.

5. Right to Reject

Capital Area Michigan Works! reserves the right to reject any and all proposals received in response to this RFP in the event funding becomes unavailable or other unforeseeable circumstances occur. A contract for the accepted proposal will be based upon the factors described in this RFP and may include any or all parts of the proposal.

6. Notification of Award

It is expected a decision selecting the successful bid will be made in September 2014. Upon conclusion of final negotiations with the successful bidder(s), all bidders submitting proposals in response to this Request for Proposal will be informed, in writing, of the decision. **Please do not contact Capital Area Michigan Works! to check the status of proposals.**

C. Performance

The proposal will outline:

- Objectives for achieving maximum exposure with approximately 60 percent of coverage in Ingham County, 20 percent in Eaton County and 20 percent in Clinton County.
- A detailed map and photos showing exact location of proposed boards, and traffic demographics for the locations proposed.
- Illumination of boards 24 hours/day.
- Boards may be full size and permanent, located in all three counties: Clinton, Eaton, Ingham; or rotating.
- Design and artwork must be owned by Capital Area Michigan Works!
- Bidder must agree to respond to any problems with the boards (i.e. lack of illumination, tearing) within 24 hours.
- Production costs must be included in the proposal.
- The proposal should include different pricing outlines for:

\$15,000
\$20,000
\$25,000
\$30,000
\$35,000
\$40,000
\$45,000

The successful bidder is required to receive approval by the Capital Area Michigan Works! CEO on all finished products. The proposal does not need to outline graphic design costs, but should include any production costs associated with receiving camera-ready art or art supplied on a disk.

D. Payment

Capital Area Michigan Works! will pay quoted costs to the successful bidder, provided all commitments are met according to the contract. Capital Area Michigan Works! may partner with local companies and organizations on advertising. In the event of a partnership, both Capital Area Michigan Works! and the partner agency will enter into a contract with the successful bidder, though all invoices will be submitted to and paid by Capital Area Michigan Works!

Capital Area Michigan Works! may choose to increase the amount of advertising should additional funding become available through partnerships. In the event of additional funding, Capital Area Michigan Works! will submit in writing a contract for the additional funds and will negotiate directly with the successful bidder.

E. Delivery Schedule

The successful bidder will have billboards up on January 1, 2015 and staying up through December 31, 2015. **Contracts must be signed and invoices must be submitted to Capital Area Michigan Works! no later than September 26, 2014.**

F. Options

At the discretion of Capital Area Michigan Works!, this contract may be extended for two additional one-year periods.

Proposal Evaluation

A. Submission of Proposals

All proposals shall include a copy of the bidder's proposal and any additional requested materials. This document will become part of the contract.

B. Nonresponsive Proposals

Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:

1. The proposal is not received timely in accordance with the terms of this RFP.
2. The proposal is not adequate to form a judgment by the reviewers.
3. The proposal does not follow the specified format.

C. Evaluation

Evaluation of each proposal will be based on the following criteria:

<u>Factors</u>	<u>Maximum Points</u>
1. Number of boards for the proposed prices	10
2. Location of boards	20
3. Gross impressions	10
Maximum Points	40

D. Review Process

Capital Area Michigan Works! reserves the right to make an award without further discussion of the proposals submitted.

Capital Area Michigan Works! will award the proposal to the responsive bidder with the highest total points and based on available funding or partnerships.