

Attachment D
ADVERTISING AGENCY RFP 2019
Written Proposal Evaluation

OFFEROR: _____ EVALUATOR CODE: _____

Part A: Experience and Qualifications (30%)

1. CONTRACTOR DATA SHEET (RFP Attachment A)

_____ Complete

_____ Incomplete

SCALE: 1 = LESS QUALIFIED
 5 = MORE QUALIFIED

2. OFFEROR'S EXPERIENCE IN SCOPE OF WORK (RFP Section 5.1.2):

1----2----3----4----5 x 2 = POINTS _____

3. PERSONNEL EXPERIENCE (RFP Section 5.1.4):

1----2----3----4----5 x 2 = POINTS _____

4. DESCRIPTION OF FINANCIAL STABILITY (RFP Section 5.1.3):

1----2----3----4----5 x 2 = POINTS _____

TOTAL POINTS FOR PART A = _____
(Maximum 30 Points)

ADVERTISING AGENCY RFP 2019
Evaluation Form – Oral Presentations

AD AGENCY _____ Evaluator _____

SCALE: 1 = LESS QUALIFIED

5 = MORE QUALIFIED

1. RATIONALE AND RESEARCH

1----2----3----4----5 x 3 = POINTS _____

2. CREATIVITY

1----2----3----4----5 x 5 = POINTS _____

3. PROPOSED MECHANISM TO MEASURE/TRACK CAMPAIGN EFFECTIVENESS

1----2----3----4----5 x 2 = POINTS _____

Overall

TOTAL COMBINED SCORE (1-3) = _____ FINAL SCORE
(Maximum Score = 50)