

COUNTY OF ROCKLAND
Department of General Services
Purchasing Division

Contract Award Notification

Title: **Marketing, Public Relations and Creative Design, QSL**

Contract Period: November 9, 2020 through November 8, 2021 w/4-1 year options
Ext through 11/8/22 w/3-1 year options Ext thru 11/8/23 w/2-1 yr opt
Ext thru 11/8/24 w/1 year option ext thru 11/8/25

Original Date of Issue: November 12, 2020

Date of Revision: 10/28/24

RFP No: **RFP-RC-2020-034**

Ordering Method: **Special Request**

Authorized Users: County Agencies

Address Inquiries To:

Name: Claudia Moodie
Title: Purchaser II
Phone: 845-364-3821
Fax: 845-364-3809
E-mail: moodiec@co.rockland.ny.us

Description

This is a qualified suppliers list for Marketing, Public Relations and Creative Design.

NOTE: BOCES MUST BE CONTRACTED FIRST TO DISCUSS YOUR NEEDS AND OBTAIN A PROPOSAL IF BOCES CAN MEET YOUR NEEDS.

A BOCES SHARED SERVICES CONTRACT CAN PROVIDE THE REQUIRED SERVICES AT A LOWER COST.

**PLEASE NOTE:
PLEASE REFER THE HOW TO USE THE QUALIFIED SUPPLIERS LIST.**

SEE NEXT PAGES FOR QUALIFIED VENDORS.

Contract #	Vendor Number	Contractor & Address	Telephone No.
SHARED SERVICES	0000006409	Rockland Boces 65 Parrot Road West Nyack, NY 10994 Contact: Scott Salotto Email: ssalotto@rboces.org	845-627-4705
RFP 20-034 DID NOT RENEW	0000026640	360 Gateway Brand Management 4000 Turton Avenue Jacksonville, FL 32208 Contact: Lakesia Wimberly lrw@360gatewaybrands.com	941-284-4792
RFP 20-034-A	0000023582	BBG&G Advertising Inc. 3020 Route 207 Suite 101 Campbell Hall, NY 10916 Contact: Peggy Brunetti peggyb@bbggadv.com	845-615-9084
RFP 20-034-B	0000022935	Chronogram Media 45 Pine Grove Ave., Suite 303 Kingston, NY 12401 Contact: Margot Isaacs margot.isaacs@chronogram.com	845-334-8600
RFP 20-034-C DID NOT RENEW	0000026641	Creative Services Group LLC 64 Bower Road Madison, CT 06443 Contact: Kim Craven kim@creativeservicesgroup.com	203-318-9000
RFP 20-034-D	0000005683	Eve Adams Design 25 Mile Road Montebello, NY 10901 Contact: Eve Adams Eadesign25@gmail.com	845-642-8702
RFP 20-034-E	0000026642	GMG Public Relations Inc. 53 Hudson Avenue, Suite 226 Nyack, NY 10960 Contact: Risa B. Hoag risa@gmgpr.com	845-627-3000
RFP 20-034-F DID NOT RENEW	0000026643	Honest Creative LLC 1008 Main Street, Suite 301 Peekskill, NY 10566 Contact: Jennifer Bannan jen@honestcreative.co	914-418-4100
RFP 20-034-G	0000026644	KathodeRay Media Inc. 20 Country Estate Road Greenville, NY 12083 Contact: Marlene McTigue info@kathoderay.com	518-322-5421
RFP 20-034-H NOT RENEWED YET	0000019923	Niki Jones Agency, Inc. 39 Front Street Port Jervis, NY 12771 Contact: Niki Jones bids@nikijones.com	845-856-1266 FAX: 845-856-1268
RFP 20-034-I DID NOT RENEW	0000026645	PaperKite Creative LLC 175 Main Street Cooperstown, NY 13326 Contact: Susan Green susan@hellpaperkite.com	607-282-4223
RFP 20-034-J DID NOT RENEW	0000026646	Trampoline Design LLC 11 South Street, Suite 201 Glens Falls, NY 12801 Contact: Paula Slayton paula@designtramp.com	518-798-9155

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HOW TO USE THE QUALIFIED SUPPLIERS LIST

Formal contracts are signed with suppliers that detail the services offered providing guaranteed not-to-exceed hourly rates by specialty. When a County Department needs project specific services of a firm on a Qualified Supplier List, they follow the following procedures:

CONTRACTING PROCESS

- *Projects valued up to \$35,000.00 may be assigned directly by the user department with a firm on the Qualified Suppliers List by issuing a purchase requisition and meeting the requirements as follows:*
 - “Buy direct” from any supplier on the Qualified Supplier List.
 - Document the reasonableness of price and that the proposal satisfies the procurement requirements.
 - Provide the Purchasing Division with complete backup concerning the suppliers contacted, bids/quotes received, and vendor selection.
 - Enter a Purchase Requisition in Peoplesoft eProcurement and attach the complete scope of work for this project. The Purchasing Division will not issue a Purchase Order until all required documentation that justifies the request is received.
 - Proceed to work with supplier only after the department has received an official purchase order for the work specified.
 - ***A purchase order issued to a firm on the Qualified Suppliers list, with an original value of under \$35,000, will not be permitted to exceed the \$35,000 limit. If it is anticipated or should reasonably be known that the contract may need to be modified and exceed the \$35,000 competitive quotes as noted below shall be obtained.***
- *Projects valued at \$35,000.00 up to \$100,000*
 - The user department shall solicit written quotes referencing the original RFP # from a **Minimum of Three** suppliers under the applicable Qualified Supplier List.
 - Document the supplier selection process and detail the reasons for vendor selection.
 - Document the reasonableness of price compared to all quotes received.
 - Document that the proposed statement of work satisfies the procurement requirements.
 - Provide the Purchasing Division with complete backup concerning the suppliers contacted, quotes received, scoring of the offers and vendor selection.
 - Upon review and approval by the Purchasing Department, the Agency shall enter into a contract by submitting a DCE-100 contract request. A contract awarded based on quotes received from the user department with an original contract value of \$35,000-\$100,000, will not be permitted to exceed \$100,000. Upon contract finalization, the Department shall enter a purchase requisition to encumber the funds by the issuance of a formal Purchase Order.
 - Agency may proceed to work with supplier only after the department has received a final executed contract for the work specified and the issuance of a formal Purchase Order.

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- *Projects valued in excess of \$100,000.00*
 - The user department shall submit to the Purchasing Department a detailed scope of work for the services needed. The Purchasing Department shall invite all firms (qualified to perform the scope of services) that appear on the Qualified Suppliers List to submit a quotation and proposal.
 - The County will enter into a separate contract for each project by submitting a DCE-100 contract request. Change orders to the original contract amounts will be limited based on the original value of the contract. A contract awarded based on quotes received by the Purchasing Division, with an original contract value of \$100,000 to \$250,000 will not be permitted to exceed \$250,000 and will require Legislative approval. Upon Legislative approval and contract finalization, the Department shall enter a purchase requisition to encumber the funds by the issuance of a formal Purchase Order.
- Projects valued in excess of \$250,000
 - For projects in excess of \$250,000, a project specific RFP shall be issued.

The County reserves the right to issue RFP's or quotes for any work if it feels it is in the best interest of the County of Rockland to do so.

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TITLE: Marketing, Public Relations and Creative Design QSL

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COST PROPOSAL TEMPLATE *ROCKLAND BODIES*

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>75.00</u> /Hour
ADVERTISING (PRINT OR OUTDOOR)	\$ _____ /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ _____ /Hour
DESIGN, LAYOUT	\$ <u>75.00</u> /Hour
ART DIRECTION	\$ <u>75.00</u> /Hour
COPY WRITING	\$ <u>65.00</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ _____ /Hour
PRODUCTION COORDINATION	\$ <u>75.00</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>75.00</u> /Hour
STORYBOARD, DESIGN	\$ <u>75.00</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>75.00</u> /Hour
COPY WRITING	\$ <u>65.00</u> /Hour

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ROCKLAND BOCES

TITLE: Marketing, Public Relations and Creative Design QSL

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MECHANICAL ART AND TYPOGRAPHY	\$ _____ /Hour
PRODUCTION COORDINATION	\$ <u>75.00</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>10</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>10</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>10</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

Cost Proposals are to be uploaded as a separate attachment to your RFP response. Please refer to the separate attachment titled: Proposal Submittal Procedures for instructions on submitting your proposal electronically. Inclusion of any cost or pricing data within the technical proposal may result in your proposal being judged as non-responsive.

Edwin J. Day, County Executive**TITLE: Marketing, Public Relations and Creative Design QSL****RFP NUMBER:**
RFP-RC-2020-034**BBG&G Advertising, Inc.****COST PROPOSAL TEMPLATE**PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH
ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>125.00</u> /Hour
ADVERTISING (PRIN OR OUTDOOR)	\$ <u>195.00</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>195.00</u> /Hour
DESIGN, LAYOUT	\$ <u>195.00</u> /Hour
ART DIRECTION	\$ <u>140.00</u> /Hour
COPY WRITING	\$ <u>140.00</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>125.00</u> /Hour
PRODUCTION COORDINATION	\$ <u>125.00</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>125.00</u> /Hour
STORYBOARD, DESIGN	\$ <u>150.00</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>150.00</u> /Hour
COPY WRITING	\$ <u>140.00</u> /Hour

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bbg&g advertising	
MECHANICAL ART AND TYPOGRAPHY	\$ <u>125.00</u> /Hour
PRODUCTION COORDINATION	\$ <u>125.00</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>15</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>15</u> % Markup
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COST PROPOSAL TEMPLATE

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ _____/Hour \$131.69
ADVERTISING (PRIN OR OUTDOOR)	\$ _____/Hour \$121.56
ADVERTISING (RADIO OR TELEVISION)	\$ _____/Hour \$121.56
DESIGN, LAYOUT	\$ _____/Hour \$121.56
ART DIRECTION	\$ _____/Hour \$151.95
COPY WRITING	\$ _____/Hour \$101.30
MECHANICAL ART AND TYPOGRAPHY	\$ _____/Hour \$121.56
PRODUCTION COORDINATION	\$ _____/Hour \$121.56
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ _____/Hour
STORYBOARD, DESIGN	\$ _____/Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ _____/Hour
COPY WRITING	\$ _____/Hour

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MECHANICAL ART AND TYPOGRAPHY	\$ _____/Hour
PRODUCTION COORDINATION	\$ _____/Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	_____ %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	CHRONOGRAM MEDIA _____ % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	_____ % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	\$ _____/Hour
FOCUS GROUPS AND SURVEYS Development, facilitation, execution, reporting	\$ _____/Hour
Search Engine Marketing (Google Ads) and Social Media Advertising	\$ _____/Hour
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Section V: Cost/Price Section

Creative Services

Project Management	\$95/hour
Advertising (print/outdoor/storyboards)	\$75/hour
Design/Layout	\$65/hour
Art Direction	\$75/hour
Copy writing	N/A
Mechanical Art/Typography	\$65/hour
Production Coordination	\$65/hour
Web Site Design	\$75/hour
Proofreading	\$55/hour
Advertising (Broadcast)	N/A
Media Placement	N/A
Production Buying Markup	20%
General External Markup	20%

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Eve Adams Design
Eve Adams
25 Mile Road
Montebello, NY 10901
(845) 356-4427
eadesign@optonline.net



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COST PROPOSAL TEMPLATE

GMG Public Relations and Harquin Creative Group

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CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u> \$120 </u> /Hour
ADVERTISING (PRIN OR OUTDOOR)	\$ <u> \$120 </u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u> \$120 </u> /Hour
DESIGN, LAYOUT	\$ <u> \$100 </u> /Hour
ART DIRECTION	\$ <u> \$100 </u> /Hour
COPY WRITING	\$ <u> \$100 </u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u> \$100 </u> /Hour
PRODUCTION COORDINATION	\$ <u> \$100 </u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u> \$120 </u> /Hour
STORYBOARD, DESIGN	\$ <u> \$100 </u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u> \$100 </u> /Hour
COPY WRITING	\$ <u> \$100 </u> /Hour

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GMG PUBLIC RELATIONS

MECHANICAL ART AND TYPOGRAPHY	\$ <u> \$100 </u> /Hour
PRODUCTION COORDINATION	\$ <u> \$100 </u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u> 15 </u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u> 15 </u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u> 15 </u> % Markup
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COST PROPOSAL TEMPLATE
KATHORDERAY MEDIA

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CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>100</u> /Hour
ADVERTISING (PRIN OR OUTDOOR)	\$ <u>125</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>125</u> /Hour
DESIGN, LAYOUT	\$ <u>100</u> /Hour
ART DIRECTION	\$ <u>125</u> /Hour
COPY WRITING	\$ <u>100</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>100</u> /Hour
PRODUCTION COORDINATION	\$ <u>95</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>100</u> /Hour
STORYBOARD, DESIGN	\$ <u>125</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>125</u> /Hour
COPY WRITING	\$ <u>100</u> /Hour

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KATHODERAY MEDIA

MECHANICAL ART AND TYPOGRAPHY	\$ <u>100</u> /Hour
PRODUCTION COORDINATION	\$ <u>95</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>15</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>15</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>15</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

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Edwin J. Day, County Executive**TITLE: Marketing, Public Relations and Creative Design QSL****RFP NUMBER:**
RFP-RC-2020-034**COST PROPOSAL TEMPLATE**

NIKI JONES AGENCY

PROPOSALS MAY INCLUDE ADDITIONAL SERVICE AND COST FEES AND SHALL BE LISTED IN THIS SECTION – ATTACH
ADDITIONAL SHEETS IF NECESSARY

CREATIVE SERVICES	
PROJECT MANAGEMENT	\$ <u>161.00</u> /Hour
ADVERTISING (PRIN OR OUTDOOR)	\$ <u>100.40</u> /Hour
ADVERTISING (RADIO OR TELEVISION)	\$ <u>100.40</u> /Hour
DESIGN, LAYOUT	\$ <u>100.40</u> /Hour
ART DIRECTION	\$ <u>135.00</u> /Hour
COPY WRITING	\$ <u>80.24</u> /Hour
MECHANICAL ART AND TYPOGRAPHY	\$ <u>100.40</u> /Hour
PRODUCTION COORDINATION	\$ <u>100.40</u> /Hour
ADVERTISING (BROADCAST PRINT, AND OUTDOOR)	
PROJECT MANAGEMENT	\$ <u>161.00</u> /Hour
STORYBOARD, DESIGN	\$ <u>100.40</u> /Hour
BROADCAST PRODUCTION AND SUPERVISION	\$ <u>135.00</u> /Hour
COPY WRITING	\$ <u>80.24</u> /Hour

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NIKI JONES AGENCY

MECHANICAL ART AND TYPOGRAPHY	\$ <u>100.40</u> /Hour
PRODUCTION COORDINATION	\$ <u>100.40</u> /Hour
MEDIA PLACEMENT	
COORDINATION SERVICES OF MEDIA PLACEMENT % MARUP OF MEDIA INVOICE	<u>20</u> %Markup
PRODUCTION BUYING:	
PRINT SERVICES (INCLUDES, BUT NOT LIMITED TO, TYPOGRAPHY, PHOTOGRAPHY, COLOR SEPARATIONS, FILM, RETOUCHING, ILLUSTRATION AND OTHER OUTSIDE COSTS).	<u>20</u> % Markup
BROADCAST SERVICES	
PRODUCTION FACILITIES, RENTAL OF SPECIAL EQUIPMENT, PROPS, TALENT AND OTHER OUTSIDE COSTS.	<u>20</u> % Markup
COSTS / FEES FOR SERVICES AWARDED SHALL INCLUDE ALL OVERHEAD AND PROFIT. NO BILLING WILL BE ACCEPTED THAT SHOWS ANY OTHER COSTS THAN THOSE AWARDED UNDER THIS RFP. THIS INCLUDES, BUT IS NOT LIMITED TO, MEETINGS, ACCOUNT SERVICING COSTS, SECRETARIAL, DELIVERY, RENT, PHONE CALLS, POSTAGE, OVERNIGHT MAIL SERVICE, ACCOUNTING, ETC.	

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Edwin J. Day, County Executive**TITLE: Marketing, Public Relations and Creative Design QSL****RFP NUMBER:**
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Proposers will be responsible for developing flexible and alternative solutions to enhance a wide variety of Public Relations and Marketing campaigns on an as needed basis for specialized programs which will include plans on how to best reach a variety of target audiences and/or geographic locations with creative solutions that achieve the intended goals for each program requested. Website Development, Design Implementation, Maintenance, Hosting are **not included** in this request for proposal. Projects are generally funded through various grants available to Rockland County and may be limited in available funding and adhere to specific time frames.

The scope of services being sought requires the successful proposer to be responsible for the development, preparation, placement of advertising and management of flexible solutions for various media and public relations campaigns. Services required with input from the using agency, will include but not be limited to, providing consulting and/or management for multi-media public relations and marketing campaigns, that include, but not limited to:

- Development of multi-media campaigns: planning, identify goals, establish key statements, determine tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same.
- Market analysis-showing demonstrated understanding of project related marketing issues.
- Multi-media advertisement placement and/or outreach through various media avenues (television, radio, billboards, posters, outdoor and bus signage, press releases, copy writing, photography and design of brochures / flyers, other promotional materials, etc). This will include multi-cultural media avenues and will include translating brochures and other print media in required number of languages. The County of Rockland has several contracts in place for language translation. The awarded vendor shall contact the Purchasing Department prior to performing any translations being requested. It will be determined at time of request whether to proceed with awarded vendor or another county contract. The County also has a contract to supply and install vinyl signs on County owned buses, if needed.
- Multi-phase, countywide campaigns including the writing, designing, illustrating of marketing material and advertisement, ordering space, time or other advertising means and endeavors while securing the most advantageous rates available.
- Detailed media placement reports.
- Incorporation of appropriate logos, tag lines, etc. into all campaign materials. The County of Rockland **has** many logos and campaign materials which have already been developed which will need to be incorporated into future campaigns.
- Countywide media coverage.
- Effectiveness measures / outcome studies
- Work under short timeframes
- Provide credentials as requested and/or required for each request based upon scope / need
- Specific strategies for reaching target populations (cultural inclusiveness).
- Specific strategies that demonstrate an understanding of the standard marketing models.
- Target messages to various segments of society.

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- Justifications for all marketing and media strategies recommended per campaign.
- Management of funds / budget.
- Demonstrated ability to work with significant time constraints.
- Sufficient resources to conduct services
- Reporting - Summary reporting, effectiveness reporting, recommendations, results reporting, analysis and survey reporting, etc.
- The successful proposer will be responsible for, but not limited to:
 - Theme development
 - Marketing direction
 - Creative concepts
 - Copyrighting
 - Design
 - Art direction
 - Photography
 - Illustration
 - Digital production
 - Provide camera ready artwork in a universal, user friendly format
 - Develop and supply print specifications so that proper quotes and bids can be solicited by the Rockland County Purchasing Department. The County of Rockland will award and place orders directly with the selected print vendor.
 - Develop and supply promotional product specifications so that proper quotes and bids can be solicited by the Purchasing Department. The County maintains several promotional product contracts. It is recommended that the awarded vendor should review and become familiar with these lists. When the need for promotional items is required these lists should be consulted with the requesting division. If an item on County contract cannot meet the needs of the requesting division an individual County quote or bid will be solicited. The County of Rockland will award and place orders directly with the selected promotional vendor.
 - In addition to creative design, the successful proposer will be required to develop recommendations on photos, color, paper stock, fonts, and binding.
 - Conduct / Provide analysis and reports of successfully attaining the intended goals, and if not identify and make recommendation of findings.

Edwin J. Day, County Executive**TITLE: Marketing, Public Relations and Creative Design QSL****RFP NUMBER:**
RFP-RC-2020-034**Special Instructions:**

- All copies, pictures and layout must be approved, in advance, by using agency.
- Proposer will provide the County of Rockland with copies of all negatives and artwork.
- **All documents, records, programs, data, film, tape, articles, memoranda including any and all cuts, negatives, positives, artwork, plates, engravings, disc, photos, boards, copies and other materials shall be considered “work for hire” and the proposer transfers any ownership claim to the County of Rockland and all such materials will become and will remain the property of the County of Rockland and shall be delivered to the County upon request.**
- Use of these materials, other than related to contract performance by the proposer, without the prior written consent of an authorized County representative, is prohibited. During the performance of the services specified herein, the proposer shall be responsible for any loss of or damage to these materials developed for or supplied by the County and used to develop or assist in the services provided herein while the materials are in the possession of the proposer. Any loss or damage thereto shall be restored at the proposer’s expense.

PROPOSAL REQUIREMENTS

- Detailed Response shall document the ability to perform the following:
 - Describe creative and graphic facilities and staffing available for layout of newspaper and magazine advertisement, posters, brochures, etc.
 - Describe creative resources and studios available for radio and television or other electronic media.
 - Describe creative writing resources for the development and complete preparation of printed matter related to newspaper and magazine articles, brochures, etc.
 - Describe facilities and resources available to produce photographs, Photostats, halftones, color separations, etc.
 - Describe word processing and desktop publishing equipment, basic software packages, and computer hardware utilized.
 - Describe how your firm would approach advertising/ marketing campaign with specific demographic targets.
 - Describe the type of services your firm routinely sub-contracts.

COMPANY QUALIFICATIONS

- Proposer must have a minimum of five (5) years of experience in the creative design for marketing, public relations and development of government related materials and related marketing and media campaigns with documentation of successful results. Proposer must supply five (5) references, two (2) shall be from government clients where related creative documents and media campaigns and publications have been produced.

Edwin J. Day, County Executive**TITLE: Marketing, Public Relations and Creative Design QSL****RFP NUMBER:**
RFP-RC-2020-034**BILLING RECORDS. AUDITS**

- The time and dollars spent for each task as listed and agreed upon in a project specific Scope of Work shall be recorded and submitted to the authorized County representative. Consultant shall maintain all books, papers, documents, accounting records and other evidence pertaining to time billed and to costs incurred and shall make such materials available for audit by the County. Documentation shall be attached to each invoice as billed as evidence of services provided/completed.

ACCEPTANCE AND DOCUMENTATION

- Each agreed upon task shall be reviewed and approved by the authorized County representative to determine acceptable completion.
- The County shall provide all necessary information to the Consultant for timely completion of the tasks as specified.
- All “work for hire” which are prepared in the performance of this contract shall be and remain the property of the County and are to be delivered to the authorized County representative before final payment is made to the consultant.

DEPARTMENT OF GENERAL SERVICES, PURCHASING DIVISION

Dr. Robert L. Yeager Health Center
50 Sanatorium Rd, Building A
Pomona, New York 10970
Phone: (845) 364-3820 Fax: (845) 364-3809
Email: purchasing@co.rockland.ny.us

Paul Brennan, FNIGP, CPPO
Director of Purchasing

ADDENDUM # 2

RFP-RC-2020-034

Marketing, Public Relations and Creative Design QSL

The information in this addendum supersedes any contradictory information set forth in the contract documents. Acknowledge receipt of this addendum in the space provided on the signature page of the bid proposal. Failure to do so, may subject the bidder to disqualification. This addendum forms a part of the contract documents.

Question #1: Would you be open to a Canadian agency to do this work for you? We work with clients across the US but want to ensure there is no local preference.

Response #1: Yes, companies from outside the USA can apply (i.e. India, or Canada). However, preference will be given to firms located in the USA.

Question #2: Could you let us know what your annual spend has been in the past for agency fees and media buys?

Response #2: The County of Rockland currently spends approximately \$40,000 annually on these Marketing Services.

Question #3: With respect to the cost proposal template could you clarify if the Advertising (Print or Outdoor) line is for strategy, creative direction, etc.?

Response #3: Hourly rates should be based upon integrated marketing strategy as outlined in the Statement of Objectives in the RFP. We would like the firm to provide the charge per hour to develop a creative strategy (campaign/blueprint/outline) based upon our collaboration and implement it at the same time.

Question #4: With respect to the cost proposal template could you clarify if the Advertising (Radio or Television) line is for strategy, creative direction, etc.?

Response #4: Hourly rates should be based upon integrated marketing strategy as outlined in the Statement of Objectives in the RFP. We would like the firm to provide the charge per hour to develop a creative strategy (campaign/blueprint/outline) based upon our collaboration and implement it at the same time.

Question #5: As Broadcast Production could be quite varied in pricing (depending on the size of the advert, the inclusion of actors, etc.) are still hoping for a standard hourly rate for the same? If so, could you let us know what your standard adverts on Broadcast have been like in the past?

Response #5: Yes, pricing for Broadcast Production will require a standard hourly rate. The need for these services not been a large requirement for the County, however in the past services provided have been broadcast production such as public service announcements to be advertised on local new stations.

SIGNED:

Paul J. Brennan

**PAUL J. BRENNAN, FNIGP, CPPO
DIRECTOR OF PURCHASING**

ADDENDUM

9/23/20

DEPARTMENT OF GENERAL SERVICES, PURCHASING DIVISION

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Paul Brennan, FNIGP, CPPO
Director of Purchasing

ADDENDUM #3

RFP-RC-2020-034

Marketing, Public Relations and Creative Design QSL

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Question #1: Does the RFP consist of multiple different campaigns/contracts that are yet to be determined, leveraging your qualified suppliers list for placing media? As opposed to having 1 campaign with specific objectives that are already developed for the length of the contract.

Response #1: The projects/campaigns required are yet to be determined.

Question #2: Our headquarters are in Chicago. Would that be an issue for any of the agencies involved?

Response #2: No, this would not be an issue with your firm located out of state.

Question #3: Would we need any additional state certifications to be considered for the work?

Response #3: The firm must be registered to do business in New York State with the Department of State, Divisions of Corporations.

SIGNED:

Paul J. Brennan

PAUL J. BRENNAN, FNIGP, CPPO
DIRECTOR OF PURCHASING

ADDENDUM

10/2/20

DEPARTMENT OF GENERAL SERVICES, PURCHASING DIVISION

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Paul Brennan, FNIGP, CPPO
Director of Purchasing

ADDENDUM # 4

RFP-RC-2020-034

Marketing, Public Relations, and Creative Design

The information in this addendum supersedes any contradictory information set forth in the contract documents. Acknowledge receipt of this addendum in the space provided on the signature page of the bid proposal. Failure to do so, may subject the bidder to disqualification. This addendum forms a part of the contract documents.

Question #1: Is print production and production management part of this RFP?

Response #1: No, Print production and Production Management are not requested in the Statement of Objectives, however as per the cost proposal pages any additional services can be listed on the cost proposal pages or an additional sheet can be attached if necessary.

Question #2: In the process of winning \$35k - \$100k projects, are we just estimating hours against our agreed to rates?" ***We are providing our hourly rates with the RFP and those rates stay firm. A supplier can't lower their price down the road and so on to try and win more business?***

Response #2: The rates provided are not to exceed amounts. If a campaign is needed for a project estimating \$35k-\$100k the using department will solicit a quote at which point the firm can provide a lower hourly rate based upon the scope of work.

Question #3: For projects valued in excess of \$250,000 where a project specific RFP will be issued, will that RFP be issued to the Qualified Suppliers list only, or will that be another open RFP?

a) If the answer is another RFP will those on the Qualified Suppliers List have to complete all the documentation again?

Response #3: A project specific RFP will be advertised as a new open RFP.

a) Yes, all suppliers submitting a proposal will have to submit all paperwork requested with the RFP.

SIGNED:

Paul J. Brennan

PAUL J. BRENNAN, FNIGP, CPPO
DIRECTOR OF PURCHASING

ADDENDUM

10/6/20