

Massasoit Community College Request for Proposal

Bid 2018-02 Advertising Services

Massasoit Community College invites bids from qualified vendors to provide and manage advertising, which may include, but not be limited to: display and digital; radio; television; cable; web; outdoor; and transit advertising. The contract resulting from this bid is expected to begin in July 2018 and extend through June 30, 2019, renewable for two one-year periods.

SUBMISSION REQUIREMENTS

Bids must be submitted on the BID FORM that is included with this request for response.

Bid Form must be signed.

Bids must be submitted by 2:30 pm on Friday, March 16, 2018, at which time they will be publicly opened and read in the Purchasing Office. Bids submitted after this time will not be considered.

Bids should be clearly marked as **Bid 2018-02 ADVERTISING SERVICES** and mailed or delivered to John Caffelle, Massasoit Community College, Purchasing Office, One Massasoit Blvd., Brockton, MA 02302

Neither faxed bids nor electronic bids will be accepted.

Questions regarding bid submissions should be addressed to John Caffelle, Director of Administrative Services at 508-588-9100 x1513 or jcaffelle1@massasoit.mass.edu

Questions regarding specifications should be submitted in writing to James Lynch, Director of Marketing, at jlynch@massasoit.mass.edu

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ADVERTISING SERVICES

Request for Proposal

SECTION A – STATEMENT OF WORK

Independently, and not as an agent of Massasoit Community College, the Contractor shall furnish all labor, materials, and services to complete work as specified in this solicitation.

I GENERAL:

Massasoit Community College, in Brockton, MA is seeking agencies to provide prompt, personalized service for the purchase and placement of a full range of advertising services. Agency will oversee all purchase and placement of digital, broadcast, outdoor, transit, public notice, and specialized advertising as recommended or requested, on an as needed basis. Annual volume is not to exceed \$200,000. The College will evaluate respondents on factors that include: pricing, market experience, technical knowledge, and administrative capabilities, as determined by the College. Some creative services may be required, including copywriting and graphic design. The College will choose three of the top rated respondents to be invited to deliver an in-person presentation to showcase their capabilities.

II. REQUIREMENTS:

- A. Demonstrated expertise in recommendations for a targeted online strategy across broad demographics as central component to campaign.
- B. Provide strategic and engaging creative concepts supporting college objectives and branding. Explain and showcase agency capabilities.
- C. Provide regular reporting, including an annual campaign schedule, monthly budget expenditures across all mediums, and individual campaign reports including analysis. Advice on higher education and marketing strategy trends will be expected throughout the life of the contract. At the close of each semester, agency must supply comprehensive marketing summary reports (three per year).
- D. Agency must be able to execute media buys that include broadcast television, digital display and programmatic advertising, streaming radio, local daily and regional newspapers, outdoor, and transit. Additionally, agency must demonstrate knowledge of the region/service area and possess understanding of targeted demographics to support strategic campaign goals.

- E. Creative services may be required, either directly or through a third party. Agency is asked to demonstrate examples of graphic design and copywriting across a variety of platforms.
- F. List the advantages of working with your agency over the competition in the market place. What are your core competencies?
- G. Given the requirements described in "Statement of Work," provide a list of services and rates for each category that your company is able to provide. Describe your billing process and procedure (e.g., How do you track work completed, and how does that translate to your billing process?). Please include rates for creative services and production where necessary.
- H. Agency must be able to provide professional quality photography and video services, including on-location shoots and final-production, either directly or through a third party, and will serve as the primary contact to any vendors utilized. All photography and video footage will become property of Massasoit Community College and shall be provided for the College's use (including all outtakes and b-roll).
- I. Bidders shall demonstrate a commitment to enhancing the brand awareness of Massasoit Community College to prospective students, enrolled students, alumni, donors, additional stakeholders, and the greater-Brockton area, extending to Canton and Middleborough.
- J. Bidders should exhibit commitment to maximizing available marketing and advertising opportunities as they become available.

SECTION B – PRICE SCHEDULE

Please supply costs associated with these services outlined above. Prices should be clearly defined and include any and all anticipated costs. This includes average rate for creative services, production services, administrative services, etc.

SECTION C – SPECIAL CONTRACT PROVISIONS

Article I – Standard of Performance

The Contractor shall perform the services in a reasonable, prudent, and professional manner, meeting all required deadlines in a creative and state-of-the-art format. Contractor shall at all times act in good faith and in the best interest of Massasoit Community College, and use its best efforts and exercise sound business judgement in performing the services under this contract.

Article II – Period of Performance/Deliveries

The period and performance shall begin July 1, 2018 and extend through June 30, 2019 renewable for two one-year periods. Campaigns shall consist of: fall semester, spring semester, summer semester, two open house events, and additional promotions as needed. The contract will be reviewed annually, and based on timely delivery of results, quality of deliverables, and pricing, a decision will be made to continue or terminate the contract. The Contractor shall complete all requirements of Section A, "Statement of Work" during this period.

Article III – Consideration

In consideration for satisfactory performance and acceptance of the goods and services described herein, the contractor shall be paid prices in accordance with Section B, "Price Schedule" and all invoices verified through the Accounts Payable Department. Each invoice will require the signature of a department head.

Article IV – Billing Instruction

Invoices shall include (1) the purchase order number and (2) items covered by the invoice. Invoices shall be submitted in duplicate, one (1) copy to the Director of Marketing and one (1) copy sent to:

Massasoit Community College
Accounts Payable Department
One Massasoit Boulevard
Brockton, MA 02302-3996

Article V – Price Warranty

By acceptance of this contract, the Contractor warrants that the prices charged do not exceed those currently charged by the Contractor to any other customer purchasing the same goods and services in like or small quantities under similar conditions. Please tell us how long the prices that are quoted are in effect.

Article VI – Advertising and Publicity

Neither the contractor nor its subcontractors, if any, shall issue or sponsor any advertising or publicity that says or implies that Massasoit Community College recommends or prefers its services. The Contractor may, however, use Massasoit Community College as a confidential reference in seeking other business.

Article VII – Contract

The successful bidder for this contract will be required to sign the Commonwealth of Massachusetts Standard Contract Form with the College, along with Commonwealth of Massachusetts Terms and Conditions. A copy of each of these documents is attached to these specifications.

Article IX – Order of Precedence

Any inconsistency in this contract, unless otherwise provided herein, shall be resolved by giving precedence in the following order: (1) Special Provisions; (2) Statement of Work; (3) Terms and Conditions of the Solicitations, if any; (4) Massasoit Community College General Provisions; and (5) Other provisions of the contract when attached or incorporated by reference.

Commonwealth of Massachusetts Standard Contract Form is incorporated by reference and takes precedence over all other documents.

Article X – Payment

Invoices will be paid net 30 days following receipt of a correct invoice. All invoices must be approved by the Massasoit Community College Communications Department prior to payment.

Article XI – Disclosure and Handling of Confidential Information

The Contractor agrees to hold all information in performance of this contract in strict confidence, and not disclose it either to any person outside Massasoit Community College or to any Contractor employee not involved in the performance of this contract. Furthermore, the Contractor agrees not to use any such confidential information for any other purpose than the performance of this contract.

Article XII – Option to Extend the Term of the Contract (Soft Option)

- A. This contract is renewable, at the option of Massasoit Community College, by the Director of Administrative Services giving preliminary notice to the Contractor at least thirty (30) days before the contract expires. Such preliminary notice will not commit Massasoit Community College renewal, but is to advise the Contractor that a request for proposal is forthcoming for services similar to those required during the basic contract period.
- B. Upon receipt of a purchase order from the Purchasing Department, the Contractor shall begin services as stated in Section A, "Statement of Work".

SECTION D – SOLICITATION INSTRUCTIONS AND CONDITIONS

1. It is anticipated that solicitation will result in a Firm Fixed Price contract for the purchase of the goods and services described in Section A, “Statement of Work” and attachments, with a period of performance to commence from the effective date of the executed contract until the completion of the contract.
2. Any proposal submitted under this solicitation should be signed with an original signature by an official authorized to submit offer and contractually bind the organization submitting the proposal.
3. The proposal shall stipulate that it is predicated upon all the terms and conditions of this Request for Proposal and shall acknowledge any amendments thereto.
4. Envelopes containing responses to this Request for Proposal should be marked with RFP No. 2018-02 ADVERTISING SERVICES. Also, please reference the solicitation number in your cover letter.
5. Each respondent shall furnish the information required to various pages of the solicitation. The respondent shall print or type his/her name on any sheets on which he/she enters any information or makes any changes.
6. Addresses for submission of proposals:
 - (a) Proposals may be mailed to the following address:

John Caffelle
Purchasing Office
Massasoit Community College
One Massasoit Boulevard
Brockton, MA 02302-3996
7. Prior to proposal submission, respondents shall examine the Contract Special Provisions and note all conditions and limitations, which may influence execution or completion of the work required. Any discrepancies noted should be identified in writing to the Massasoit Community College’s Director of Administrative Services for resolution prior to submission of proposals. Any substantive information given to the prospective respondent will be furnished to all prospective respondents as an amendment to the solicitation.
8. If Massasoit Community College, at any time prior to the due date for receipt of proposals, amends or changes any part of the RFP, then the Director of Administrative

Services will transmit an appropriate notification to all prospective respondents, and each respondent shall acknowledge in writing the receipt of any such amendment, unless other provided for in the particular amendment.

9. The respondent chosen for this award should have satisfactory financial and technical capability and supervisory managerial organization to ensure satisfactory performance of the contract. The respondent chosen for award should have established and acceptable record for completion of contracts for work of similar character and extent. Massasoit Community College will be the sole judge of the respondent's ability to perform satisfactorily under the contemplated contract.

10. Award of Contract

- (a) The contract will be awarded to the vendor who best satisfies the criteria outlined in the "Statement of Work" section.
- (b) Massasoit Community College reserves the right to reject any and all offers and to waive informalities and minor irregularities in offers received.
- (c) A written award or acceptance of offer mailed or otherwise furnished to the successful respondent within the time for acceptance specified in the offer shall be deemed to result in a binding contract without further action by either party.
- (d) Massasoit Community College may accept, within the time specified therein, any offer, whether or not there are negotiations subsequent to its receipt, unless the offer is withdrawn by written notice received by Massasoit Community College prior to award. If subsequent negotiations are conducted, they shall not constitute a rejection or counteroffer on the part of Massasoit Community College.
- (e) Massasoit Community College reserves the right to accept other than the lowest offer and to reject any or all offers.
- (f) Massasoit Community College may award a contract based on initial offers received, without discussion of such offers. Accordingly, initial offers should be submitted on the most favorable terms that the respondent could submit to Massasoit Community College.
- (g) It is the College's intention to award a single contract, however, if it is deemed appropriate and efficient to award multiple contracts for selected areas of stated services, either choice is an option.

SECTION E – PROPOSAL INSTRUCTIONS

Respondents shall submit READILY SEPARABLE TECHNICAL AND PRICE PROPOSALS.

A. Technical Proposal Instructions

1. General Information

- a. Provide complete name and address of submitting firm, including zip code. Indicate whether information is being submitted on behalf of a parent firm of a branch office.
- b. State the type of ownership or legal structure of the firm; i.e. sole proprietorship, partnership, corporation, or other.
- c. Provide name, title, and telephone number of two (2) people in the firm who are authorized to negotiate and execute contracts. Provide the same information for a contact person if not one of these two.
- d. Identify categories of services, which the firm is particularly well qualified to perform.
- e. Indicate dollar volume of business per year for the past three years. Indicate what percentage was for work similar to that described in this solicitation.
- f. Provide copies of all documentation with the proposal.
- g. Identify any subcontractors, and provide for all proposed subcontractors in information required for primary contractors.
- h. Provide at least three (3) references (name, organization, address, phone number, and type of services provided) who can discuss the capabilities of your proposed services.

2. Specific Information

- a. The respondent should thoroughly address the requirements referenced in Section A, "Statement of Work" and should explain why the respondent is especially qualified to perform the work described in the solicitation and demonstrate that their approach will, in fact, satisfy each requirement. Simple restatement of the RFP requirements as contractual obligations may be considered unacceptable.

3. Price Proposal Instructions

- a. Price proposals shall include all costs associated with the performance of the requirement and a total figure that is the respondent's firm fixed price for the work described.
- b. A respondent's proposal is presumed to represent his/her best efforts to respond to the solicitation. Any inconsistency, whether real or apparent, between promised performance and the proposed price should be explained in the proposal. For example, if the intended use of new and innovative techniques is the basis for an abnormally low price, the nature of these techniques and their impact on price, should be explained; or, if a corporate policy decision has been made to absorb a portion of the estimated cost, that should be stated in the proposal. Any significant inconsistency, if unexplained, raises a fundamental issue of the respondent's understanding of the nature and scope of work required and of his/her financial ability to perform the contract, and may be grounds for rejection of the proposal. The burden of proof as to cost credibility rests with the respondent.

SECTION F – EVALUATION FACTORS

A. General

All proposals should be complete and specific as possible. The evaluation of proposals will be based on the technical and administrative capabilities of the prospective contractors in relation to the need of Massasoit Community College.

B. Evaluation Factors

Proposals submitted in response to the RFP will be evaluated in accordance with the following factors, which are listed with the percentage of importance based on a hundred percent (100%) point system.

- | | |
|-----|---|
| 20% | Technical approach for accomplishment of the work described herein as described in respondent's proposal, which indicates an understanding of Massasoit Community College's technical requirements, procedures for ensuring quality of work, and a demonstrated capacity to identify, schedule, and manage tasks. |
| 30% | Experience and technical competence of the firm as evidenced by a past record of successful performance on similar work with respect to such factors as quality of work, adequacy of resources, and meeting timeliness. |

10% Experience and qualifications of the key personnel proposed for the work described herein, including their technical knowledge and skills in advertising as it relates to college documents and procedures.

C. Price Evaluation

40% Price will be a significant factor with all the technical evaluation of a respondent's proposal and will not be disregarded in the negotiation and award of a contract under this solicitation. A separate price analysis will be performed on each pricing proposal received. The contract will be awarded on each pricing proposal received. The contract will be awarded to the responsible respondent whose proposal conforming to the solicitation will be the most advantageous to Massasoit Community College, price, and other factors considered.

SECTION G – PROPOSED TIMETABLE

- A. The Request for Proposal will be distributed on Friday, February 23, 2018.
- B. The Request for Proposal must be submitted by 2:30 pm on Friday, March 16, 2018.
- C. The Selection Committee will read the proposals, share them with other users of this service on campus, and identify viable candidates by Friday, March 30, 2018.
- D. Viable candidates who meet all criteria will be asked to come in during the month of April (prior to Friday, April 13, 2018) and make a presentation.
- E. It is expected that the contract will be signed effective July 1, 2018.

SECTION H – BID FORM/BID DOCUMENTS

Bid Form: Must be submitted along with technical proposal and price schedule. Please attach all related documents.

Respondents shall submit READILY SEPARABLE technical and price proposals.

FIRM NAME: _____

ADDRESS: _____

SIGNATURE: _____

BID SIGNED BY: _____

TITLE: _____

TELEPHONE: _____

DATE: _____

All bids must be received by 2:30 pm on Friday, March 16, 2018, at which time they will be publicly opened and read. No bids received after this time will be accepted.

Return all materials in a sealed envelope marked

BIDS – DO NOT OPEN – 2018-02 Advertising Services

John Caffelle
Director of Administrative Services
Massasoit Community College
Administration Building – Purchasing Office
One Massasoit Blvd.
Brockton, MA 02302-3996

Please include the following Bid Documents with your response:

_____ **BIDDER'S PROPOSAL WITH THREE COPIES**

_____ **COMMONWEALTH OF MASSACHUSETTS – STANDARD CONTRACT FORM**

_____ **COMMONWEALTH OF MASSACHUSETTS – TERMS AND CONDITIONS**

_____ **CONTRACTOR AUTHORIZED SIGNATORY LISTING**

_____ **W-9 FORM**

_____ **TAX COMPLIANCE CERTIFICATION**

_____ **CERTIFICATE OF NON-COLLUSION**