




Response - Request For Proposal
WV Division of Tourism - Advertising Services
RFP Number: TOR1500000002

Vendor Contact Information:

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WV Purchasing Division

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Below are our responses to the questions and requests for information posed in **'Attachment A: Vendor Response Sheet'**. Each section is referenced using the corresponding section number designated in the RFP.

3.1 Company description, history and years of experience related to Advertising Services.

Digital Relativity has been successfully executing marketing projects for over 4 years for businesses in West Virginia and throughout the United States. In particular, Digital Relativity has worked with a diverse array of organizations including businesses involved in travel and tourism, professional services, associations, restaurants, breweries, and retail. The company is well-versed in crafting holistic strategies that engage and educate customers. Marketing strategies and plans for clients emphasize approaching digital and traditional advertising as cooperative efforts, designed to be mutually supportive.

Digital Relativity is a West Virginia company, proud to be comprised of a team of state natives who have a vested interest in the success of WV tourism.

3.2 An Organizational Chart, listing names, title and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded under this RFP.

The Digital Relativity Team

Digital Relativity is a nimble, efficient agency with the ability to act quickly on market trends, current events, and last-minute opportunities. Below are current team members, all of whom would be involved with work for the Division of Tourism in some capacity.

Pat Strader, Founder, has more than 16 years of professional experience in digital marketing working with brands to develop organic and paid search strategies, branding campaigns, personas and social media strategies. He has a B.A. in Sociology from West Virginia University. Pat has been invited to speak by numerous trade and marketing associations including PubCon Las Vegas, the West Virginia Governor's Conference on Tourism, the Kentucky Department of Agriculture, the Asheville Brewers Alliance, the West Virginia Fairs & Festivals Association and the Apple Processors Association.

Sarah Powell, Marketing Strategy and Project Manager, has over 13 years of professional experience working in marketing, sales, and communications roles, including the creation of marketing plans and branding work. Work experience has taken her from the Walt Disney World Resort in Lake Buena Vista, FL, to Wake Forest University and the Graylyn Estate in Winston-Salem, NC, and finally back home to West Virginia and Digital Relativity. She has a B.S. in Business Administration (Marketing Emphasis) from West Virginia University and a Master of Business Administration from Wake Forest University.

Shea Higgins, Content and UX Strategist, has more than 10 years of experience in journalism, copywriting and public relations, including editorial positions in both television and print media and planning and branding work for award-winning public relations campaigns. She has a B.S. in Public Relations from Marshall University, and has a diverse marketing background, including consulting positions for both small business and corporate clients.

Matt Sanchez, Art Director, has been part of the Digital Relativity team since 2012. He has a B.F.A. in Art and Design (with an emphasis in Electronic Media) and a Minor in Art History from West Virginia University. Matt is experienced in graphic design, motion graphics and animation, photography, and video.

Justin Ferrell, Director of Technology, is an experienced web and mobile developer, specializing in responsive web design and Wordpress development. A popular speaker at multiple technology conferences, Justin has presented on all aspects of development ranging from database optimization to user experience design. Justin has overseen the development and maintenance of over 30 websites and mobile applications.

Jim Strader, Business Strategist, is responsible for business and financial affairs at Digital Relativity. He also facilitates strategic planning for partner organizations and businesses.

If awarded the contract, Digital Relativity will identify additional candidates to join the team in the areas of marketing strategy and execution and creative/design.

3.3 Subcontractor company information and references. Provide names, addresses, and experiences of any subcontractors that will be used in the day-to-day performance of this contract in delivering services described in this proposal. Example: If your agency does not have the capabilities to provide the Advertising Services, provide information on your planned subcontractor partner firm.

Research Partner:

West Virginia University Extension Service
Community, Resources and Economic Development (CRED)

701 Knapp Hall
PO Box 6031
Morgantown, WV 26501

Team Members: Dr. Kudzayi Maumbe - Lead Researcher, Doug Arbogast - Rural Tourism Specialist, Dr. Jinyang Deng, Dr. Ajay Aluri

This group of tourism specialists will conduct visitor studies and research to evaluate effectiveness of marketing and advertising messaging and channels.

Data Mining Partner:

5W Strategists, Inc.

*1552 Sunflower Fields Drive
Advance Mills, VA 22968*

Team Members: Jerry Montgomery, David Smith

5W has created a highly automated analysis and profiling tool set based on best-of-breed data mining algorithms and techniques. Its personnel have developed these tools over the past 20 years to generate more accurate targeting criteria as well as scored lists for use in social media, display ads, email, and telemarketing.

Event Design and Management Partner:

The Artist Farm

*100 West South Street, Unit 4A
Charlottesville, VA 22902*

Team Members: Michael Allenby, Collean Laney, Delia Stephenson

The Artist Farm coordinates the expansive number of artists and subcontractors who are required to pull off large community events. Their approach is to first design an experience. Four main areas need to be considered in the design process: programming, marketing, operations, and finance. Each of these areas require distinct attention and organization. The Artist Farm works to define the intended experience and then coordinate with its vast artisan network to design it. Once the design is understood, event execution follows.

The Artist Farm produces The Festy Experience, and has produced events for The Infamous Stringdusters and Oskar Blues Brewery, amongst others.

3.4 A list of annual gross billings for the last two years, a list of all accounts gained and lost in the last 12 months with a description of why accounts were lost, and a list of memberships in any local, national, or international advertising, marketing or public relations associations.

Gross Billings

- 2013 - \$388,912.85
- 2014 - \$393,512.27

Accounts Gained March 2014 - March 2015

- Foodify
- Tomoka Brewing Company
- Envirosience
- White House Foods
- Blue Smoke Salsa
- New & Gauley River Adventures
- Sammy Snacks/Ancestry Foods
- West Virginia Secondary Schools Activities Commission

Accounts Lost March 2014 - March 2015

- Heston Farm: An internal decision was made to cancel contract with this client for lack of participation and poor communications from management.

3.5 Contact names, telephone, email and fax numbers of two additional clients, who may be contacted by the Agency as references, for which similar services have been provided as referenced in this RFP.

Leisha Elliott, Executive Director
 Convention & Visitors Bureau of Marion County
 Phone: 304-368-1123
 Fax: 304-333-0155

Doug Maddy, Executive Director
 Visit Southern West Virginia
 Phone: 304-252-2244
 Fax: 304-252-2252

3.6 Provide details of the complexity of projects performed and the volume of the services provided that may include specific examples, tracking, and monitoring, comprehensive evaluation of the project, public relations, placement and the effectiveness of the project.

Digital Relativity is a full-service agency, capable of delivering and executing holistic marketing and advertising strategies. Our full list of services is extensive, including campaign creation, media planning, creative design, multimedia services (photography, video, animation), website design and development, SEO strategy and management, content and social media development, and public relations strategy. All efforts are measured and evaluated using a variety of tools and reporting metrics. While client

projects differ in complexity, each is a mix of strategy and tactics designed to get the most return on marketing dollars.

Below are two examples of marketing and strategy work we've gone with destinations.

Visit Southern West Virginia - Digital Relativity has been working with this destination marketing group since 2007 on a variety of efforts, including its website, content marketing, social media, search engine optimization, pay per click advertising, and more. A few highlights of our partnership include:

- The development of yearly digital marketing strategy
- Creation of a leads database and leads distribution system
- Social media campaign strategy development and channel optimization
- Digital display campaigns, retargeting, and paid search management
- Social media display and ads management
- Web design, development, and optimization
- The development of a series of itineraries, including meeting facilitation, asset identification, content creation, and mobile application development
- Email content creation and campaign management
- Website content development
- Analytics reporting and evaluation and trendspotting

CVB of Marion County - Digital Relativity has acted as the CVB of Marion County's agency of record since 2012, providing guidance on all marketing and advertising efforts. During that time website visitation has increased by over 240%, Visitor Guide requests have increased every year, and hotels are experiencing increased occupancy.

Digital Relativity has been involved in a wide variety of efforts and campaigns with Marion County, including:

- The development of a series of regional itineraries that include stops in surrounding counties (as many visitors are not constrained by, nor aware of, county borders)
- A 'Marion Gameday' campaign that encouraged travelers to eat, shop, and stay in Marion County while traveling through for WVU football events
- The design and development of the destination's Visitor Guide (current and upcoming guides)
- The design and development of www.marioncvb.com, the CVB's website
- The design and management of full SEO and pay-per-click strategies, including retargeting ads
- Filming and creating a series of videos highlighting various attractions, shopping, and dining locations around the county
- Creation of an editorial calendar to guide content and social publishing
- Involvement in ad placement decisions, and creative for every ad across all channels

2015 Tactics:

- Creation of a new mobile phone app that will provide users with area information, itineraries, and more
- The development of an audio tour that will be accessible through the Marion County CVB mobile phone application. The tour will utilize iBeacon technology.
- Creation and execution of a public relations strategy, including a toolkit for journalists, feature stories, and outreach
- Content and collateral focusing on the iconic pepperoni roll, originally created in Marion County and unique to West Virginia
- Expanded photo and video content
- Website refresh with a new design

3.7. Provide a listing of Clients whom you have provided Advertising Services to, with a budget of 1 million or more.

Visit Southern West Virginia

3.8 The Vendor should have experience in Destination Marketing.

As a company that has grown and thrived in West Virginia's New River Gorge, Digital Relativity has always been acutely aware of trends and marketing practices of the travel and tourism industry.

Digital Relativity team members have been working with destination and travel entities for over 15 years. Current clients include:

- Visit Southern West Virginia
- The Convention & Visitors Bureau of Marion County
- New River Gorge Convention & Visitors Bureau
- Visit Fayetteville
- Beckley/Raleigh County CVB
- Downtown Parkersburg
- Bridge Day
- The Blennerhassett Hotel
- The Isaac Jackson Hotel
- Opossum Creek Retreat

Digital Relativity has also worked with:

- The West Virginia Group Travel Association
- Tucker County Historic Landmark Commission/City of Thomas Tour Development

3.9 The Vendor should have sufficient financial stability to pledge and place commitments with advertising media without hesitation on behalf of the Agency. The Vendor should be commonly recognized throughout the industry as a Vendor with a solid financial foundation to meet its commitments on behalf of itself and its clients. At the Agencies request, the Vendor should pay Advertising Services invoices that may come through the Agency, at no additional cost to the Agency.

Digital Relativity meets all of these requirements and expectations.

Section 4, Subsection 4.1: An effective and cost efficient advertising proposal.

The Agency desires an advertising proposal that demonstrates the most effective use of a fixed budget in providing Advertising Services and returns the best value on an investment. In detail, provide a budget for a multi-million dollar Advertising Campaign and outline West Virginias target markets, the media mix you would suggest and why. Demonstrate how you would get the best value on our investment and incorporate and translate your advertising and marketing goals and strategies into the media plan and buy.

The West Virginia Division of Tourism is in a unique position to shape the perception of the state for potential visitors. West Virginia is known as a destination that offers great recreation experiences and amazing scenic views. Now the Division is tasked with helping potential visitors understand that West Virginia can also deliver on other attributes that drive vacation decision-making, including positioning the state as:

- A fun place
- Good for families
- Must-see destination
- Good for couples/adult vacation
- An exciting place
- Lots of things to see and do
- Children would especially enjoy
- Good place to relax
- A real adventure
- Unique vacation experience

(Source: Longwoods International, 2014 West Virginia Image & Advertising Accountability Research)

Digital Relativity will work with the Division of Tourism to a craft marketing strategy and corresponding tactics that will deliver on these goals:

- To position West Virginia as a 4-season destination that not only delivers on attributes visitors have come to expect (scenic beauty and excellent outdoor recreation), but also creates awareness of other lesser-known (but very important)

attributes that are readily available within the state: fun/exciting vacations with lots to see and do, family-friendly vacations, and adult/couple vacations.

- To effectively address all the vacation driver/decision attributes where West Virginia currently lags, through a diverse marketing and advertising campaign.
- Use both research provided by the Division of Tourism and additional research on how travelers/visitors are consuming media to create and execute a marketing plan and advertising campaign that gets the most return on investment.
- Increase levels of advertising awareness/recall
- Increase number of Visitor Guide Requests
- Increase calls to Division of Tourism Call Center
- Continued growth of social media channels and participation

1. Target Markets

In-State visitors make up the largest group of visitors traveling in WV. Following that, in order of visitation, are Virginia, Ohio, North Carolina, Pennsylvania, and Maryland. Research shows that the top four metro areas for state visitation are Washington DC, Charleston/Huntington, Cleveland, and Pittsburgh (Source: Longwoods International, West Virginia 2013 Visitor Report).

We know that of all visitors to West Virginia:

- 45% are ages 25-44 (Source: Longwoods International, West Virginia 2013 Visitor Report)
- 31% are ages 45-64 (Source: Longwoods International, West Virginia 2013 Visitor Report)

This means that Millennials, Generation X and Baby Boomers account for 76% of all visitors to WV. Advertising would be focused on these potential visitors in these geographic locations. This data also makes it clear that more effort needs to be exerted in motivating in-state travelers (Source: Longwoods International, West Virginia 2013 Visitor Report). Findings from additional research could also impact target market designation.

Personas will be created for the various potential visitors for the state. See Section 4, Subsection 4.2, Number 2.2 for additional information about the research needed to shape personas.

2. Media Mix

65% of travelers begin online research before they decide where or how they want to travel. Search engines and social networking/video/photo sites are the top online sources of inspiration (Source: Google Travel Study, June 2014, Ipsos MediaCT). The Division should establish a strong presence in these channels; it's crucial to be there in the early stages of vacation planning.

Therefore, the suggested media mix for Division advertising will be diverse, focusing on channels that can offer the best return. A strong foundation will be built by leveraging digital/online ads and content, with supporting media in print (primarily magazine), digital television solutions such as Hulu, Netflix, and YouTube, and streaming radio, events, public relations, and special projects.

3. Estimated Budget

The estimated budget mix is as follows, assuming a \$1,000,000 media spend:

Channel/Media Mix	Estimated Spend	Percent of Budget
Advertising & PR	\$317,000	31.7%
<i>Value Added Traditional Advertising</i>	\$284,000	(28.4%)
<i>Public Relations & Earned Media</i>	\$33,000	(3.3%)
Digital Marketing	\$458,000	45.8%
<i>Targeted Digital Display</i>	\$189,000	(18.9%)
<i>Social Media</i>	\$54,000	(5.4%)
<i>Multi-Media (incl. streaming TV & radio)</i>	\$167,000	(16.7%)
<i>Regional Email Marketing</i>	\$48,000	(4.8%)
Content Development	\$52,000	5.2%
International	\$36,000	3.6%
Events & Experience Marketing	\$102,000	10.2%
Special Projects	\$35,000	3.5%

This estimated spend illustrates the amount/percent of the total budget that would be allotted to specific channels. If awarded the contract, Digital Relativity will conduct internal interviews and review past advertising and marketing objectives to create a detailed media spend and project budget from final numbers provided by the Division of Tourism and ad channels.

Section 4, Subsection 4.2: A creative, multi dimensional marketing and advertising campaign.

An Advertising campaign encompassing research analysis, research data, and sales promotion ideas by incorporating promotional materials in advertising, marketing and public relations activities and how all levels of media will be integrated into the current trends of marketing and advertising. Demonstrate what tourism research is needed and your plan to analyze it for strategy and execution of the Agency's integrated marketing programs to include but not limited to: advertising, digital marketing, public relations, social media, cooperative marketing, international marketing, film office, etc.

1.1 The Campaign and Channels

The proposed campaign will have a foundation rooted in research and data to help craft messaging and channel selection, delivering the message in an effective, cost-efficient and highly targeted way.

Based on available research, we recommend an overarching campaign theme of "Wild, Wonderful West Virginia. Real.", with a reinforcing tagline of "You'll Find it Here". This messaging would serve as a launching point for creating awareness of the attributes that are important to travellers making vacation decisions, but that are currently unknown to them as attributes they can find in West Virginia. Data has shown that there is high awareness for West Virginia on several positive attributes (Source: Longwoods International, 2014 West Virginia Image & Advertising Accountability Research); however, new marketing campaigns need to increase awareness that West Virginia can deliver on the other hot-button attributes that drive travel decisions.

This proposed overarching campaign can then be used to highlight specific important attributes. Some messaging may work for a number of different visuals. For example, a campaign with the message 'Real. WV Nightlife.' could be paired with either live music or outdoor imagery. The messaging is the same, but different visuals would be used to change the context to appeal to different groups.

We'd work to develop a strategic mix of creative/messaging that brings together high and low awareness attributes. We can layer the answers to decision-driving questions on top of

high awareness attributes. This is reinforced with the proposed secondary tagline, "You'll Find it Here".

Following are some initial concept ideas for "Wild, Wonderful West Virginia. Real." This could be a starting point to further develop this campaign idea.

Real.

UNIQUE ADVENTURES



WILD, WONDERFUL WEST VIRGINIA YOU'LL FIND IT HERE

Take an adventure your family will never forget. Scenic skybridges stretching through the tree-tops. Whitewater swirls the kids can paddle through. Looping through the skies on a WWII biplane. Roam these rolling landscapes and make lifelong memories.

#GOTOWV

West Virginia
Wild and Wonderful

gotowv.com



digital
RELATIVITY™

Real.

NIGHTLIFE

WILD, WONDERFUL WEST VIRGINIA YOU'LL FIND IT HERE

Evenings are alive with echoes across the mountain hills! Follow the roots of bluegrass, folk and Americana sound to its heartland. Discover historic dramas revived on stage. Stumble upon an old-time, open-late, hometown hangout. Cash in your luck at the casino. Entertainment abounds across West Virginia. Find what moves you till morning.



digital
RELATIVITY™



Real.

FAMILY TIME

#GOTOWV

WILD, WONDERFUL WEST VIRGINIA
YOU'LL FIND IT HERE

Quality time takes root in the mountains. Unplugging and venturing out into the simple, almost whimsical wonder of West Virginia, where you can share in the small-town charm, outdoor activity and breathtaking scenes. Your dearest memories will grow among the Wild & Wonderful.

f t i y

West Virginia
Wild & Wonderful

gotowv.com

Real.

COUPLES GETAWAY

f t i p

WILD, WONDERFUL WEST VIRGINIA
YOU'LL FIND IT HERE

Outdoor exploring, tracing forgotten history, indulging in Appalachia's distinct dining, discovering the soul of true roots music— West Virginia days are painted with romance. And the nights? Alone time in the tranquil, secluded mountains. Love is clearest in the crisp mountain air.

gotowv.com

#GOTOWV

By showcasing our travel and tourism strengths, while honing in on the hot-button attributes uncovered by the recent Longwoods data, we can make use of a wide variety of channels to deliver appropriate messaging.

A wide variety of available research provides insights as to which key data points drive decision-making on advertising and marketing channels. With a goal of providing impactful, measurable results on a fixed budget, there would be careful analysis of existing data and crafting of highly specific messaging delivered through a variety of traditional channels.

Realizing the importance and place of traditional advertising opportunities, these would each be high scrutinized and carefully selected in moderation with a focus on lower cost. We'd work to choose those highly-targeted, non-traditional channels that provide the greatest potential reach and ROI.

1.2 Value Added Traditional Advertising

Research shows that magazines had high higher awareness than other traditional channels (Source: Longwoods International, 2014 West Virginia Image & Advertising Accountability Research). Effectiveness of the previously selected titles and ad messaging will be carefully analyzed. This analysis will drive decision making on future ad buys and provide a demographic/messaging profile for making informed decisions when adding new titles. Additionally, those titles which provide opportunities for site targeted digital display would increase message frequency and tracking.

Television spots from previous years would be carefully reviewed for individual effectiveness. Those that offer opportunities for site targeting digital display ads and pre-roll video ads would offer the greatest opportunity for effective brand and message awareness.

1.3 Targeted Digital Display

Highly targeted digital display ads will be utilized. These ads, both static display and rich media, will contain messaging that matches site geographic and demographic profiles in nearby target states and metro areas. An in-state campaign will also be crafted encouraging West Virginia residents to travel within state borders.

This campaign would make heavy use of retargeting opportunities to leverage spend in other channels. If an ad drives a visitor to the Division of Tourism website, and they visit a specific page, we can then extend the brand impression and messaging frequency by displaying specific digital display ads to that visitor during future internet use. This tactic will greatly increase message frequency/reach and result in greater ROI for the ad spend.

1.4 Social Media Strategy and Ads

Creation of a comprehensive social media strategy will leverage the strong success realized to-date by the Division in social media efforts. This strategy will include a number of

tactics, including centralizing social channel management using Hootsuite. The platform's built-in analytics will provide real-time guidance for publishing.

The strategy will also include the development of a social media and content calendar to guide social messaging. Listening feeds will be created; this increases opportunities for interaction with those on social media that are either talking about tourism in West Virginia, or looking for/asking questions about destinations, ideas or activities that are available in West Virginia.

We'll also work to develop relevant social campaigns and contests that increase audience participation and sharing of user-generated content, all utilizing the #GoToWV hashtag.

Social ads will be created and displayed on Facebook, Twitter and Instagram.

1.5 Regional Email Marketing

The existing database of Division of Tourism emails will be reviewed, cleaned and segmented by region and interest. Opt-in lists will be created from this database to send weekly quick-mails highlighting events or destinations within a short drive of the recipient.

These targeted emails will be created to build awareness of regional travel opportunities and to develop increased visitorship for day-travel and getaways, with calls to action to encourage overnight stays.

1.6 Multi-Media

We recommend utilizing digital media markets such as Pandora, Spotify, Hulu and pre-roll video spots. These types of spots, vs. traditional TV and radio, provide a high level of targeting and tracking.

Digital radio and tv spots will be crafted and deployed in specific geographic areas. We'll match target market demographics to channel profiles for even more refined message targeting.

Pre-roll video will be deployed across a vast network of video-centric websites, including YouTube. These channels allow us to be very specific with geographic and demographic targeting. Pre-roll ads, as well as all types of online video ads, will be original, targeted and social.

Another advantage of pre-roll video advertising is that we can share high-impact video assets without the large investment typical of tv commercials. These videos can reach a network of more than 6,000 mobile applications and websites with geographic and demographic targeting capabilities, with tools to measure effectiveness of the campaign.

This example video illustrates one way we might use the 'Real' campaign; final video content would be developed using additional research and filming. To view the video, just go to <https://vimeo.com/121813667> or scan this QR code with your smartphone:



1.7 Events & Experience Marketing

Working closely with The Artist Farm, we would develop a series of events to create the first ever West Virginia Craft Beer Month. A series of events would be held across the state to not only encourage visitation, but provide exposure for different parts of WV in conjunction with the Craft Beer Trail.

This month would culminate in a Craft Beer Festival, to be created by a partnership with The Artist Farm and the West Virginia Craft Brewers Guild.

Beer Weeks, Beer Months and Craft Beer Festivals have become a strong source of income for many states and metro areas across the country. Virginia Tourism has identified craft breweries as an important attraction, with an economic impact estimated to be \$622 million (Source: Virginia Tourism Corporation).

The 2013 Oregon Brewers Festival had an economic impact of \$31.2 million; visitors to the festival spent an average of \$587 each. 52.5% of patrons were out-of-town visitors and \$11.1 million was spent on lodging alone (Source: CraftBeer.com). Besides having a substantial economic impact, an event like this will build awareness of West Virginia as a craft beer tourism destination.

1.8 Special Projects

A series of designated special projects will allow us to develop niche campaigns and events for specific groups of travellers. First on our list of recommendations is the development of a Craft Beer "Trail" to leverage the growth and success of the increasing number of in-state breweries. Coupled with now pending legislation that allows for tastings and growler sales, West Virginia can take advantage of the popularity of craft beer tourism.

We would work closely with the West Virginia Craft Brewers Guild to develop the trail and specific marketing/promotion materials that will take visitors to every corner of the state. Coupled with the items outlined in **Section 1.7 Events and Experience Marketing**, this Trail would give travelers a new, fresh reason to explore West Virginia.

1.9 International

We will work closely with BrandUSA and Travel South to review, understand and support current international efforts. Content will be developed for itineraries and trip ideas to help international visitors differentiate West Virginia from other destinations.

Additionally, there would be heavy use of international site-targeted digital display ads to reinforce the messaging being presented in partnership with BrandUSA and Travel South.

1.10 Content Development

Content will be developed for a number of channels and outposts, including guest blog posts for distribution, quick newsletters and regional weekly round-ups (see Section 4.2, Number 1.6). We would also focus on building out some external content opportunities (such as creating a TripAdvisor West Virginia Travel page), international marketing content development, and photography and videography.

We know that there will be other content opportunities to explore in partnership with the Division of Tourism's website, Visitors Guide, and other assets. These will be evaluated and folded into the marketing plan.

1.11 Public Relations, Earned Media, and Influencers

Media channels will be monitored for earned media opportunities. We will review past efforts to acquire media mentions and provide recommendations.

An alternative approach to standard earned media acquisition will entail strategic outreach to digital influencers with vibrant social media presences on channels like Facebook, Twitter and travel blogs.

We will recruit established writers for specific/niche areas of interest to visit the state and write articles and blog posts about their experiences.

2. Data Analysis to Drive Marketing Efforts

2.1 Review and Analysis of Existing Data

Review and analysis/vetting of existing in-house data is imperative and will provide a strong base for data driven marketing efforts.

We will carefully analyze and segment demographic and interest data to find unique ways to interact with potential visitors in the places and with the messages that will appeal to them. For example, those that live in the immediate regions near the Mid-Ohio Valley would be prone to respond to offers from The Blennerhassett Hotel, as opposed to offering everyone, regardless of geographic/demographic characteristics, the same offer/information.

Additionally, use of Facebook Custom audiences (populated with existing traveller data and interests) can provide highly-targeted, specific messaging. For example: Utilizing the existing database of those requesting specific information about 'Parks in West Virginia', a Facebook custom audience could be created from a list of those interested in parks. A Facebook ad would be displayed to these users, specific to their interest.

2.2 Research Needed

The recent WV Division of Tourism-commissioned research studies by Longwoods International would be utilized to make informed decisions about marketing efforts. Additionally, to help clarify messaging and points of differentiation, we propose a series of regional workshops across the state. These workshops would involve Tourism stakeholders working through a series of questions and exercises to define points of differentiation and clarify target audiences. This information will be used to create personas to help guide messaging and interactions.

Further, the existing database of people requesting information from the Division of Tourism will be analyzed to create segments based on demographics, location and interest. These segments can then be matched up with characteristics identified in the creation of personas to deliver specific, targeted messaging via email, digital display or even direct mail.

Section 4, Subsection 4.3: Metrics/methodology for reporting and evaluation of all aspects of an advertising proposal.

Develop and implement post media buy evaluations and reporting methodology by incorporating marketing metrics, project databases, etc. Identify what type of project management system, spreadsheet, notes, etc., would be used to communicate with the Agency in keeping track of all Advertising Service projects. Describe the capacity to access, reproduce, store, manipulate, and index existing promotional materials developed or created by the Agency.

Campaign, monthly and yearly reports will be provided utilizing Google Analytics tools, Raven Software, Navilytics, Hootsuite analytics, call tracking reports, and other measurement tools necessary for a campaign's specific tactics.

Media buys will be evaluated by analyzing tracking number data, unique url data, number of click-throughs, video views, impressions (CPM), and other information gleaned from Google Analytics (when appropriate).

Basecamp web-based software will be used for project management. This tool allows all project participants to communicate in one portal, giving everyone access to conversations, materials, and tasks associated with tactics. Internally, Digital Relativity uses a second project management tool called Roadmap to plan and organize projects.

All project materials, including drafts and final, approved creative will be available to all stakeholders in Basecamp at any time. We will also use cloud-based tools such as Google Drive and other relevant programs to share and organize work where necessary.

Section 4, Subsection 4.4: Effective and affordable cooperative advertising opportunities.

The Agency desires to have cooperative advertising offerings in conjunction with the Agency to both extend the reach of our campaign and provide industry partners effective and affordable paid media opportunities. A plan on how you would sell West Virginia that would include elements such as promotions, value-added cooperative advertising, and marketing and media relations.

Co-op options for tourism partners need to be affordable, targeted, and well-managed. They must reach West Virginia's identified target markets and deliver on the attributes that are important when making vacation decisions. We recommend a contemporary co-op program that focuses on the channels research shows are most visible to potential visitors: digital/online ads and magazine ads. These channels are often more affordable/accessible for a majority of possible tourism partners. They also afford a level of measurement that other channels can't.

Digital:

The potential of digital co-ops is great. By targeting our top geographic areas (WV, OH, VA, NC, PA, MD, NY, FL) there are a possible 3 billion impressions per month. These could be further leveraged with follow-up retargeting campaigns, creating additional brand impressions and even more refined messaging and content. We suggest the initial digital co-op outlets:

- washingtonpost.com (200M/mo)
- yelp.com (150M/mo)
- tripadvisor.com (150M/mo)
- accuweather.com (1B/mo)
- weather.com (1.5B/mo)
- civilwartraveler.com (25k/mo)

Additionally, an in-state co-op digital display ad purchase would target WV news and media outlets, providing 45 million impressions per month for a campaign tailored specifically to encourage in-state travel. Examples of these outlets:

- wsaz.com (15M/mo)
- wvgazette.com (10M/mo)
- wboy.com (5M/mo)

Print:

All magazine co-ops will also include a corresponding digital or online component. While additional research is needed to select specific partners, initial review suggests the following could be a good fit:

- Southern Living, to include e-newsletter added value
- Family Fun, with digital component
- National Geographic Traveler, with digital component
- Taste of the South, with digital component

Section 4, Subsection 4.5: A well designed and memorable logo design.

The Agency desires to have a creative, memorable and everlasting impression of a logo design utilizing Wild, Wonderful West Virginia. A logo design used in advertising, marketing, and public relations activities with a sampling of your logo portfolio being used for the plan.

We have experience designing logos and re-branding identities. We understand that logos need to have the flexibility to work well across a variety of ads and advertising channels. New logo concepts would be designed with the input of the Division of Tourism, and a brand standard/usage guide would be created for the chosen logo and tagline.

Following are logos that we have developed for other clients and entities:



BLACK VERSION

ALTERNATIVE ICON



FONTS USED

TREND
EVELETH

For this logo, our partner wanted a classic look with a modern twist. As one of the few family-owned rafting companies left in the New River Gorge, it was important for the New and Gauley River Adventures logo to convey that value. We created a vintage badge to highlight the rushing water and swirls of rapids in the region. Using bright, outdoorsy colors, we successfully created a balanced vintage yet modern design.

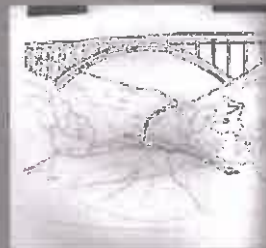
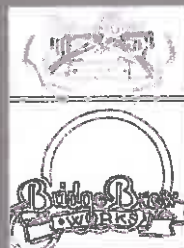


Digital Relativity

gauley.com



Concepts

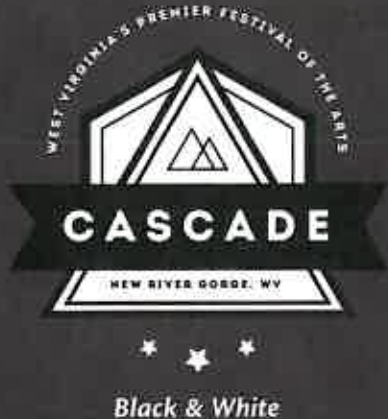
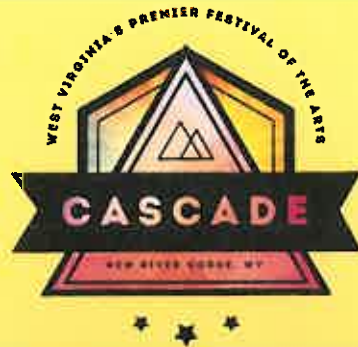


Bridge Brew Works needed a logo that really emphasized both its namesake bridge and the surrounding wilderness—capturing that fresh, mountain taste that inspires their beers. Drawing directly from the often photographed, iconic vantage point from the Fayette Station Bridge, we used the brown, rusty steel of the New River Gorge Bridge and other warm colors with a rustic taste to make you feel at home.



Digital Relativity

bridgebrewworks.com



ALTERNATIVE ICONS



font used

INTRO

When Cascade Properties and The Artist Farm approached Digital Relativity about a logo for the upcoming Cascade Arts and Music Festival in the New River Gorge, they needed to convey a sense of place, which would be compelling across a variety of festival promotions and merchandise. We used a series of triangles to represent cascading mountains, invoking the New River Gorge. Two triangles near the center of the logo can be repurposed for smaller, alternative icons for individual elements of the event. You can catch a hint of a colorful stage behind the triangles, and the 3 stars below the logo represent the area's 3 cascading rivers.



Digital Relativity



Color Variations



Black & White



font used

ARTS AND CRAFTS TALL
FUTURA

Tom Rist had a vision for his logo— something local, that showed the area's outdoor spirit and differentiated his law office from those down the street. Tom's character and community connection are a major selling point for his services, so we crafted elements of the gorge into his logo. This final version portrays a strong sense of place, but also a look of professionalism you can trust and rely on.



Digital Relativity

helpwv.com



Black & White



#2AB573



#3380C0



#F8C23C

font used

Chronos Pro

Chronos Pro

Our own internal creation, BeerMappr restructures complex beer distribution reports into an easy-to-use (and easy-to-share) interactive map. To position the service as a no-brainer solution to a longstanding pain point for brewers, the logo needed to quickly convey BeerMappr's capabilities. It blends common imagery from digital mapping with a symbol brewers would instantly recognize: the bottle opener, an elegantly simple problem-solving tool, just like BeerMappr. It also represents 'opening' of a new, previously blocked pathway to customers.

Digital Relativity

beermappr.com

Section , Subsection 4.6: A designated person to this account.

The Agency desires to have communication and a relationship with a designated individual which should be accessible to the Agency within a 24 hour turn around.

A Digital Relativity team member will be assigned to the project full-time, and will respond to Division of Tourism communications within 24 hours as a standard practice.

Cited Sources

CraftBeer.com (Sept. 18, 2013). *2013 Oregon Brewers Festival Generates \$31.2 Million for Local Economy.*

Retrieved from

<http://www.craftbeer.com/news/festival/2013-oregon-brewers-festival-generates-31-2-million-for-local-economy>.

Google Travel Study (June 2014). Ipsos MediaCT.

Longwoods International (2013). West Virginia 2013 Visitor Report.

Longwoods International (2014). 2014 West Virginia Image & Advertising Accountability Research.

Virginia Tourism Corporation (July 31, 2014). *Craft Beer Industry Helps Grow Virginia's Tourism Economy.*

Retrieved from <http://www.virginia.org/pressroom/release.asp?id=439>.

Below are our responses to the questions and requests for information posed in 'Attachment B: Mandatory Specification Checklist'. Each section is referenced using the corresponding section number designated in the RFP.

Section 4, Subsection 5.1: The Vendor will be permitted to make subcontracts) with any other party for furnishing any of the Advertising Services (as hereinbefore defined) for the Agency. Should the Agency wish to use any forms) of Advertising Services that may or may not be provided by the Vendor herein, at the Agency's request, the Vendor will subcontract these Advertising Services. The cost for providing such assistance shall be in accordance with the cost estimates set forth in Attachment C hereto. The Agency has the final approval of all subcontracts.

Vendor Response: Agreed

Section 4, Subsection 5.2: As a result of this RFP, the contractual agreement with the selected Vendor will in no way obligate the Agency to purchase Advertising Services under this contract. From time to time, the Agency may passthru Advertising Services invoices, which shall be paid at no cost to the Agency.

Vendor Response: Agreed

Section 4, Subsection 5.3: The Agency will determine the time schedule in which all advertising and promotions are to take place.

Vendor Response: Agreed

Section 4, Subsection 5.4: The Vendor will provide a detailed media buy proposal at least 6 months prior to the season of placement.

Vendor Response: Agreed

Section 4, Subsection 5.5: The Vendor will provide a detailed summary to the Agency outlining all advertising and marketing goals and strategies into the proposed media plans and buys which may include but not be limited to: television, radio, print, digital advertising, promotions, social media, and events.

Vendor Response: Agreed

Section 4, Subsection 5.6: The Vendor will provide a post media buy evaluation and organized reporting methodology in order to provide the Agency the return on investment for each buy.

Vendor Response: Agreed

Section 4, Subsection 5.7: The Vendor will develop and manage cooperative advertising offerings in conjunction with the Agency to provide industry partners effective and affordable paid media opportunities.

Vendor Response: Agreed

Section 4, Subsection 5.8: The Agency requires all advertising strategies be based on sound research. The Vendor will evaluate the ongoing effectiveness of advertising placed on behalf of the Agency and work with the in-house research staff to analyze and utilize market research information.

Vendor Response: Agreed

Section 4, Subsection 5.9: All layouts, sketches, artwork, and copies, including but not limited to advertising copy, film, typesetting, photocopies, story boards, and computer data storage devices used in the advertisements or other materials developed or placed by the Vendor for the Agency, will become the exclusive property of the Agency.

Vendor Response: Agreed

Section 4, Subsection 5.10: At the request of the Agency, the Vendor will travel to and from the Agency offices, and travel related expenses incurred, are the responsibility of the Vendor and not reimbursable.

Vendor Response: Agreed

Section 4, Subsection 5.11: All Agency assets, including but not limited to audio, video, photos and any other materials owned by the Agency may not be used without written permission from the Agency. At the termination of this contract, such materials will be returned to the Agency without demand.

Vendor Response: Agreed

Section 4, Subsection 5.12: Prior to the commencement of work on any project, the Vendor will provide the Agency with cost estimate to include personnel hours and costs, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in Attachment C hereto.

Vendor Response: Agreed

Section 4, Subsection 5.13: Nothing in this contract will prevent the Agency from utilizing in-house resources or within the Department of Commerce.

Vendor Response: Agreed

Section 4, Subsection 5.14: When contacted by the Agency Commissioner, his or her designee or any other Agency head or their designee that may utilize this contract, the Vendor will be available via any means requested by the parties listed above.

Vendor Response: Agreed

Section 4, Subsection 5.15: Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets, to include but is not limited to: equipment, materials, data, video, photos, etc., owned by the Agency to a successor, successor being either the Agency or another Vendor.

Vendor Response: Agreed

Section 4, Subsection 5.16: Vendor will provide timely disbursements for all Advertising Placements.

Vendor Response: Agreed

Section 4, Subsection 5.17: The Vendor must provide services contained in this contract to any division within the West Virginia Department of Commerce at the request of said division and at the prices established herein.

Vendor Response: Agreed

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

DIGITAL RELATIVITY
(Company)

PATRICK J. STRADER OWNER
(Representative Name, Title)

304-663-6890
(Contact Phone/Fax Number)

3/11/15
(Date)

Revised 6/6/2012



Rev. 04/14

State of West Virginia

40

VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with *West Virginia Code*, §5A-3-37. (Does not apply to construction contracts). *West Virginia Code*, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the *West Virginia Code*. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Vendor Preference, if applicable.

1. **Application is made for 2.5% vendor preference for the reason checked:**
☒ Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
☐ Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
☐ Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
2. **Application is made for 2.5% vendor preference for the reason checked:**
☒ Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
3. **Application is made for 2.5% vendor preference for the reason checked:**
☐ Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
4. **Application is made for 5% vendor preference for the reason checked:**
☒ Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
5. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
☐ Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
6. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
☐ Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.
7. **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with *West Virginia Code* §5A-3-59 and *West Virginia Code of State Rules*.**
☐ Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (*West Virginia Code*, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: DIGITAL RELATIVITYSigned: [Signature]Date: 3/11/15Title: owner
digital
RELATIVITY™

RFQ No. TDR/5000000002STATE OF WEST VIRGINIA
Purchasing Division**PURCHASING AFFIDAVIT**

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

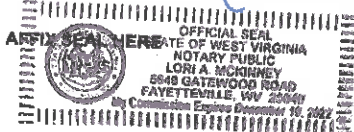
WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Digital Relativity
Authorized Signature: [Signature] Date: 3/11/15

State of West Virginia
County of Fayette, to-wit:

Taken, subscribed, and sworn to before me this 11th day of March, 2015

My Commission expires December 19, 2022



NOTARY PUBLIC

Purchasing Affidavit (Revised 07/01/2012)



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
03/10/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SURRENDER IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Curtis Miller Insurance Agency, Inc. 1800 Blizzard Drive Parkersburg, WV 26101	CONTACT NAME: Jenney Wilson PHONE (A/C, No, Ext): 304-485-6431 FAX (A/C, No): 304-485-8139 E-MAIL: jenney@curtismlr.com ADDRESS:
INSURED Digital Relativity LLC 129 South Court Street Unit B Fayetteville, WV 25840	INSURER(S) AFFORDING COVERAGE: INSURER A: The Hartford INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

ENR LTR	TYPE OF INSURANCE	ADDL SUMM (REQ. WVO)	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY					
	<input type="checkbox"/> AUTO-MADE <input checked="" type="checkbox"/> OTHER					
A			40SBAIW0925	05/01/2014	05/01/2015	EACH OCCURRENCE: \$ 1,000,000 DAMAGE TO RENTED PREMISES (E&O occurrence): \$ 10,000 MED EXP (incl. prof. fees): \$ 1,000,000 PERSONAL & ADV. INJURY: \$ 2,000,000 PRODUCTS - COMPREHENSIVE AGG: \$ 2,000,000
	<input type="checkbox"/> AGGREGATE LIMIT APPLIES PER POLICY					
	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY					
A	<input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIREN AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		40SBAIW0926	05/01/2014	05/01/2015	COMBINED SINGLE LIMIT (EO & auto): \$ 1,000,000 BODILY INJURY (per person): \$ BODILY INJURY (per accident): \$ PROPERTY DAMAGE (per accident): \$
	<input checked="" type="checkbox"/> UMBRELLA LIAB. <input checked="" type="checkbox"/> EXCESS LIAB.		40SBAIW0926	05/01/2014	05/01/2015	EACH OCCURRENCE: \$ 1,000,000 AGGREGATE: \$
	<input type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY					
	<input type="checkbox"/> ANY PROPRIETOR/OWNING EXECUTIVE <input type="checkbox"/> ANY PROPRIETOR/OWNING EXECUTIVE <input type="checkbox"/> (Mandatory in NH) <input type="checkbox"/> If you check this box, you must also check the box below.	<input type="checkbox"/> Y/N <input type="checkbox"/> N/A				EACH OCCURRENCE: \$ AGGREGATE: \$ S.S. DISEASE - EACH EMPLOYEE: \$ S.S. DISEASE - POLICY LIMIT: \$
A	Failsafe Mega Technology Errors or Omissions Liability		40SBAIW0926	05/01/2014	05/01/2015	Each Occurrence: \$300,000 Aggregate: \$300,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101 Additional Remarks Schedule, may be attached if more space is required)						

CERTIFICATE HOLDER West Virginia Division of Tourism 50 MacCorkle Ave. SW South Charleston WV 25303	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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ACORD 25 (2014/01)

The ACORD name and logo are registered marks of ACORD

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.:

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input checked="" type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

DIGITAL RELATIVITY

Company

[Signature]

Authorized Signature

3/11/15

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 08/08/2014

CERTIFICATION AND SIGNATURE PAGE

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

DIGITAL RELATIVITY

(Company)

[Signature] PAUL J. STRABEL, OWNER

(Authorized Signature) (Representative Name, Title)

304-603-6090 N/A 3/11/15

(Phone Number) (Fax Number) (Date)

Revised 08/08/2014