



# West Virginia Purchasing Division

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The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

## Header

[List View](#)**General Information**[Contact](#)[Default Values](#)[Discount](#)[Document Information](#)

Procurement Folder: 122910

SO Doc Code: CRFQ

Procurement Type: Central Master Agreement

SO Dept: 0402

Vendor ID: 

SO Doc ID: EDD1600000001

Legal Name: ROCAL INC

Published Date: 8/21/15

Alias/DBA:

Close Date: 8/28/15

Total Bid: \$0.00

Close Time: 13:30

Response Date: 

Status: Closed

Response Time: Solicitation Description: 

Total of Header Attachments: 0

Total of All Attachments: 0



Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

**State of West Virginia  
 Solicitation Response**

**Proc Folder :** 122910

**Solicitation Description :** ADDENDUM #3 WEST VIRGINIA FEED TO ACHIEVE MARKETING PROJECT

**Proc Type :** Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
	2015-08-28 13:30:00	SR 0402 ESR07021500000000094	1

VENDOR
000000172009 ROCAL INC

**FOR INFORMATION CONTACT THE BUYER**  
 Laura E Hooper  
 (304) 558-0468  
 laura.e.hooper@wv.gov

**Signature X** **FEIN #** **DATE**

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Design & Development of WVFTA Logo				

Comm Code	Manufacturer	Specification	Model #
80140000			

**Extended Description :** Lump Sum price to provide labor, materials and equipment in the Design & Development of WVFTA Logo.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Design / Print of Brochure or Booklet	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Design/ Print of Brochure or Booklet Each Quantity of 1 is equal to 500 booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	Produce/Print of Universal WV FTA Banner	8000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55121706			

**Extended Description :** Produce/Print of Universal WV FTA Banner Each Quantity of 1 is equal to 800 banners.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	Retractable WV FTA Banner for Exhibit Booths	3.00000	DZ		

Comm Code	Manufacturer	Specification	Model #
55121706			

**Extended Description :** Retractable WV FTA Banner for for exhibit booths. Each Quantity of 1 is equal to 12 banners.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	Tablecloths with the WV FTA LOGO for Exhibit Booth	2.00000	DZ		

Comm Code	Manufacturer	Specification	Model #
52121604			

**Extended Description :** Tablecloths with the WV FTA LOGO for Exhibit Booths. Each Quantity of 1 is equal to 12 table cloths.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	Develop / Print Save-The Date Flyer	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Save-The Date Flyer in Full Color/Full Bleed, 5" X 7", 100 lb. cover-glossy paper. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
7	Develop Electronic Save-The-Date Flyer				

Comm Code	Manufacturer	Specification	Model #
60105409			

**Extended Description :** Electronic Save-The-Date Flyer using e-marketing software. Lump sum price.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
8	Develop Sponsor Recognition Poster for Special Events	20.00000	EA		

Comm Code	Manufacturer	Specification	Model #
60121008			

**Extended Description :** Develop Sponsor Recognition Poster for Special Events. Minimum Order Quantity: 1

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
9	Design / Print of Program for Each Special Event	10000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Design / Print of Program for Each Special Event. Each Quantity of 1 is equal to 100 programs.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
10	Production of 3 - 5 Minute Videos for the Roll Out of WV FTA	1.00000	EA		

Comm Code	Manufacturer	Specification	Model #
86000000			

**Extended Description :** Production of 3 - 5 Minute Videos for the Roll Out of WV FTA

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
11	Power Point Training Presentation on WV FTA	1.00000	EA		

Comm Code	Manufacturer	Specification	Model #
86000000			

**Extended Description :** Power Point Training Presentation on WV FTA. Power Point will be a 10 minute maximum training presentation for WVDE OCN staff to use.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
12	Develop / Print WVFTA Ambassador Pocket-Card	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
14111815			

**Extended Description :** Develop / Print WVFTA Ambassador Pocket-Card for Grassroot Outreach. Each Quantity of 1 is equal to 500 cards.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
13	Develop / Print Implementation Guide Booklet - Backpack Food	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Implementation Guide Booklet - Backpack Food Program. Each Quantity of 1 is equal to 500 Booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
14	Develop / Print Implementation Guide Booklet - School Food	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Implementation Guide Booklet - School Food Pantry at Local Schools. Each Quantity of 1 is equal to 500 Booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
15	Develop / Print WV FTA Annual Report to Legislature	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print WV FTA Annual Report to Legislature. Each Quantity of 1 is equal to 500 Booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
16	Design / Place WV FTA Billboards Statewide	10.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55121904			

**Extended Description :** Design / Place WV FTA Billboards Statewide (price of each to include labor, materials and travel during install)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
17	30 Second Radio Advertising for WV FTA	100.00000	EA		

Comm Code	Manufacturer	Specification	Model #
60105409			

**Extended Description :** 30 Second Radio Advertising for WV FTA Price for each ad to include placement, scheduling and coordination with radio channel1EA = 30 second ad

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
18	Weekly Face-to-Face Meetings	80.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
44112004			

**Extended Description :** Weekly Face-to-Face MeetingsHourly rate is to include: all travel, lodging, meals, and any and all incidentals.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
19	Develop / Print Talking Points Document for Grassroots	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
23242104			

**Extended Description :** Develop / Print Talking Points Document for Grassroots Outreach toolkit. Each Quantity of 1 is equal to 500 Booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
20	Develop / Print Laminated Child's Place-Mat for Grassroots	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
48102004			

**Extended Description :** Develop / Print Laminated Child's Place-Mat for Grassroots Outreach. Each Quantity of 1 is equal to 500 Placemats.



Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
21	Develop/Print Parents Flyer for Grassroot Outreach - glossy	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Parents Flyer for Grassroot Outreach - glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
22	Develop/Print Schools Flyer for Grassroot Outreach - glossy	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Schools Flyer for Grassroot Outreach - glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
23	Develop/Print Donors Flyer for Grassroot Outreach - glossy	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Donors Flyer for Grassroot Outreach - glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
24	Develop/Print Media Flyer for Grassroot Outreach - glossy	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Parents Media for Grassroot Outreach - glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
25	Develop/Print Parents Flyer for Grassroot Outreach - non	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Parents Flyer for Grassroot Outreach (non-glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
26	Develop / Print Schools Flyer for Grassroot Outreach - non	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Schools Flyer for Grassroot Outreach (non-glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
27	Develop / Print Donors Flyer for Grassroot Outreach - non	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Donors Flyer for Grassroot Outreach (non-glossy) Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
28	Develop / Print Media Flyer for Grassroot Outreach - non	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print Media Flyer for Grassroot Outreach (non-glossy) Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
29	Develop / Print WV FTA at School Implementation Guide	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print WV FTA at School Implementation Guide for Grassroot Outreach. Each Quantity of 1 is equal to 500 Booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
30	Develop / Print WV FTA at Home Implementation Guide	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
55101520			

**Extended Description :** Develop / Print WV FTA at Home Implementation Guide for Grassroot Outreach. Each Quantity of 1 is equal to 500 Booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
31	Develop/Print Posters for Grassroots Outreach - Schools	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
60121008			

**Extended Description :** Develop / Print Posters for Grassroots Outreach - Schools. Each Quantity of 1 is equal to 500 posters.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
32	Develop / Print Posters for Grassroots Outreach - Community	5000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
60121008			

**Extended Description :** Develop / Print Posters for Grassroots Outreach - Community Each Quantity of 1 is equal to 500 Posters.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
33	Tool Box Kit for Grassroots Outreach Materials	2000.00000	EA		

Comm Code	Manufacturer	Specification	Model #
44122025			

**Extended Description :** Tool Box Kit for Grassroots Outreach Materials. Each Quantity of 1 is equal to 200 Kits. Addendum # 1 To change the bid opening date to 08/18/2015 at 1:30PM. No further changes. THE WEST VIRGINIA PURCHASING DIVISION IS SOLICITING BIDS ON BEHALF OF THE WEST VIRGINIA DEPARTMENT OF EDUCATION (WVDE) OFFICE OF CHILD NUTRITION (OCN) TO ESTABLISH AN OPEN-END CONTRACT TO PROVIDE LABOR, MATERIALS AND EQUIPMENT TO DEVELOP AND EXECUTE THE STATEWIDE WEST VIRGINIA FEED TO ACHIEVE (WV FTA)