



PROPOSAL RESPONSE - TECHNICAL PROPOSAL
CFRP 0613 VET1800000001
INTEGRATED MARKETING PLAN AND EXECUTION
WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE

CHRIS MICHAEL, PRESIDENT
BULLDOG CREATIVE SERVICES
1400 COMMERCE AVENUE
HUNTINGTON, WV 25701
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SUBMITTED 04/18/18

04/19/18 11:16:02
WV Purchasing Division

A handwritten signature in black ink, appearing to be "Chris Michael". The signature is stylized and fluid, written over a white background.

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At Bulldog Creative Services we have the experience, talent, creativity and capability to provide positive benefit for our clients. We are confident that our team can partner with West Virginia Department of Veterans Assistance and form a dynamic and achievement-oriented group that meets and exceeds the goals set forth by both parties.

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

State of West Virginia
 Request for Proposal
 34 – Service - Prof

Proc Folder: 432025

Doc Description: INTEGRATED MARKETING PLAN AND EXECUTION

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2018-03-14	2018-04-19 13:30:00	CRFP 0613 VET1800000001	1

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

Vendor Name, Address and Telephone Number:

Bulldog Creative Services
 1400 Commerce Avenue
 Huntington, WV 25701
 (304) 525-9600

FOR INFORMATION CONTACT THE BUYER

Crystal Rink
 (304) 558-2402
 crystal.g.rink@wv.gov

Signature X

FEIN # 27-0086421

DATE 4/18/18

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



THE WEST VIRGINIA PURCHASING DIVISION FOR THE AGENCY, WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE, IS SOLICITING PROPOSALS FROM QUALIFIED VENDORS TO PROVIDE INTEGRATED MARKETING PLAN AND EXECUTION PER THE ATTACHED DOCUMENTATION

VETERANS AFFAIRS 130 ACADEMY DR DUNBAR WV25064 US		VETERANS AFFAIRS 130 ACADEMY DR DUNBAR WV 25064 US	
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Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Integrated Marketing Plan & Execution				

Comm Code	Manufacturer	Specification	Model #
80141505			

Extended Description :
 please see attached specs for more details

EVENTS

<u>Line</u>	<u>Event</u>	<u>Event Date</u>
1	QUESTION DEADLINE	2018-03-29



REQUEST FOR PROPOSAL

WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE
CRFP VET180000001

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SECTION ONE: GENERAL INFORMATION

1. **Purpose:** The West Virginia Department of Administration, Purchasing Division (hereinafter referred to as the "Purchasing Division") is soliciting proposals pursuant to West Virginia Code §5A-3-10b for the West Virginia Department of Veterans Assistance (hereinafter referred to as the "Agency"), which is seeking an integrated marketing company to assist the Agency with its efforts to address veterans issues and to raise awareness statewide of the Agency's variety of services, programs, new initiatives and facilities. The services may include but are not limited to the following: strategic marketing planning and execution, public relations, public education via grassroots efforts, research and analysis, website analytics, website management, social media marketing, video production, ad purchasing, cooperative endeavors, events planning and management, crisis management.
2. By signing and submitting its proposal, the successful Vendor agrees to be bound by all the terms contained in this Request for Proposal ("RFP").

An RFP is generally used for the procurement of services in situations where price is not the sole determining factor and the award will be based on a combination of cost and technical factors (Best Value). Through its proposal, the bidder offers a solution to the objectives, problem, or need specified in the RFP, and defines how it intends to meet (or exceed) the RFP requirements.

3. Schedule of Events:

Vendor's Written Questions Submission Deadline	03/29/2018
Addendum Issued.....	TBD
Bid Opening Date.....	04/19/2018
Oral Presentation (<i>Agency Option</i>)	TBD



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CRFP VET180000001

SECTION TWO: INSTRUCTIONS TO VENDORS SUBMITTING BIDS

Instructions begin on next page.



INSTRUCTIONS TO VENDORS SUBMITTING BIDS

1. REVIEW DOCUMENTS THOROUGHLY: The attached documents contain a solicitation for bids. Please read these instructions and all documents attached in their entirety. These instructions provide critical information about requirements that if overlooked could lead to disqualification of a Vendor's bid. All bids must be submitted in accordance with the provisions contained in these instructions and the Solicitation. Failure to do so may result in disqualification of Vendor's bid.

2. MANDATORY TERMS: The Solicitation may contain mandatory provisions identified by the use of the words "must," "will," and "shall." Failure to comply with a mandatory term in the Solicitation will result in bid disqualification.

3. PREBID MEETING: The item identified below shall apply to this Solicitation.

A pre-bid meeting will not be held prior to bid opening

A NON-MANDATORY PRE-BID meeting will be held at the following place and time:

A MANDATORY PRE-BID meeting will be held at the following place and time:

All Vendors submitting a bid must attend the mandatory pre-bid meeting. Failure to attend the mandatory pre-bid meeting shall result in disqualification of the Vendor's bid. No one person attending the pre-bid meeting may represent more than one Vendor.

An attendance sheet provided at the pre-bid meeting shall serve as the official document verifying attendance. The State will not accept any other form of proof or documentation to verify attendance. Any person attending the pre-bid meeting on behalf of a Vendor must list on the attendance sheet his or her name and the name of the Vendor he or she is representing.



Additionally, the person attending the pre-bid meeting should include the Vendor's E-Mail address, phone number, and Fax number on the attendance sheet. It is the Vendor's responsibility to locate the attendance sheet and provide the required information. Failure to complete the attendance sheet as required may result in disqualification of Vendor's bid.

All Vendors should arrive prior to the starting time for the pre-bid. Vendors who arrive after the starting time but prior to the end of the pre-bid will be permitted to sign in, but are charged with knowing all matters discussed at the pre-bid.

Questions submitted at least five business days prior to a scheduled pre-bid will be discussed at the pre-bid meeting if possible. Any discussions or answers to questions at the pre-bid meeting are preliminary in nature and are non-binding. Official and binding answers to questions will be published in a written addendum to the Solicitation prior to bid opening.

4. VENDOR QUESTION DEADLINE: Vendors may submit questions relating to this Solicitation to the Purchasing Division. Questions must be submitted in writing. All questions must be submitted on or before the date listed below and to the address listed below in order to be considered. A written response will be published in a Solicitation addendum if a response is possible and appropriate. Non-written discussions, conversations, or questions and answers regarding this Solicitation are preliminary in nature and are nonbinding.

Submitted e-mails should have solicitation number in the subject line.

Question Submission Deadline: **March 29, 2018 at 10:00 AM EST**

Submit Questions to: **Crystal Rink**
2019 Washington Street, East
Charleston, WV 25305
Fax: (304) 558-4115 (Vendors should not use this fax number for bid submission)
Email: Crystal.G.Rink@wv.gov

5. VERBAL COMMUNICATION: Any verbal communication between the Vendor and any State personnel is not binding, including verbal communication at the mandatory pre-bid conference. Only information issued in writing and added to the Solicitation by an official written addendum by the Purchasing Division is binding.

6. BID SUBMISSION: All bids must be submitted electronically through wvOASIS or signed and delivered by the Vendor to the Purchasing Division at the address listed below on or before the date and time of the bid opening. Any bid received by the Purchasing Division staff is considered to be in the possession of the Purchasing Division and will not be returned for any reason. The Purchasing Division will not accept bids, modification of bids, or addendum acknowledgment forms via e-mail. Acceptable delivery methods include electronic submission via wvOASIS, hand delivery, delivery by courier, or facsimile.



The bid delivery address is:
Department of Administration, Purchasing Division
2019 Washington Street East
Charleston, WV 25305-0130

A bid that is not submitted electronically through wvOASIS should contain the information listed below on the face of the envelope or the bid may be rejected by the Purchasing Division.:

SEALED BID:

BUYER: Crystal Rink

SOLICITATION NO.: CRFP VET180000001

BID OPENING DATE: April 19, 2018

BID OPENING TIME: 1:30 PM EST

FAX NUMBER:

The Purchasing Division may prohibit the submission of bids electronically through wvOASIS at its sole discretion. Such a prohibition will be contained and communicated in the wvOASIS system resulting in the Vendor's inability to submit bids through wvOASIS. Submission of a response to an Expression of Interest or Request for Proposal is not permitted in wvOASIS.

For Request For Proposal ("RFP") Responses Only: In the event that Vendor is responding to a request for proposal, the Vendor shall submit one original technical and one original cost proposal plus three (3) convenience copies of each to the Purchasing Division at the address shown above. Additionally, the Vendor should identify the bid type as either a technical or cost proposal on the face of each bid envelope submitted in response to a request for proposal as follows:

BID TYPE: (This only applies to CRFP)

Technical

Cost

7. BID OPENING: Bids submitted in response to this Solicitation will be opened at the location identified below on the date and time listed below. Delivery of a bid after the bid opening date and time will result in bid disqualification. For purposes of this Solicitation, a bid is considered delivered when confirmation of delivery is provided by wvOASIS (in the case of electronic submission) or when the bid is time stamped by the official Purchasing Division time clock (in the case of hand delivery).

Bid Opening Date and Time: April 19, 2018 at 1:30 PM EST

Bid Opening Location: Department of Administration, Purchasing Division
2019 Washington Street East
Charleston, WV 25305-0130



8. ADDENDUM ACKNOWLEDGEMENT: Changes or revisions to this Solicitation will be made by an official written addendum issued by the Purchasing Division. Vendor should acknowledge receipt of all addenda issued with this Solicitation by completing an Addendum Acknowledgment Form, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

9. BID FORMATTING: Vendor should type or electronically enter the information onto its bid to prevent errors in the evaluation. Failure to type or electronically enter the information may result in bid disqualification.

10. ALTERNATES: Any model, brand, or specification listed in this Solicitation establishes the acceptable level of quality only and is not intended to reflect a preference for, or in any way favor, a particular brand or vendor. Vendors may bid alternates to a listed model or brand provided that the alternate is at least equal to the model or brand and complies with the required specifications. The equality of any alternate being bid shall be determined by the State at its sole discretion. Any Vendor bidding an alternate model or brand should clearly identify the alternate items in its bid and should include manufacturer's specifications, industry literature, and/or any other relevant documentation demonstrating the equality of the alternate items. Failure to provide information for alternate items may be grounds for rejection of a Vendor's bid.

11. EXCEPTIONS AND CLARIFICATIONS: The Solicitation contains the specifications that shall form the basis of a contractual agreement. Vendor shall clearly mark any exceptions, clarifications, or other proposed modifications in its bid. Exceptions to, clarifications of, or modifications of a requirement or term and condition of the Solicitation may result in bid disqualification.

12. COMMUNICATION LIMITATIONS: In accordance with West Virginia Code of State Rules §148-1-6.6, communication with the State of West Virginia or any of its employees regarding this Solicitation during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited without prior Purchasing Division approval. Purchasing Division approval for such communication is implied for all agency delegated and exempt purchases.

13. REGISTRATION: Prior to Contract award, the apparent successful Vendor must be properly registered with the West Virginia Purchasing Division and must have paid the \$125 fee, if applicable.

14. UNIT PRICE: Unit prices shall prevail in cases of a discrepancy in the Vendor's bid.

15. PREFERENCE: Vendor Preference may only be granted upon written request and only in accordance with the West Virginia Code § 5A-3-37 and the West Virginia Code of State Rules. A Vendor Preference Certificate form has been attached hereto to allow Vendor to apply for the preference. Vendor's failure to submit the Vendor Preference Certificate form with its bid will result in denial of Vendor Preference. Vendor Preference does not apply to construction projects.



16. SMALL, WOMEN-OWNED, OR MINORITY-OWNED BUSINESSES: For any solicitations publicly advertised for bid, in accordance with West Virginia Code §5A-3-37(a)(7) and W. Va. CSR § 148-22-9, any non-resident vendor certified as a small, women-owned, or minority-owned business under W. Va. CSR § 148-22-9 shall be provided the same preference made available to any resident vendor. Any non-resident small, women-owned, or minority-owned business must identify itself as such in writing, must submit that writing to the Purchasing Division with its bid, and must be properly certified under W. Va. CSR § 148-22-9 prior to contract award to receive the preferences made available to resident vendors. Preference for a non-resident small, women-owned, or minority owned business shall be applied in accordance with W. Va. CSR § 148-22-9.

17. WAIVER OF MINOR IRREGULARITIES: The Director reserves the right to waive minor irregularities in bids or specifications in accordance with West Virginia Code of State Rules § 148-1-4.6.

18. ELECTRONIC FILE ACCESS RESTRICTIONS: Vendor must ensure that its submission in wvOASIS can be accessed and viewed by the Purchasing Division staff immediately upon bid opening. The Purchasing Division will consider any file that cannot be immediately accessed and viewed at the time of the bid opening (such as, encrypted files, password protected files, or incompatible files) to be blank or incomplete as context requires, and are therefore unacceptable. A vendor will not be permitted to unencrypt files, remove password protections, or resubmit documents after bid opening to make a file viewable if those documents are required with the bid. A Vendor may be required to provide document passwords or remove access restrictions to allow the Purchasing Division to print or electronically save documents provided that those documents are viewable by the Purchasing Division prior to obtaining the password or removing the access restriction.

19. NON-RESPONSIBLE: The Purchasing Division Director reserves the right to reject the bid of any vendor as Non-Responsible in accordance with W. Va. Code of State Rules § 148-1-5.3, when the Director determines that the vendor submitting the bid does not have the capability to fully perform, or lacks the integrity and reliability to assure good-faith performance.”

20. ACCEPTANCE/REJECTION: The State may accept or reject any bid in whole, or in part in accordance with W. Va. Code of State Rules § 148-1-4.5. and § 148-1-6.4.b.”

21. YOUR SUBMISSION IS A PUBLIC DOCUMENT: Vendor’s entire response to the Solicitation and the resulting Contract are public documents. As public documents, they will be disclosed to the public following the bid/proposal opening or award of the contract, as required by the competitive bidding laws of West Virginia Code §§ 5A-3-1 et seq., 5-22-1 et seq., and 5G-1-1 et seq. and the Freedom of Information Act West Virginia Code §§ 29B-1-1 et seq.

DO NOT SUBMIT MATERIAL YOU CONSIDER TO BE CONFIDENTIAL, A TRADE SECRET, OR OTHERWISE NOT SUBJECT TO PUBLIC DISCLOSURE.



Submission of any bid, proposal, or other document to the Purchasing Division constitutes your explicit consent to the subsequent public disclosure of the bid, proposal, or document. The Purchasing Division will disclose any document labeled “confidential,” “proprietary,” “trade secret,” “private,” or labeled with any other claim against public disclosure of the documents, to include any “trade secrets” as defined by West Virginia Code § 47-22-1 et seq. All submissions are subject to public disclosure without notice.

22. INTERESTED PARTY DISCLOSURE: W. Va. Code § 6D-1-2 requires that for contracts with an actual or estimated value of at least \$100,000, the vendor must submit to the Purchasing Division a disclosure of interested parties to the contract, prior to contract award. That disclosure must occur on the form prescribed and approved by the WV Ethics Commission. A copy of that form is included with this solicitation or can be obtained from the WV Ethics Commission.

“Interested parties” means: (1) A business entity performing work or service pursuant to, or in furtherance of, the applicable contract, including specifically sub-contractors; (2) the person(s) who have an ownership interest equal to or greater than 25% in the business entity performing work or service pursuant to, or in furtherance of, the applicable contract; and (3) the person or business entity, if any, that served as a compensated broker or intermediary to actively facilitate the applicable contract or negotiated the terms of the applicable contract with the state agency: Provided, That subdivision (2) shall be inapplicable if a business entity is a publicly traded company: Provided, however, That subdivision (3) shall not include persons or business entities performing legal services related to the negotiation or drafting of the applicable contract.

23. WITH THE BID REQUIREMENTS: In instances where these specifications require documentation or other information with the bid, and a vendor fails to provide it with the bid, the Director of the Purchasing Division reserves the right to request those items after bid opening and prior to contract award pursuant to the authority to waive minor irregularities in bids or specifications under W. Va. CSR § 148-1-4.6. This authority does not apply to instances where state law mandates receipt with the bid.



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WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE
CRFP VET180000001

SECTION THREE: GENERAL TERMS AND CONDITIONS

Terms and conditions begin on next page.



GENERAL TERMS AND CONDITIONS:

1. CONTRACTUAL AGREEMENT: Issuance of a Award Document signed by the Purchasing Division Director, or his designee, and approved as to form by the Attorney General's office constitutes acceptance of this Contract made by and between the State of West Virginia and the Vendor. Vendor's signature on its bid signifies Vendor's agreement to be bound by and accept the terms and conditions contained in this Contract.

2. DEFINITIONS: As used in this Solicitation/Contract, the following terms shall have the meanings attributed to them below. Additional definitions may be found in the specifications included with this Solicitation/Contract.

2.1. "Agency" or "Agencies" means the agency, board, commission, or other entity of the State of West Virginia that is identified on the first page of the Solicitation or any other public entity seeking to procure goods or services under this Contract.

2.2. "Bid" or "Proposal" means the vendors submitted response to this solicitation.

2.3. "Contract" means the binding agreement that is entered into between the State and the Vendor to provide the goods or services requested in the Solicitation.

2.4. "Director" means the Director of the West Virginia Department of Administration, Purchasing Division.

2.5. "Purchasing Division" means the West Virginia Department of Administration, Purchasing Division.

2.6. "Award Document" means the document signed by the Agency and the Purchasing Division, and approved as to form by the Attorney General, that identifies the Vendor as the contract holder.

2.7. "Solicitation" means the official notice of an opportunity to supply the State with goods or services that is published by the Purchasing Division.

2.8. "State" means the State of West Virginia and/or any of its agencies, commissions, boards, etc. as context requires.

2.9. "Vendor" or "Vendors" means any entity submitting a bid in response to the Solicitation, the entity that has been selected as the lowest responsible bidder, or the entity that has been awarded the Contract as context requires.



3. CONTRACT TERM; RENEWAL; EXTENSION: The term of this Contract shall be determined in accordance with the category that has been identified as applicable to this Contract below:

Term Contract

Initial Contract Term: Initial Contract Term: This Contract becomes effective on award _____ and extends for a period of one (1) year(s).

Renewal Term: This Contract may be renewed upon the mutual written consent of the Agency, and the Vendor, with approval of the Purchasing Division and the Attorney General's office (Attorney General approval is as to form only). Any request for renewal should be delivered to the Agency and then submitted to the Purchasing Division thirty (30) days prior to the expiration date of the initial contract term or appropriate renewal term. A Contract renewal shall be in accordance with the terms and conditions of the original contract. Unless otherwise specified below, renewal of this Contract is limited to three (3) successive one (1) year periods or multiple renewal periods of less than one year, provided that the multiple renewal periods do not exceed the total number of months available in all renewal years combined. Automatic renewal of this Contract is prohibited. Renewals must be approved by the Vendor, Agency, Purchasing Division and Attorney General's office (Attorney General approval is as to form only)

Alternate Renewal Term – This contract may be renewed for _____ successive _____ year periods or shorter periods provided that they do not exceed the total number of months contained in all available renewals. Automatic renewal of this Contract is prohibited. Renewals must be approved by the Vendor, Agency, Purchasing Division and Attorney General's office (Attorney General approval is as to form only)

Delivery Order Limitations: In the event that this contract permits delivery orders, a delivery order may only be issued during the time this Contract is in effect. Any delivery order issued within one year of the expiration of this Contract shall be effective for one year from the date the delivery order is issued. No delivery order may be extended beyond one year after this Contract has expired.

Fixed Period Contract: This Contract becomes effective upon Vendor's receipt of the notice to proceed and must be completed within _____ days.

Fixed Period Contract with Renewals: This Contract becomes effective upon Vendor's receipt of the notice to proceed and part of the Contract more fully described in the attached specifications must be completed within _____ days. Upon completion of the work covered by the preceding sentence, the vendor agrees that maintenance, monitoring, or warranty services will be provided for _____ year(s) thereafter.

One Time Purchase: The term of this Contract shall run from the issuance of the Award Document until all of the goods contracted for have been delivered, but in no event will this Contract extend for more than one fiscal year.

Other: See attached.



4. NOTICE TO PROCEED: Vendor shall begin performance of this Contract immediately upon receiving notice to proceed unless otherwise instructed by the Agency. Unless otherwise specified, the fully executed Award Document will be considered notice to proceed.

5. QUANTITIES: The quantities required under this Contract shall be determined in accordance with the category that has been identified as applicable to this Contract below.

Open End Contract: Quantities listed in this Solicitation are approximations only, based on estimates supplied by the Agency. It is understood and agreed that the Contract shall cover the quantities actually ordered for delivery during the term of the Contract, whether more or less than the quantities shown.

Service: The scope of the service to be provided will be more clearly defined in the specifications included herewith.

Combined Service and Goods: The scope of the service and deliverable goods to be provided will be more clearly defined in the specifications included herewith.

One Time Purchase: This Contract is for the purchase of a set quantity of goods that are identified in the specifications included herewith. Once those items have been delivered, no additional goods may be procured under this Contract without an appropriate change order approved by the Vendor, Agency, Purchasing Division, and Attorney General's office.

6. EMERGENCY PURCHASES: The Purchasing Division Director may authorize the Agency to purchase goods or services in the open market that Vendor would otherwise provide under this Contract if those goods or services are for immediate or expedited delivery in an emergency. Emergencies shall include, but are not limited to, delays in transportation or an unanticipated increase in the volume of work. An emergency purchase in the open market, approved by the Purchasing Division Director, shall not constitute of breach of this Contract and shall not entitle the Vendor to any form of compensation or damages. This provision does not excuse the State from fulfilling its obligations under a One Time Purchase contract.

7. REQUIRED DOCUMENTS: All of the items checked below must be provided to the Purchasing Division by the Vendor as specified below.

BID BOND (Construction Only): Pursuant to the requirements contained in W. Va. Code § 5-22-1(c), All Vendors submitting a bid on a construction project shall furnish a valid bid bond in the amount of five percent (5%) of the total amount of the bid protecting the State of West Virginia. The bid bond must be submitted with the bid.

PERFORMANCE BOND: The apparent successful Vendor shall provide a performance bond in the amount of _____. The performance bond must be received by the Purchasing Division prior to Contract award. On construction contracts, the performance bond must be 100% of the Contract value.



LABOR/MATERIAL PAYMENT BOND: The apparent successful Vendor shall provide a labor/material payment bond in the amount of 100% of the Contract value. The labor/material payment bond must be delivered to the Purchasing Division prior to Contract award.

In lieu of the Bid Bond, Performance Bond, and Labor/Material Payment Bond, the Vendor may provide certified checks, cashier's checks, or irrevocable letters of credit. Any certified check, cashier's check, or irrevocable letter of credit provided in lieu of a bond must be of the same amount and delivered on the same schedule as the bond it replaces. A letter of credit submitted in lieu of a performance and labor/material payment bond will only be allowed for projects under \$100,000. Personal or business checks are not acceptable. Notwithstanding the foregoing, West Virginia Code § 5-22-1 (d) mandates that a vendor provide a performance and labor/material payment bond for construction projects. Accordingly, substitutions for the performance and labor/material payment bonds for construction projects is not permitted.

MAINTENANCE BOND: The apparent successful Vendor shall provide a two (2) year maintenance bond covering the roofing system. The maintenance bond must be issued and delivered to the Purchasing Division prior to Contract award.

LICENSE(S) / CERTIFICATIONS / PERMITS: In addition to anything required under the Section entitled Licensing, of the General Terms and Conditions, the apparent successful Vendor shall furnish proof of the following licenses, certifications, and/or permits prior to Contract award, in a form acceptable to the Purchasing Division.

The apparent successful Vendor shall also furnish proof of any additional licenses or certifications contained in the specifications prior to Contract award regardless of whether or not that requirement is listed above.



8. INSURANCE: The apparent successful Vendor shall furnish proof of the insurance identified by a checkmark below prior to Contract award. Subsequent to contract award, and prior to the insurance expiration date, Vendor shall provide the Agency with proof that the insurance mandated herein has been continued. Vendor must also provide Agency with immediate notice of any changes in its insurance policies mandated herein, including but not limited to, policy cancelation, policy reduction, or change in insurers. The insurance coverages identified below must be maintained throughout the life of this contract. The apparent successful Vendor shall also furnish proof of any additional insurance requirements contained in the specifications prior to Contract award regardless of whether or not that insurance requirement is listed in this section.

Vendor must maintain:

Commercial General Liability Insurance in at least an amount of:

\$1,000,000 or more. ***PLEASE MAKE INSURANCE CERTIFICATE HOLDER READ AS FOLLOWS***

WV DEPT OF VETERANS ASSISTANCE 1800 KANAWHA BLVD, BLDG 5, ROOM 205, CHARLESTON, WV 25305

Automobile Liability Insurance in at least an amount of: _____

Professional/Malpractice/Errors and Omission Insurance in at least an amount of:

Commercial Crime and Third Party Fidelity Insurance in an amount of:

Cyber Liability Insurance in an amount of: _____

Builders Risk Insurance in an amount equal to 100% of the amount of the Contract.



9. WORKERS' COMPENSATION INSURANCE: The apparent successful Vendor shall comply with laws relating to workers compensation, shall maintain workers' compensation insurance when required, and shall furnish proof of workers' compensation insurance upon request.

10. [Reserved]

11. LIQUIDATED DAMAGES: This clause shall in no way be considered exclusive and shall not limit the State or Agency's right to pursue any other available remedy. Vendor shall pay liquidated damages in the amount specified below or as described in the specifications:

_____ for _____

Liquidated Damages Contained in the Specifications

12. ACCEPTANCE: Vendor's signature on its bid, or on the certification and signature page, constitutes an offer to the State that cannot be unilaterally withdrawn, signifies that the product or service proposed by vendor meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise indicated, and signifies acceptance of the terms and conditions contained in the Solicitation unless otherwise indicated.

13. PRICING: The pricing set forth herein is firm for the life of the Contract, unless specified elsewhere within this Solicitation/Contract by the State. A Vendor's inclusion of price adjustment provisions in its bid, without an express authorization from the State in the Solicitation to do so, may result in bid disqualification.

14. PAYMENT: Payment in advance is prohibited under this Contract. Payment may only be made after the delivery and acceptance of goods or services. The Vendor shall submit invoices, in arrears.

15. PURCHASING CARD ACCEPTANCE: The State of West Virginia currently utilizes a Purchasing Card program, administered under contract by a banking institution, to process payment for goods and services. The Vendor must accept the State of West Virginia's Purchasing Card for payment of all orders under this Contract unless the box below is checked.

Vendor is not required to accept the State of West Virginia's Purchasing Card as payment for all goods and services.



16. TAXES: The Vendor shall pay any applicable sales, use, personal property or any other taxes arising out of this Contract and the transactions contemplated thereby. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.

17. ADDITIONAL FEES: Vendor is not permitted to charge additional fees or assess additional charges that were not either expressly provided for in the solicitation published by the State of West Virginia or included in the unit price or lump sum bid amount that Vendor is required by the solicitation to provide. Including such fees or charges as notes to the solicitation may result in rejection of vendor's bid. Requesting such fees or charges be paid after the contract has been awarded may result in cancellation of the contract.

18. FUNDING: This Contract shall continue for the term stated herein, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise made available, this Contract becomes void and of no effect beginning on July 1 of the fiscal year for which funding has not been appropriated or otherwise made available.

19. CANCELLATION: The Purchasing Division Director reserves the right to cancel this Contract immediately upon written notice to the vendor if the materials or workmanship supplied do not conform to the specifications contained in the Contract. The Purchasing Division Director may also cancel any purchase or Contract upon 30 days written notice to the Vendor in accordance with West Virginia Code of State Rules § 148-1-5.2.b.

20. TIME: Time is of the essence with regard to all matters of time and performance in this Contract.

21. APPLICABLE LAW: This Contract is governed by and interpreted under West Virginia law without giving effect to its choice of law principles. Any information provided in specification manuals, or any other source, verbal or written, which contradicts or violates the West Virginia Constitution, West Virginia Code or West Virginia Code of State Rules is void and of no effect.

22. COMPLIANCE WITH LAWS: Vendor shall comply with all applicable federal, state, and local laws, regulations and ordinances. By submitting a bid, Vendor acknowledges that it has reviewed, understands, and will comply with all applicable laws, regulations, and ordinances.

SUBCONTRACTOR COMPLIANCE: Vendor shall notify all subcontractors providing commodities or services related to this Contract that as subcontractors, they too are required to comply with all applicable laws, regulations, and ordinances. Notification under this provision must occur prior to the performance of any work under the contract by the subcontractor.

23. ARBITRATION: Any references made to arbitration contained in this Contract, Vendor's bid, or in any American Institute of Architects documents pertaining to this Contract are hereby deleted, void, and of no effect.



24. MODIFICATIONS: This writing is the parties' final expression of intent. Notwithstanding anything contained in this Contract to the contrary no modification of this Contract shall be binding without mutual written consent of the Agency, and the Vendor, with approval of the Purchasing Division and the Attorney General's office (Attorney General approval is as to form only). Any change to existing contracts that adds work or changes contract cost, and were not included in the original contract, must be approved by the Purchasing Division and the Attorney General's Office (as to form) prior to the implementation of the change or commencement of work affected by the change.

25. WAIVER: The failure of either party to insist upon a strict performance of any of the terms or provision of this Contract, or to exercise any option, right, or remedy herein contained, shall not be construed as a waiver or a relinquishment for the future of such term, provision, option, right, or remedy, but the same shall continue in full force and effect. Any waiver must be expressly stated in writing and signed by the waiving party.

26. SUBSEQUENT FORMS: The terms and conditions contained in this Contract shall supersede any and all subsequent terms and conditions which may appear on any form documents submitted by Vendor to the Agency or Purchasing Division such as price lists, order forms, invoices, sales agreements, or maintenance agreements, and includes internet websites or other electronic documents. Acceptance or use of Vendor's forms does not constitute acceptance of the terms and conditions contained thereon.

27. ASSIGNMENT: Neither this Contract nor any monies due, or to become due hereunder, may be assigned by the Vendor without the express written consent of the Agency, the Purchasing Division, the Attorney General's office (as to form only), and any other government agency or office that may be required to approve such assignments. Notwithstanding the foregoing, Purchasing Division approval may or may not be required on certain agency delegated or exempt purchases.

28. WARRANTY: The Vendor expressly warrants that the goods and/or services covered by this Contract will: (a) conform to the specifications, drawings, samples, or other description furnished or specified by the Agency; (b) be merchantable and fit for the purpose intended; and (c) be free from defect in material and workmanship.

29. STATE EMPLOYEES: State employees are not permitted to utilize this Contract for personal use and the Vendor is prohibited from permitting or facilitating the same.

30. BANKRUPTCY: In the event the Vendor files for bankruptcy protection, the State of West Virginia may deem this Contract null and void, and terminate this Contract without notice.

31. PRIVACY, SECURITY, AND CONFIDENTIALITY: The Vendor agrees that it will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the Agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the Agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/default.html>.



32. YOUR SUBMISSION IS A PUBLIC DOCUMENT: Vendor's entire response to the Solicitation and the resulting Contract are public documents. As public documents, they will be disclosed to the public following the bid/proposal opening or award of the contract, as required by the competitive bidding laws of West Virginia Code §§ 5A-3-1 et seq., 5-22-1 et seq., and 5G-1-1 et seq. and the Freedom of Information Act West Virginia Code §§ 29B-1-1 et seq.

DO NOT SUBMIT MATERIAL YOU CONSIDER TO BE CONFIDENTIAL, A TRADE SECRET, OR OTHERWISE NOT SUBJECT TO PUBLIC DISCLOSURE.

Submission of any bid, proposal, or other document to the Purchasing Division constitutes your explicit consent to the subsequent public disclosure of the bid, proposal, or document. The Purchasing Division will disclose any document labeled "confidential," "proprietary," "trade secret," "private," or labeled with any other claim against public disclosure of the documents, to include any "trade secrets" as defined by West Virginia Code § 47-22-1 et seq. All submissions are subject to public disclosure without notice.

33. LICENSING: In accordance with West Virginia Code of State Rules § 148-1-6.1.e, Vendor must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or any other state agency or political subdivision. Obligations related to political subdivisions may include, but are not limited to, business licensing, business and occupation taxes, inspection compliance, permitting, etc. Upon request, the Vendor must provide all necessary releases to obtain information to enable the Purchasing Division Director or the Agency to verify that the Vendor is licensed and in good standing with the above entities.

SUBCONTRACTOR COMPLIANCE: Vendor shall notify all subcontractors providing commodities or services related to this Contract that as subcontractors, they too are required to be licensed, in good standing, and up-to-date on all state and local obligations as described in this section. Obligations related to political subdivisions may include, but are not limited to, business licensing, business and occupation taxes, inspection compliance, permitting, etc. Notification under this provision must occur prior to the performance of any work under the contract by the subcontractor.

34. ANTITRUST: In submitting a bid to, signing a contract with, or accepting a Award Document from any agency of the State of West Virginia, the Vendor agrees to convey, sell, assign, or transfer to the State of West Virginia all rights, title, and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to Vendor.



35. VENDOR CERTIFICATIONS: By signing its bid or entering into this Contract, Vendor certifies (1) that its bid or offer was made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, person or entity submitting a bid or offer for the same material, supplies, equipment or services; (2) that its bid or offer is in all respects fair and without collusion or fraud; (3) that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; and (4) that it has reviewed this Solicitation in its entirety; understands the requirements, terms and conditions, and other information contained herein.

Vendor's signature on its bid or offer also affirms that neither it nor its representatives have any interest, nor shall acquire any interest, direct or indirect, which would compromise the performance of its services hereunder. Any such interests shall be promptly presented in detail to the Agency. The individual signing this bid or offer on behalf of Vendor certifies that he or she is authorized by the Vendor to execute this bid or offer or any documents related thereto on Vendor's behalf; that he or she is authorized to bind the Vendor in a contractual relationship; and that, to the best of his or her knowledge, the Vendor has properly registered with any State agency that may require registration.

36. VENDOR RELATIONSHIP: The relationship of the Vendor to the State shall be that of an independent contractor and no principal-agent relationship or employer-employee relationship is contemplated or created by this Contract. The Vendor as an independent contractor is solely liable for the acts and omissions of its employees and agents. Vendor shall be responsible for selecting, supervising, and compensating any and all individuals employed pursuant to the terms of this Solicitation and resulting contract. Neither the Vendor, nor any employees or subcontractors of the Vendor, shall be deemed to be employees of the State for any purpose whatsoever. Vendor shall be exclusively responsible for payment of employees and contractors for all wages and salaries, taxes, withholding payments, penalties, fees, fringe benefits, professional liability insurance premiums, contributions to insurance and pension, or other deferred compensation plans, including but not limited to, Workers' Compensation and Social Security obligations, licensing fees, etc. and the filing of all necessary documents, forms, and returns pertinent to all of the foregoing.

Vendor shall hold harmless the State, and shall provide the State and Agency with a defense against any and all claims including, but not limited to, the foregoing payments, withholdings, contributions, taxes, Social Security taxes, and employer income tax returns.

37. INDEMNIFICATION: The Vendor agrees to indemnify, defend, and hold harmless the State and the Agency, their officers, and employees from and against: (1) Any claims or losses for services rendered by any subcontractor, person, or firm performing or supplying services, materials, or supplies in connection with the performance of the Contract; (2) Any claims or losses resulting to any person or entity injured or damaged by the Vendor, its officers, employees, or subcontractors by the publication, translation, reproduction, delivery, performance, use, or disposition of any data used under the Contract in a manner not authorized by the Contract, or by Federal or State statutes or regulations; and (3) Any failure of the Vendor, its officers, employees, or subcontractors to observe State and Federal laws including, but not limited to, labor and wage and hour laws.



38. PURCHASING AFFIDAVIT: In accordance with West Virginia Code § 5-22-1(i), the contracting public entity shall not award a contract for a construction project to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees. Accordingly, prior to contract award, Vendors are required to sign, notarize, and submit the Purchasing Affidavit to the Purchasing Division affirming under oath that it is not in default on any monetary obligation owed to the state or a political subdivision of the state.

39. ADDITIONAL AGENCY AND LOCAL GOVERNMENT USE: This Contract may be utilized by other agencies, spending units, and political subdivisions of the State of West Virginia; county, municipal, and other local government bodies; and school districts ("Other Government Entities"). Any extension of this Contract to the aforementioned Other Government Entities must be on the same prices, terms, and conditions as those offered and agreed to in this Contract, provided that such extension is in compliance with the applicable laws, rules, and ordinances of the Other Government Entity. If the Vendor does not wish to extend the prices, terms, and conditions of its bid and subsequent contract to the Other Government Entities, the Vendor must clearly indicate such refusal in its bid. A refusal to extend this Contract to the Other Government Entities shall not impact or influence the award of this Contract in any manner.

40. CONFLICT OF INTEREST: Vendor, its officers or members or employees, shall not presently have or acquire an interest, direct or indirect, which would conflict with or compromise the performance of its obligations hereunder. Vendor shall periodically inquire of its officers, members and employees to ensure that a conflict of interest does not arise. Any conflict of interest discovered shall be promptly presented in detail to the Agency.

41. REPORTS: Vendor shall provide the Agency and/or the Purchasing Division with the following reports identified by a checked box below:

Such reports as the Agency and/or the Purchasing Division may request. Requested reports may include, but are not limited to, quantities purchased, agencies utilizing the contract, total contract expenditures by agency, etc.

Quarterly reports detailing the total quantity of purchases in units and dollars, along with a listing of purchases by agency. Quarterly reports should be delivered to the Purchasing Division via email at purchasing.requisitions@wv.gov.

42. BACKGROUND CHECK: In accordance with W. Va. Code § 15-2D-3, the Director of the Division of Protective Services shall require any service provider whose employees are regularly employed on the grounds or in the buildings of the Capitol complex or who have access to sensitive or critical information to submit to a fingerprint-based state and federal background inquiry through the state repository. The service provider is responsible for any costs associated with the fingerprint-based state and federal background inquiry.

After the contract for such services has been approved, but before any such employees are permitted to be on the grounds or in the buildings of the Capitol complex or have access to sensitive or critical information, the service provider shall submit a list of all persons who will be physically present and working at the Capitol complex to the Director of the Division of



Protective Services for purposes of verifying compliance with this provision. The State reserves the right to prohibit a service provider's employees from accessing sensitive or critical information or to be present at the Capitol complex based upon results addressed from a criminal background check.

Service providers should contact the West Virginia Division of Protective Services by phone at (304) 558-9911 for more information.

43. PREFERENCE FOR USE OF DOMESTIC STEEL PRODUCTS: Except when authorized by the Director of the Purchasing Division pursuant to W. Va. Code § 5A-3-56, no contractor may use or supply steel products for a State Contract Project other than those steel products made in the United States. A contractor who uses steel products in violation of this section may be subject to civil penalties pursuant to W. Va. Code § 5A-3-56. As used in this section:

- a. "State Contract Project" means any erection or construction of, or any addition to, alteration of or other improvement to any building or structure, including, but not limited to, roads or highways, or the installation of any heating or cooling or ventilating plants or other equipment, or the supply of and materials for such projects, pursuant to a contract with the State of West Virginia for which bids were solicited on or after June 6, 2001.
- b. "Steel Products" means products rolled, formed, shaped, drawn, extruded, forged, cast, fabricated or otherwise similarly processed, or processed by a combination of two or more or such operations, from steel made by the open heath, basic oxygen, electric furnace, Bessemer or other steel making process. The Purchasing Division Director may, in writing, authorize the use of foreign steel products if:
- c. The cost for each contract item used does not exceed one tenth of one percent (.1%) of the total contract cost or two thousand five hundred dollars (\$2,500.00), whichever is greater. For the purposes of this section, the cost is the value of the steel product as delivered to the project; or
- d. The Director of the Purchasing Division determines that specified steel materials are not produced in the United States in sufficient quantity or otherwise are not reasonably available to meet contract requirements.

44. PREFERENCE FOR USE OF DOMESTIC ALUMINUM, GLASS, AND STEEL: In Accordance with W. Va. Code § 5-19-1 et seq., and W. Va. CSR § 148-10-1 et seq., for every contract or subcontract, subject to the limitations contained herein, for the construction, reconstruction, alteration, repair, improvement or maintenance of public works or for the purchase of any item of machinery or equipment to be used at sites of public works, only domestic aluminum, glass or steel products shall be supplied unless the spending officer determines, in writing, after the receipt of offers or bids, (1) that the cost of domestic aluminum, glass or steel products is unreasonable or inconsistent with the public interest of the State of West Virginia, (2) that domestic aluminum, glass or steel products are not produced in sufficient quantities to meet the contract requirements, or (3) the available domestic aluminum, glass, or steel do not meet the contract specifications. This provision only applies to public works contracts awarded in an amount more than fifty thousand dollars (\$50,000) or public works contracts that require more than ten thousand pounds of steel products.



The cost of domestic aluminum, glass, or steel products may be unreasonable if the cost is more than twenty percent (20%) of the bid or offered price for foreign made aluminum, glass, or steel products. If the domestic aluminum, glass or steel products to be supplied or produced in a "substantial labor surplus area", as defined by the United States Department of Labor, the cost of domestic aluminum, glass, or steel products may be unreasonable if the cost is more than thirty percent (30%) of the bid or offered price for foreign made aluminum, glass, or steel products. This preference shall be applied to an item of machinery or equipment, as indicated above, when the item is a single unit of equipment or machinery manufactured primarily of aluminum, glass or steel, is part of a public works contract and has the sole purpose or of being a permanent part of a single public works project. This provision does not apply to equipment or machinery purchased by a spending unit for use by that spending unit and not as part of a single public works project.

All bids and offers including domestic aluminum, glass or steel products that exceed bid or offer prices including foreign aluminum, glass or steel products after application of the preferences provided in this provision may be reduced to a price equal to or lower than the lowest bid or offer price for foreign aluminum, glass or steel products plus the applicable preference. If the reduced bid or offer prices are made in writing and supersede the prior bid or offer prices, all bids or offers, including the reduced bid or offer prices, will be reevaluated in accordance with this rule.

45. INTERESTED PARTY SUPPLEMENTAL DISCLOSURE: W. Va. Code § 6D-1-2 requires that for contracts with an actual or estimated value of at least \$100,000, the vendor must submit to the Agency a supplemental disclosure of interested parties reflecting any new or differing interested parties to the contract, which were not included in the original pre-award interested party disclosure, within 30 days following the completion or termination of the contract. A copy of that form is included with this solicitation or can be obtained from the WV Ethics Commission. "Interested parties" means: (1) A business entity performing work or service pursuant to, or in furtherance of, the applicable contract, including specifically sub-contractors; (2) the person(s) who have an ownership interest equal to or greater than 25% in the business entity performing work or service pursuant to, or in furtherance of, the applicable contract; and (3) the person or business entity, if any, that served as a compensated broker or intermediary to actively facilitate the applicable contract or negotiated the terms of the applicable contract with the state agency: Provided, That subdivision (2) shall be inapplicable if a business entity is a publicly traded company: Provided, however, That subdivision (3) shall not include persons or business entities performing legal services related to the negotiation or drafting of the applicable contract. The Agency shall submit a copy of the disclosure to the Ethics Commission within 15 days after receiving the supplemental disclosure of interested parties.



DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Chris Michael, President

(Name, Title)

Chris Michael, President

(Printed Name and Title)

1400 Commerce Avenue • Huntington, WV 25701

(Address)

(304) 525-9600

(Phone Number) / (Fax Number)

cmichael@bulldogcreative.com

(email address)

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated 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.

Bulldog Creative Services

(Company)



(Authorized Signature) (Representative Name, Title)

Chris Michael, President

(Printed Name and Title of Authorized Representative)

04/18/18

(Date)

(304) 525-9600 • No longer using fax

(Phone Number) (Fax Number)



ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFP VET1800000001

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 type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input 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.

Bulldog Creative Services

Company



Authorized Signature

04/18/18

Date

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

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SECTION FOUR: PROJECT SPECIFICATIONS

1. **Location:** Agency is located at West Virginia State Capitol Complex, 1900 Kanawha Boulevard, Building 5, Room 205, Charleston, WV 25305.

2. **Background and Current Operating Environment:** The mission of the West Virginia Department of Veterans Assistance (WVDVA) is to aid and advise honorably discharged West Virginia veterans and their qualifying dependents and to ensure that they are provided the care, assistance and recognition they deserve.
The WVDVA employs Veterans Service Officers who operate sixteen field and claims offices and more than 25 satellite offices throughout West Virginia. These Veterans Service Officers were responsible in 2016 with bringing in \$1.4 Billion in claims and benefits to state veterans and their family members. The WVDVA also operates a state-of-the-art nursing home (West Virginia Veterans Nursing Facility), a homeless shelter (West Virginia Veterans Home) and a veterans' cemetery (Donel C. Kinnard Memorial State Veterans Cemetery).

3. **Qualifications and Experience:** Vendors will provide in **Attachment A: Vendor Response Sheet** information regarding their firm, such as staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives where and how they were met. Interested vendors must have significant experience working in the following arenas: research and analysis, public relations, message development, grassroots marketing, video development, events planning and management.

4. **Project and Goals:** The project goals and objectives are:
 - 4.1 To establish a statewide strategy and execute a plan that significantly increases the number of West Virginia veterans who visit WVDVA field and claims offices and, as a result, increase the total dollar amount of awards offered to West Virginia veterans. The existing total dollar amount of awards to West Virginia veterans should increase by \$150 Million per year, which would will bring the total to \$2 Billion (plus) by fiscal 2020. (Results will be measured by the metric utilized in fiscal year 2016 by the WVDVA to determine its statewide award amount.)
 - 4.2 To establish a statewide strategy and execute a plan that delivers the WVDVA's messages to a higher number of "younger" veterans – younger being defined as veterans who served in the U.S. armed forces during (roughly) the past 25 years.
 - 4.3 To generally raise the statewide recognition of both the WVDVA and Cabinet Secretary Dennis Davis, utilizing earned media, social media, news releases, public events and, potentially, traditional advertising to accomplish this goal.
 - 4.4 To raise awareness of the West Virginia Veterans Home (Barboursville, W. Va.) and, as a result, increase (during the duration this contract) by at least 50 percent the number of residents at the facility.
 - 4.5 To improve the quality and increase the quantity of content on WVDVA's web and Facebook sites, as well as create, if necessary, and deliver messages via other avenues of social media contact.



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- 4.6** To monitor news and developments statewide and, using the web site and social media, publicize appropriate events and developments.
- 4.7** To create (or have appropriate relationships for sub-contracting such work) web-quality, and perhaps television-quality, videos that promote the Department of Veterans Assistance and/or issues that the Department deems important to West Virginia veterans.
- 4.8** To utilize earned media – television, newspapers, radio web-based news services - to achieve the goals of this statewide promotional and education campaign through compelling news stories and other appropriate news hooks.
- 4.9** To assist the Department as it attempts to raise awareness and generally manage two potentially high-profile programs: Veterans to Agriculture and Mountain State 22, a veterans-specific, suicide-prevention program. To also assist the Department with the any future new initiatives that will require public relations/marketing.
- 4.10** To publicize and assist with the management of Department of Veterans Assistance-sponsored events.
- 4.11** To produce and distribute news releases, as necessary.
- 4.12** The awarded company would serve as communications consultants and, if necessary, hands-on partners regarding potential public relations efforts and/or the management of crisis communications issues, including, but not limited to, needs within: WVDVA headquarters and programs initiated and managed through the headquarters office; the West Virginia Veterans Home; the West Virginia Veterans Nursing Facility (Clarksburg, W.Va.); the Donel C. Kinnard Memorial State Veterans Cemetery (Institute, W.Va.).

5. Mandatory Requirements

The following mandatory requirements must be met by the Vendor as a part of the submitted proposal. Failure on the part of the Vendor to meet any of the mandatory specifications shall result in the disqualification of the proposal. The terms “must”, “will”, “shall”, “minimum”, “maximum”, or “is/are required” identify a mandatory item or factor. Decisions regarding compliance with any mandatory requirements shall be at the sole discretion of the Purchasing Division.

5.1 Mandatory Requirement 1

Interested vendors must have experience working in the following arenas: research and analysis, public relations, message development, grassroots marketing, video development, events planning and management.

5.2 Mandatory Requirement 2

Interested vendors must have prior experience working in all regions of West Virginia, with regions being defined in the following manner: Southern West Virginia, Eastern West Virginia/Potomac Highlands, Eastern Panhandle, North-Central West Virginia, Mid-Ohio Valley, Northern Panhandle.

5.3 Mandatory Requirement 3

Interested vendors must have previously managed campaigns that involved video production for television and/or Internet.

5.4 Mandatory Requirement 4

Interested vendors must have experience either buying advertising space or employing a subcontractor for this activity.



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5.5 Mandatory Requirement 5

Interested vendors must have significant experience and success in pitching stories to print, electronic and web-based reporters/editors, as well as acquiring earned media.

5.6 Mandatory Requirement 6

Interested vendors must have experience managing public events.

6. **Oral Presentations (Agency Option):** The Agency has the option of requiring oral presentations of all Vendors participating in the RFP process. **Qualifying vendors will be required to participate in an Oral Presentation and Demonstration of their proposals.** If this option is exercised, it would be listed in the Schedule of Events (Section 1.3) of this RFP. During oral presentations, Vendors may not alter or add to their submitted proposal, but only clarify information. A description of the materials and information to be presented is provided below:

- 6.1. **Materials and Information Required at Oral Presentation:**



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SECTION FIVE: VENDOR PROPOSAL

- 1 **Economy of Preparation:** Proposals should be prepared simply and economically providing a straightforward, concise description of the Vendor's abilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of the content.
- 2 **Incurring Cost:** Neither the State nor any of its employees or officers shall be held liable for any expenses incurred by any Vendor responding to this RFP, including but not limited to preparation, delivery, or travel.
- 3 **Proposal Format:** Vendors should provide responses in the format listed below:
 - Title Page:** State the RFP subject, number, Vendor's name, business address, telephone number, fax number, name of contact person, e-mail address, and Vendor signature and date.
 - Table of Contents:** Clearly identify the material by section and page number.
 - Attachment A:** Within the attached response sheet (**Attachment A: Vendor Response Sheet**), provide the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives were and how they were met.

Also, describe the approach and methodology proposed for this project. This should include how each of the goals and objectives listed is to be met.
 - Attachment B:** Complete **Attachment B: Mandatory Specification Checklist**. By signing and dating this attachment, the Vendor acknowledges that they meet or exceed each of these specifications as outlined in 4.5 of Section Four: Project Specifications. The State reserves the right to require documentation detailing how each is met at its discretion.
 - Attachment C:** Complete **Attachment C: Cost Sheet** included in this RFP and submit in a separate sealed envelope. Cost should be clearly marked.
 - Oral Presentations:** If established by the Agency in the Schedule of Events (Section 1.3), all Vendors participating in this RFP will be required to provide an oral presentation, based on the criteria set in Section 4.6. During oral presentations, Vendors may not alter or add to their submitted proposal, but only to clarify information.
- 4 **Proposal Submission:** Proposals must be received in two distinct parts: technical and cost.



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- **Technical proposals** must not contain any cost information relating to the project.
- **Cost proposal** shall be sealed in a separate envelope and will not be opened initially.

All proposals must be submitted to the Purchasing Division prior to the date and time stipulated in the RFP as the opening date. All bids will be dated and time stamped to verify official time and date of receipt. All submissions must be in accordance with the provisions listed below and in Section Two: Instructions to Bidders Submitting Bids above.

- 5 **Technical Bid Opening:** The Purchasing Division will open and announce only the technical proposals received prior to the date and time specified in the Request for Proposal. The technical proposals shall then be provided to the Agency evaluation committee.
- 6 **Cost Bid Opening:** The Purchasing Division shall schedule a date and time to publicly open and announce cost proposals when the Purchasing Division has approved the technical recommendation of the evaluation committee. All cost bids for qualifying proposals will be opened. Cost bids for non-qualifying proposals will also be opened but shall not be considered. A proposal may be deemed non-qualifying for a number of reasons including, but not limited to, the bidder's technical proposal failing to meet the minimum acceptable score and the bidder's technical proposal failing to meet a mandatory requirement of the contract. Certain information, such as technical scores and reasons for disqualification, will not be available until after the contract award, pursuant to *West Virginia Code §5A-3-11(h)* and *West Virginia Code of State Rules §148-1-6.2.5.*



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SECTION SIX: EVALUATION AND AWARD

- 1 **Evaluation Process:** Proposals will be evaluated by a committee of three (3) or more individuals against the established criteria with points deducted for deficiencies. The Vendor who demonstrates that they meet all of the mandatory specifications required; and has appropriately presented within their written response and/or during the oral demonstration (if applicable) their understanding in meeting the goals and objectives of the project; and attains the highest overall point score of all Vendors shall be awarded the contract. The selection of the successful Vendor will be made by a consensus of the evaluation committee.

- 2 **Evaluation Criteria:** All evaluation criteria is defined in the specifications section and based on a 100 point total score. Cost shall represent a minimum of 30 of the 100 total points.

The following are the evaluation factors and maximum points possible for technical point scores:

• Qualifications and experience	(25) Points Possible
• Approach and methodology	(40) Points Possible
• (Oral interview, if applicable)	(15) Points Possible
• Cost	<u>(25) Points Possible</u>
Total	100 Points Possible

Each cost proposal cost will be scored by use of the following formula for all Vendors who attained the minimum acceptable score:

Lowest price of all proposal

X 30 = Price Score

Price of Proposal being evaluated

- 2.1 **Technical Evaluation:** The Agency evaluation committee will review the technical proposals, deduct points where appropriate, and make a final written recommendation to the Purchasing Division.

- 2.2 **Minimum Acceptable Score:** Vendors must score a minimum of 70% (49 points) of the total technical points possible. All Vendors not attaining the minimum acceptable score (MAS) shall be considered as non-qualifying. A proposal may be deemed non-qualifying for a number of reasons including, but not limited to, the bidder's technical proposal failing to meet the minimum acceptable score and the bidder's technical proposal failing to meet a mandatory requirement of the contract. Cost bids for non-qualifying proposals will also be opened but shall not be considered. Certain information, such as technical scores and reasons for disqualification, will not be available until after the contract award, pursuant to *West Virginia Code* §5A-3-11(h) and *West Virginia Code of State Rules* §148-1-6.2.5.

- 2.3 **Cost Evaluation:** The Agency evaluation committee will review the cost proposals, assign appropriate points, and make a final recommendation to the Purchasing Division.



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Attachment A: Vendor Response Sheet

Provide a response regarding the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives were and how they were met.

3.1 Company description, history and years of experience related to public relations projects that might be considered similar in scope to this project.

Vendor Response: **Please reference pages 41-43 for specific agency information in this regard.**

3.2 An organizational chart, listing names, titles and number of full-time and significant company-contracted staff employed (on the date of your bid) by your organization. Specifically, list the names of employees and general roles they would likely play during the execution of this contract.

Vendor Response: **Please reference pages 43-48 for specific agency information in this regard.**

3.3 Company information and references for any subcontractors you would be likely to utilize during the execution of this contract. Similarly, list information and references for any individuals you would be likely to utilize during the execution of this contract in the event these individuals are self-employed and not affiliated with a company.

Vendor Response: **Based on the RFP, we don't plan on utilizing sub-contractors. Please reference pages 41-48 for specific agency information in this regard.**

3.4 Contact names, telephone numbers and e-mail addresses of three clients that may be contacted as references.

Vendor Response: **Please reference page 65 for specific agency information in this regard.**

List project goals and objectives contained in Section 4, Subsection 4:

Section 4, Subsection 4.1 To establish a statewide strategy and execute a plan that significantly increases the number of West Virginia veterans who visit WVDVA field and claims offices and, as a result, increase the total dollar amount of awards offered to West Virginia veterans. The existing total dollar amount of awards to West Virginia veterans should increase by \$150 Million per year, which would will bring the total to \$2 Billion (plus) by fiscal 2020. (Results will be measured by the metric utilized in fiscal year 2016 by the WVDVA to determine its statewide award amount.)

The WVDVA is seeking to drive traffic into its field offices and/or is seeking realistic ways to better reach into communities. The field offices are reasonably well-represented throughout the state, especially considering the finite number of staff able to spread out to the field and itinerant offices. The WVDVA is seeking a stronger, clearer visibility to veterans across the state.

Vendor Response: **Please reference page 66 for specific agency information in this regard.**



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Section 4, Subsection 4.2 To establish a statewide strategy and execute a plan that delivers the WVDVA's messages to a higher number of "younger" veterans – younger being defined as veterans who served in the U.S. armed forces during (roughly) the past 25 years.

The WVDVA seeks research and analysis regarding the most effective uses of traditional and/or social media, as well as ways to create word-of-mouth messages that reach younger veterans. Many West Virginia veterans, especially younger ones, are likely leaving benefits and cash "on the table" that are available to them. The WVDVA seeks fresh, workable ideas for reaching veterans who are not being served.

Vendor Response: Please reference page 66 for specific agency information in this regard.

Section 4, Subsection 4.3 To generally raise the statewide recognition of both the WVDVA and Cabinet Secretary Dennis Davis, utilizing earned media, social media, news releases, public events and, potentially, traditional advertising to accomplish this goal.

Vendor Response: Please reference page 67 for specific agency information in this regard.

Section 4, Subsection 4.4 To raise awareness of the West Virginia Veterans Home (Barboursville, W.Va.) and, as a result, increase (during the duration this contract) by at least 50 percent the number of residents at the facility.

The Veterans Home offers housing, meals, recreation and some forms of medical assistance to homeless veterans. The facility can serve as a temporary respite or a place for veterans to call home. Unfortunately, the facility does not appear to be not well known outside of the Huntington-Barboursville area.

Vendor Response: Please reference page 67 for specific agency information in this regard.

Section 4, Subsection 4.5 To improve the quality and increase the quantity of content on WVDVA's web and Facebook sites, as well as create, if necessary, and deliver messages via other avenues of social media contact.

Vendor Response: Please reference page 67 for specific agency information in this regard.

Section 4, Subsection 4.6 To monitor news and developments statewide and, using the web site and social media, publicize appropriate events and developments.

Vendor Response: Please reference page 67 for specific agency information in this regard.

Section 4, Subsection 4.7 To create (or have appropriate relationships for sub-contracting such work) web-quality, and perhaps television-quality, videos that promote the Department of Veterans Assistance and/or issues that the Department deems important to West Virginia veterans.

Vendor Response: Please reference page 68 for specific agency information in this regard.



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Section 4, Subsection 4.8 To utilize earned media – television, newspapers, radio web-based news services - to achieve the goals of this statewide promotional and education campaign through compelling news stories and other appropriate news hooks.

Vendor Response: Please reference page 68 for specific agency information in this regard.

Section 4, Subsection 4.9 To assist the Department as it attempts to raise awareness of two potentially high-profile programs: Veterans to Agriculture and Mountain State 22, a veterans-specific, suicide-prevention program. To also assist the Department with the any future new initiatives that will require public relations/marketing.

The WVDVA has attempted for years to sponsor a Veterans to Agriculture program that is aimed at giving veterans – especially veterans suffering from PTSD – a means to earn income by owning and operating small farms. Whereas other veterans/agriculture programs exist, the WVDVA is on the ground floor with an initiative that gives veterans the opportunity to receive academic credits while being taught how to farm. It will also assist veterans with obtaining appropriate land to farm and markets for products raised.

The WVDVA in the fall 2016 initiated a community-based suicide-prevention program aimed at finding and helping veterans at risk. Three communities began programs. They achieved varying degrees of success. The Department is taking a renewed interest in helping this program succeed.

Vendor Response: Please reference page 68 for specific agency information in this regard.

Section 4, Subsection 4.10 To publicize and assist with the management of Department of Veterans Assistance-sponsored events.

Vendor Response: Please reference page 69 for specific agency information in this regard.

Section 4, Subsection 4.11 To produce and distribute news releases, as necessary.

Vendor Response: Please reference page 69 for specific agency information in this regard.

Section 4, Subsection 4.12 The awarded company would serve as communications consultants and, if necessary, hands-on partners regarding potential public relations efforts and/or the management of crisis communications issues, including, but not limited to, needs within: WVDVA headquarters and programs initiated and managed through the headquarters office; the West Virginia Veterans Home; the West Virginia Veterans Nursing Facility (Clarksburg, W.Va.); the Donel C. Kinnard Memorial State Veterans Cemetery (Institute, W.Va.).

Vendor Response: Please reference page 69 for specific agency information in this regard.



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Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

Section 4, Subsection 5.1: Interested vendors must have experience working in the following arenas: research and analysis, public relations, message development, grassroots marketing, video development, events planning and management.

Vendor Response: Please reference page 69 for specific agency information in this regard.

Section 4, Subsection 5.2

Interested vendors must have prior experience working in all regions of West Virginia, with regions being defined in the following manner: Southern West Virginia, Eastern West Virginia/Potomac Highlands, Eastern Panhandle, North-Central West Virginia, Mid-Ohio Valley, Northern Panhandle.

Vendor Response: Please reference page 69 for specific agency information in this regard.

Section 4, Subsection 5.3

Interested vendors must have previously managed campaigns that involved video production for television and/or Internet.

Vendor Response: Please reference page 70 for specific agency information in this regard.

Section 4, Subsection 5.4

Interested vendors must have experience either buying advertising space or employing a subcontractor for this activity.

Vendor Response: Please reference page 70 for specific agency information in this regard.

Section 4, Subsection 5.5

Interested vendors must have significant experience and success in pitching stories to print, electronic and web-based reporters/editors, as well as acquiring earned media.

Vendor Response: Please reference page 70 for specific agency information in this regard.

Section 4, Subsection 5.6

Interested vendors must have experience managing public events.

Vendor Response: Please reference page 70 for specific agency information in this regard.



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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.

Bulldog Creative Services

(Company)

Chris Michael, President

(Representative Name, Title)

(304) 525-9600

(Contact Phone/Fax Number)

4/18/18

(Date)



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- If applicable, sign and submit the attached Resident Vendor Preference Certificate with the proposal.



EXECUTIVE SUMMARY

Bulldog Creative Services, located in Huntington, WV, is a full-service advertising agency that opened its doors in 1999. As a comprehensive organization, we provide our clients with all advertising and marketing services under one roof. Those services include:

- Media planning & management services
- Public relations services
- Graphic design
- App development & publishing
- Advertising campaign development and management
- HD broadcast production
- Website design & development
- Social media management

The only services subcontracted are printing, web hosting and narration. We have established, long-term relationships with reputable companies in these areas to make projects and billing seamless.

Bulldog Creative Services has built a reputation of performance in the areas of intricate planning, implementation and execution. Our goal is to provide the client with a maximization of resources in all areas of advertising and marketing. |

Bulldog Creative Services provides services for a wide array of clients, from small start-up businesses to large, established corporations. In many instances Bulldog Creative Services partners with clients and collaborates with that client's staff to create outstanding results and provide full agency representation. Those clients are considered full-service, therefore they are provided with all of the services we offer for a monthly fee, known as a retainer. Below is a list of some of those aforementioned active accounts:

- Marshall University
- The Greenbrier
- Glade Springs Resort
- Huntington Internal Medicine Group
- Woodrow Wilson Presidential Library
- St. Mary's Medical Center
- St. Mary's Foundation
- Richwood, Inc
- Hospice of Huntington
- Bloss & Dillard, Inc
- First Sentry Bank / WesBanco
- Rubberlite, Inc
- Cabell-Huntington Convention and Visitor's Bureau
- Huntington YMCA
- CNB Bank
- River City Ford, River City Subaru
- Tamarack, The Best of West Virginia
- Scott Orthopedic
- Huntington Museum of Art
- Huntington Tri-State Airport
- Cabell Huntington Hospital



Representative Clients

EXECUTIVE SUMMARY (continued)

In addition to our full-service clients, we also provide services for many other accounts on a project basis and some of those accounts include:

- Association of Corporate Counsel
- Presperse, Inc
- City of Huntington
- Dixon Electrical Systems
- Marshall University Big Green Scholarship Foundation
- MU Online
- Marshall University / Athletics
- Marshall University College of Health Professions
- Marshall University College of Business
- Marshall Artist Series
- Dixon Electrical Systems and Contracting
- Touma Properties
- Triple Crown Beverage Group
- Special Metals Corporation / PCC Energy Group
- The West Virginia Bar Association
- Foundation for the Tri-State
- Edison State Community College
- Highmark, Inc
- Farrell, White and Legg LLP
- Reynolds and Associates LLP
- Jenkins Fenstermaker LLP
- Huddleston Bolen LLP (*merged with Dinsmore & Shohl in early 2015*)
- Coalfield Development Corporation
- Prestera Center
- Reagan and Ryder's Children's Boutique
- West Virginia Airport Manager's Association
- Robert's Environmental Group - Indiana
- Robert C. Byrd Institute
- Sweet Lily Natural Nail Spa & Boutique
- Physicians Clinic of Iowa
- Air Equipment Sales & Service



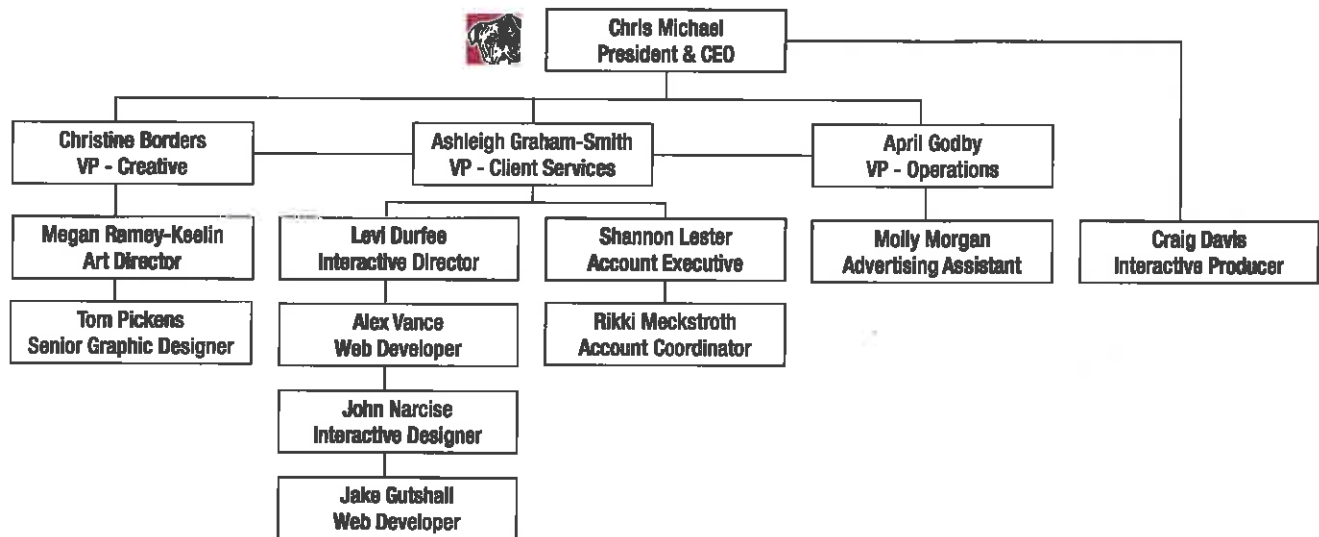
EXECUTIVE SUMMARY (continued)

At Bulldog Creative Services, we are collection of talented, experienced advertising and marketing professionals that have a distinct passion for our clients. We are in the business of making an impact and we use creativity to do so. Our mission is to "...accomplish our goals by creatively and effectively exceeding client expectations with advertising solutions that work."

To that end, what we have in the areas of technical capabilities are what you would expect from a full-service advertising agency. Specifically:

- Five talented, experienced and award-winning graphic design professionals with considerable efforts focused daily on all those design elements noted in the West Virginia Department of Veterans Assistance RFP.
- Four incredibly brilliant and dedicated web designers and developers that produce responsive designs that work flawlessly on all platforms.
- One Emmy-award winning video production professional that can, and does, contribute to all creative and technical projects at the agency. Our fully functional editing suite is equipped with the latest HD production capabilities.
- A host of support personnel and client service professionals that assist and coordinate processes on a daily basis.

Additionally, we employ the latest in technologies in all of software and hardware applications. We develop and maintain systems that allow for rapid transfer of projects, management of projects and accountability of the same. Please find our current organizational chart below:



EXECUTIVE SUMMARY (continued)



CHRIS MICHAEL
President & CEO

Chris brings many talents to the table for all of our clients. In this engagement, he will work on the creative and client teams. He will be the main contact for the account.



ASHLEIGH GRAHAM-SMITH
Director of Client Services

Ashleigh is a leader in the field of strategic planning and execution. She will be the secondary contact for the West Virginia Department of Veterans Assistance engagement.



CHRISTINE BORDERS
Vice President - Creative

Christine is a graphic designer recognized nationally for her creativity. An integral part of Team Bulldog since 2004, she will serve as creative lead.



MEGAN RAMEY-KEELIN
Senior Graphic Designer

Some of the best designs and most creative statements have come from Megan's Mac. She will be on the creative team.



LEVI DURFEE
Interactive Lead

Levi is a master of the web. He works with clients to seamlessly deliver flawless results. He will be on the web team.



APRIL GODBY
Vice President - Operations

Nothing gets past April. She keeps us in line with all things operations. She will be on the client services team for the engagement.



CRAIG DAVIS
Interactive Producer

Craig is known for immense skills in the production suite as well as behind the computer. He will be on the creative team for the West Virginia Department of Veterans Assistance engagement.



EXECUTIVE SUMMARY (continued)

Chris Michael

President & CEO
 1400 Commerce
 Huntington, WV 25701
 www.bulldogcreative.com
 cmichael@bulldogcreative.com



Profile

Entrepreneurial executive with more than 20 years of experience managing sales, marketing, operations, personnel and production. Successful track record of performance on local, regional and national levels within the advertising and marketing industry. Skilled at establishing relationships that prove beneficial for clients, partners and communities. *Key qualifications include:*

- Corporate vision & strategic operation
- Creative direction
- Art direction & graphic design
- Forecasting and budgeting
- Media negotiation and buying
- Broadcast production & direction
- Marketing research
- Accountable

Bachelor of Science • Marketing • Ball State University, Muncie, IN

Professional Experience

- BULLDOG CREATIVE SERVICES** (Fiskitree Company I, LLC dba Bulldog Creative Services) Huntington, WV 1999-Present
President & CEO
- Founded full-service advertising agency in 1999. Agency has grown from sole proprietorship to national award-winning firm with over fifteen employees in less than fifteen years
 - Experienced revenue and client growth every year since inception; Agency actively manages over 60 accounts
 - Recruited and grew a world-class management team and staff that continually exceeds client expectations
 - Manage and direct key client relationships and campaigns
 - Provide strategic direction and vision for entire company
 - Directly responsible & accountable for performance of entire company
- GUMPENHAMMER., LLC** Huntington, WV 2007-Present
Managing Partner
- Founded investment group in 2007. Active in real estate holdings, institutional and entrepreneurial investment activities.
- MDWORX GROUP** Huntington, WV 2006-2010
Partner
- Co-founded health care operational and marketing consultation firm
 - Successful consultation engagements with multi-specialty physician groups regionally and nationally
- SHORT GRASS GOLF** (Class Investment Group I, LLC dba Short Grass Golf) Huntington, WV 2002-2005
Managing Partner
- Co-founded speciality retail operation
 - Responsible for purchasing, personnel, operational structure and management, advertising and marketing, merchandising
- EZNET** (Central City Online, LLC dba EZNET) Huntington, WV 1998-2000
Chief Marketing Officer - 1999-2000; Vice President of Sales & Marketing - 1998-1999
- Corporate sales and marketing officer for start-up Internet company during "Internet boom"
 - Responsible for multi-million dollar budgets
 - Experienced double-digit revenue and margin growth during tenure
 - Responsible for all advertising, marketing, forecasting, sales management and production
- RUTTER MEDIA** Huntington, WV; Muncie, IN 1994-1998
General Manager - 1997-1998; Key Account Manager - 1997; Production Manager - 1994-1997
- Sales and production leadership for leading television advertising firm



EXECUTIVE SUMMARY (continued)

Ashleigh Graham-Smith

Director of Client Services
ashleigh@bulldogcreative.com



Profile

Senior Account Executive with a broad range of marketing and advertising skills. Experience with media buying, planning and strategy, new business development, copywriting, and public relations. Proud team member of an award-winning full service advertising agency.

Bachelor of Arts • Journalism, Emphasis in Advertising • Marshall University

Professional Experience

BULLDOG CREATIVE SERVICES (Fishine Company I, LLC dba Bulldog Creative Services) Huntington, WV 2007-Present

Senior Account Executive

- Communication liaison for clients and art department
- Media planning and buying
- Research
- Copywriting
- New business development
- Public Relations
- Event Planning

MACK AND DAVES Huntington, WV 2006-2007

Advertising Manager

- Design and layout of ROP
- Planning and strategy
- Copywriting
- Media Buying

INNOVATIVE MATTRESS SOLUTIONS Huntington, WV 2005-2006

Advertising Assistant/Media Buyer

- Design and layout of ROP
- Market Research
- Responsible for Weekly Corporate Communication
- Media Buying

Community Involvement

- MARSHALL UNIVERSITY - Adjunct Faculty, School of Journalism and Mass Communications
- YPC - Huntington (Young Professionals Committee) Member
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE Member
- HUNTINGTON YMCA MARKETING COMMITTEE Member

Technical Skills / Application

- DESIGN SOFTWARE
Creative Suite including InDesign, Photoshop, Illustrator, Acrobat, Quark
- MICROSOFT PRODUCTS
Office including Word, Excel, and Powerpoint

Interests and Activities

- Cooking
- Dining and entertaining with clients and friends



EXECUTIVE SUMMARY (continued)

Christine King

Vice President - Creative Services
 cking@bulldogcreative.com



Profile

Award-winning designer with extensive knowledge in creating and managing successful advertising campaigns. Energetic and innovative designer, always willing to take on new challenges.

Bachelor of Fine Arts • Emphasis in Graphic Design • Marshall University

Professional Experience

BULLDOG CREATIVE SERVICES (Fishknee Company I, LLC dba Bulldog Creative Services) Huntington, WV 2004-Present
Vice President - Creative Services

- Work directly with clients
- Develop, design and execute ideas (*print, outdoor, collateral materials, logo/identity, packaging, publications web and other interactive projects*)
- Manage a team of graphic designers and web developers
- Responsible for managing and over-seeing projects
- Manage and direct photo/commercial shoots

HUNTINGTON QUARTERLY Huntington, WV 2006
Freelance Graphic Designer

- Designed and layout articles for the Commemorative Edition of the Huntington Quarterly - "We Are Marshall"

Community Involvement

- GENERATION HUNTINGTON **Member**
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- CHILDREN'S PLACE **Board Member**

Honors and Awards

- AMERICAN ADVERTISING FEDERATION *Advy Awards*
 - People's Choice
 - Nine Gold Awards
 - Fourteen Silver Awards
- GRAPHIC DESIGN USA *Recognition of Excellence*
 - 2005: Three Awards of Excellence
 - 2006: Five Awards of Excellence
 - 2007: Five Awards of Excellence
 - 2008: Seven Awards of Excellence
 - 2009: Eight Awards of Excellence
 - 2010: Four Awards of Excellence
 - 2011: Six Awards of Excellence
 - 2012: Seven Awards of Excellence
 - 2013: Eleven Awards of Excellence
 - 2014: Ten Awards of Excellence
- NATIONAL ASSOCIATION OF COLLEGIATE MARKETING *NACMA Awards*
 - 2005: Two Gold Awards
 - 2006: One Gold Award
- BIG BOOK OF GREEN DESIGN *Award Recognition*
 - 2009: Three Awards
- AMERICAN PACKAGING AWARDS *Recognition of Excellence*
 - 2010: Two Awards of Excellence
- AMERICAN WEB DESIGN AWARDS *Recognition of Excellence*
 - 2010: Two Awards of Excellence
- GENERATION HUNTINGTON AWARD
 - 2012
- CREATE HUNTINGTON RECOGNITION AWARD
 - 2011, 2012



EXECUTIVE SUMMARY (continued)

Craig Davis

Interactive Producer
cdavis@bulldogcreative.com



Profile

Award-winning video production specialist with extensive knowledge in video acquisition, production techniques, animated graphic creation, 3D – 2D animation

Professional Experience

BULLDOG CREATIVE SERVICES <i>(Fishknee Company), LLC dba Bulldog Creative Services</i> Huntington, WV Interactive Producer/Video Production Specialists	2013-Present
<ul style="list-style-type: none"> • Shoot and Edit all types of video productions from commercials to training videos 	
WOWK-TV13 Huntington, WV Promotions Producer, Graphic artist	2001 - 2013
<ul style="list-style-type: none"> • Created promotional materials for the station including commercials, web ads, print, and outdoor • Wrote, shot and edited all promotional commercials. 	
KING & GIBSON ADVERTISING AGENCY Lubbock, TX Video Production Specialists	1998-2001
<ul style="list-style-type: none"> • Developed advertising campaigns that included: print, mail, outdoor, web, and broadcast television • Shot, edited all video production. Developed logo designs, animated logos for broadcast and web. 	
KLBK-TV13, CBS AFFILIATE Lubbock, TX Production Manager	1996-1998
<ul style="list-style-type: none"> • Managed news and on-air production department. • Responsible for on-air quality control, annual budgets, commercial production, set design, live/on-location broadcasts, special production projects 	
COX COMMUNICATIONS /CABLEREP ADVERTISING Lubbock, TX Production Manager	1994-1996
<ul style="list-style-type: none"> • Wrote, shot & edited television commercials, infomercials, exercise programs, home shows, etc. • Worked with clients, account reps and agencies to develop product from concept to final product. 	

Honors and Awards

- 11 Addy Awards
- Regional Emmy
- Associated Press Award

Technical Skills / Application

- MICROSOFT PRODUCTS
Office Including Word, Excel, Powerpoint
- ADOBE PRODUCTS
Photoshop, Illustrator, InDesign, Acrobat, AfterEffects
- VIDEO PRODUCTION SOFTWARE
Avid Media Composer, Cinema 4D, Lightwave 3D

Interests and Activities

- Golf
- Hiking



EXECUTIVE SUMMARY *(continued)*

In response to our ability to provide contracted services, we regularly work remotely with our clients to achieve results. With our headquarters in Huntington, West Virginia, we regularly provide services for our clients in:

- New York City, NY
- Dayton, OH
- Cedar Rapids / Iowa City, IA
- Fairmont, WV
- Clarksburg, WV
- Richmond, VA
- Washington, D.C.
- Beckley, WV
- Somerset, NJ

We do so through regularly scheduled, in-person meetings as well as majority of communication through Internet channels, voice contact and video conference capabilities. We affirm to West Virginia Department of Veterans Assistance that we would provide an exemplary level of customer service and responsiveness to the account, doing whatever is necessary.

CLIENT EXAMPLES

As for our abilities and experience to develop powerful and professional messaging, we believe that power in communications comes from a complete strategy. This is comprised of an understanding of the target audience, an application of stunning and effective design, and the integration of creative and action-inducing copy that merge design and message.

Unified campaigns that are targeted at specific audiences are effective only when they're *relevant for that audience*. Our client services teams work alongside the client and the creative teams at Bulldog to determine the best mode of engagement for the specific target in question.

As an example, when advertising and promoting a recent recruitment push for Marshall University, there were no "traditional media" utilized. The entire campaign was performed online. It was relevant for the audience and resulted in a noticeable, measurable upswing in new student enrollment.

A combination of social media including Facebook and Instagram was utilized as the media vehicles, as well as Pandora Online Radio and display retargeting using YouTube and Google Adwords. Designs needed to follow the specific guidelines of the media in question, and the campaigns were monitored for effectiveness and flexible change on a daily basis.



AdWords Breakdown (One week period):

11,619 impressions

8.66% Average Click Through Rate (Search) *(Note the national average is 2%)*

1,006 Total clicks *(Increase of 54%)*

\$0.68 Average Cost Per Click *(Decrease of 56%)*

Improving the landing page and narrowly targeting ads resulted in a triple increase in the CTR and doubled overall clicks. We were also able to lower the overall cost-per-click by 56% (From \$1.56 to \$0.68)



YouTube (one week)

49,624 impressions YouTube in-stream and in-display

3,866 Total views

\$0.18 Average CPV (Decrease of \$0.2)

7.79% View Rate (Increase of 29%)

12% of viewers watched the full commercial (Increase of 1%)

19% of viewers watched at least half of the commercial (Increase of 1%)

Overall, we were able to increase the overall CTR and view rates, lower the total cost per click, and more narrowly engage the target.

*In-Stream ads play before the destination video

*In-View ads appear as thumbnails when relevant to the target

Additionally, a Facebook campaign had been running for a little under 6 days as of the date of the AdWords report. During that time frame, we had experienced over 268,000 impressions to nearly 1,000 unique individuals. See below:

Facebook Ads Reporting

General Metrics

Start Date	End Date	Campaign Name	Impressions	Reach	Clicks	Unique Clicks	Click-Through Rate (CTR)	Unique Click-Through Rate (uCTR)	Amount Spent	Cost Per 1,000 Impressions (CPM)
2016-05-08	2016-05-15		268,000	2,302	1,211	908	0.451%	1.041%	\$382.09	\$1.42
2016-05-08	2016-05-15	emerald school of business	51,833	331	207,402	554	0.398%		\$730.71	\$1.41
2016-05-08	2016-05-15	Four "Choosing the right"	47,912	120	49,999	587	1.023%	1.17%	\$812.45	\$1.41

Clicking on the image below will take you to the commercial:



https://www.youtube.com/watch?v=Y0U19W_cnFU



CLIENT EXAMPLES

Client: Mountwest Community & Technical College

Client Contact: Keith Cotroneo | (304) 710-3355 | cotroneo@mctc.edu

Account Type: Retainer, full-service

Account Manager: Chris Michael

Project Team: Christine Borders, Chris Michael, Ashleigh Graham-Smith, Craig Davis, and Levi Durfee

Challenge: Create a new brand and identity for a new college

Action / Narrative: In 2008, as an act of the West Virginia Legislature, community colleges throughout the State of West Virginia were separated from their sister/parent institutions – primarily universities – and allowed to operate as their own institution. In 2010, the college began the switch from “MCTC” to a new and unique brand.



Marshall Community & Technical College needed a new name and new brand. Bulldog was tasked to complete the project.

In very short order, Bulldog identified the target markets for the brand. Those included:

- Community
- Students: current, alumni and potential
- Stakeholders: local elected officials, Board of Governors, faculty and staff

In order to appease each of the targets, we developed an aggressive campaign that allowed for public response through Internet, phone and other vehicles to a number of possible choices for the new name and subsequent identity choices. Those choices were solicited, reviewed for relevance and eventually systematically eliminated until only two choices remained, those two being the choices of all the stakeholders.

Choices were eventually developed, designed and presented to the Board of Governors for approval where the new brand was quickly adopted. Following that adoption, we engaged in a very cost-effective and aggressive advertising campaign that served the purpose of establishing the new brand as well as promotion of college enrollment.

Further action: Following the determination of the brand, Mountwest, we then engaged in an advertising campaign designed to accomplish the identification of the new brand, continue focus on the recruitment of students and demonstrate stability to all the stakeholders previously identified.

Mountwest purchased the former corporate headquarters of Ashland, Inc. on top of a hill on the very south side of the Huntington metro. The challenge became evident in that we now had:

- A new, unknown college identity
- A new campus disconnected from the former home (Marshall)
- An institution disconnected from a reputable and solid parent (Marshall)

We developed the campaign “New Opportunities” around all the opportunities that Mountwest offered, rather than what could be considered challenges. With new, bright, clean and crisp design, we set out to convince the constituencies that Mountwest was vibrant, viable and independent.

We carefully chose numerous media vehicles to accomplish our mission:

- **Television:** As an anchor medium, we believed that the power, reach and impact of television could provide a



CLIENT EXAMPLES

strong and positive momentum for the college.

- **Print:** The geographic target market skews older and many of the influential decision makers in the market are akin to the power of print. We made the conscious decision to focus efforts on that demographic through this medium.
- **Outdoor:** A strong vehicle for identity and branding, outdoor was utilized in a heavy rotation for the launch of the new college.
- **Direct Mail:** We engaged and managed a proprietary publication, "Career Focus", that was directly mailed to over 100,000 residents in the marketplace. This magazine, in full-color tabloid format, highlights the many advantages of community college education and training as well as specifics as they relate to Mountwest.
- **Internet:** We understand that today's potential students are heavily influenced by the impact of the Internet. We allocated a strong amount of budget towards this effort.
- **Transit:** Not unique to the geographic market of Mountwest, but identified as impactful, we engaged a full wrap transit strategy for the college.
- **Collateral:** We supported our advertising and marketing efforts with printed collateral and promotional items designed to accompany our efforts.

Result: Since the launch of the "Opportunities" campaign, Mountwest has become a top of mind brand in the marketplace. The relevance, impact and positive economic benefit of the college can be evidenced through the many graduates and career-seeking students at and from the college.

The results of the campaign, and subsequent campaigns, continue to be realized. We have witnessed record enrollments, record graduates, record earnings and top of mind awareness period after period since we had partnered with them.



CLIENT EXAMPLES

Creative: Examples of the creative that accompanied this campaign:

MOUNTWEST COMMUNITY & TECHNICAL COLLEGE
Die-Cut, Tri-Fold Brochure



CLIENT EXAMPLES

MOUNTWEST COMMUNITY & TECHNICAL COLLEGE

Miscellaneous ads and media



GRAND OPENING!

MAKING THINGS IN THE NEW CAMPUS FREE TIME / VENDOR SUPPORT / CAMPUSNEEDS

Mountwest
Community & Technical College

Join us for
**Mountwest's New Campus
Grand Opening Celebration**

Saturday, August 11th | 10 am - 2 pm
2205 Fifth Street Road | Huntington, West Virginia

Sponsored by **CabellHuntington Hospital**

Mountwest
Community & Technical College

Orientation Registration

THIS DECISION IS YOURS
TAKE THE FIRST STEP
FOR YOUR FUTURE AND
REGISTER FOR
MOUNTWEST'S ORIENTATION.

(866) 676-5533 | www.mctc.edu

NOW ENROLLING!

Workforce Solutions
The perfect fit every time

Mountwest
Community & Technical College

Now enrolling for:
Electrical I, II, III | Welding I, II, III
Hydraulic Systems
Pneumatic Systems

**JOIN US UP ON THE MOUNT
FOR SPRING ENROLLMENT**

Stop by our One-Stop Student Services area to enroll for the Spring Semester!

A Mountwest Community & Technical College enrollment specialist will assist you with all your enrollment questions. We'll help you with your application, financial aid, and more. We'll also help you with your orientation and registration.

Mountwest
Community & Technical College

E-ZStart

(866) 676-5533 | www.mctc.edu
One Mountwest Way | Huntington, WV



CLIENT EXAMPLES

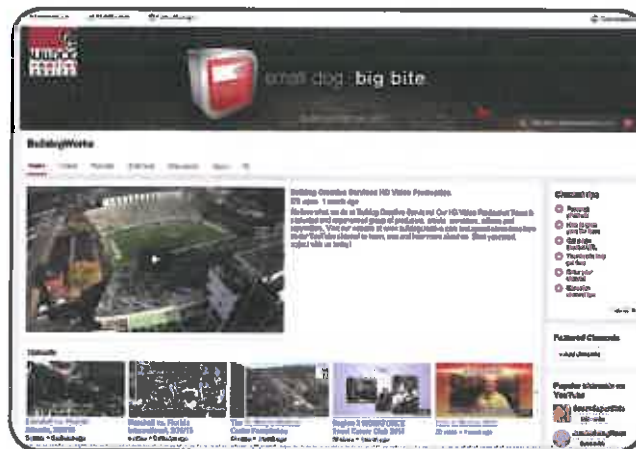
MOUNTWEST COMMUNITY & TECHNICAL COLLEGE

Website and Television:



Please reference the many Mountwest commercial productions on our YouTube channel, specifically the Mountwest playlist at:

<https://www.youtube.com/user/BulldogWorks>



If being viewed on an interactive device, clicking the image above will direct the viewer to the YouTube Channel.



CLIENT EXAMPLES

Client: HIMG

Client Contact: Mark Morgan | (304) 528-4600 | markmorgan@uhsww.com

Account Type: Retainer, full-service

Account Manager: Chris Michael

Project Team: Megan Ramey-Keelin, Craig Davis, and Levi Durfee

Challenge: Increase awareness of cancer specialists at HIMG.

Action / Narrative: Cancer touches everyone, from every walk of life. We needed to focus a campaign on the availability of expertise of the Hematology / Oncology specialists at HIMG. Obviously it was a very sensitive campaign that had to be dealt with carefully.

The result was the "I Can. Fight Cancer." campaign.

fight
cancer.

Creative:

We designed the identity noted above as a cornerstone for the campaign. The creative included the depiction of real and acting cancer "fighters", not survivors or those who didn't win the battle. Examples of that creative are depicted below:

Additional identity pieces:

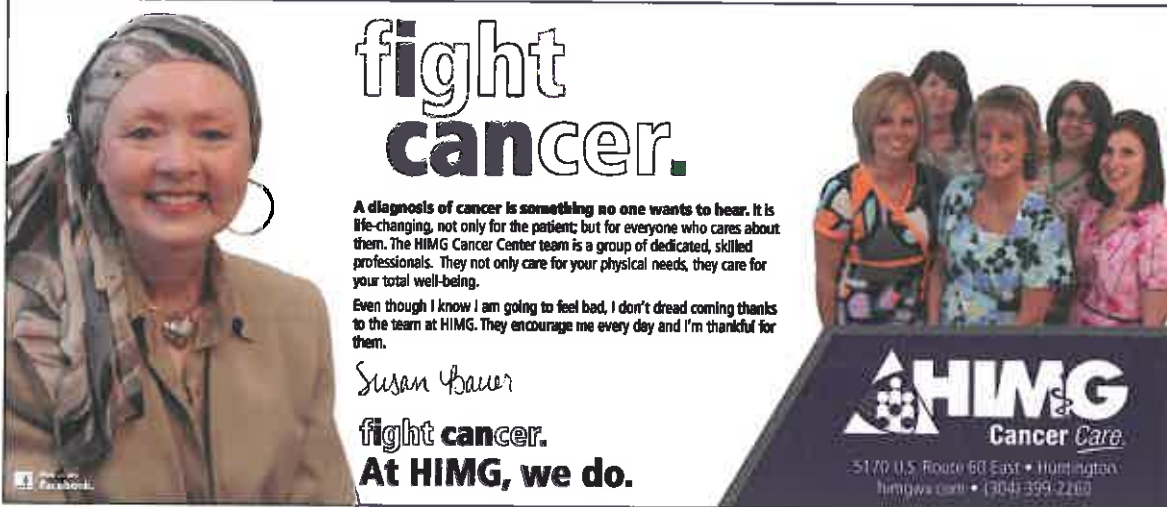


When it's
cancer,
you need *care.*



CLIENT EXAMPLES

Print:



fight cancer.

A diagnosis of cancer is something no one wants to hear. It is life-changing, not only for the patient, but for everyone who cares about them. The HIMG Cancer Center team is a group of dedicated, skilled professionals. They not only care for your physical needs, they care for your total well-being.

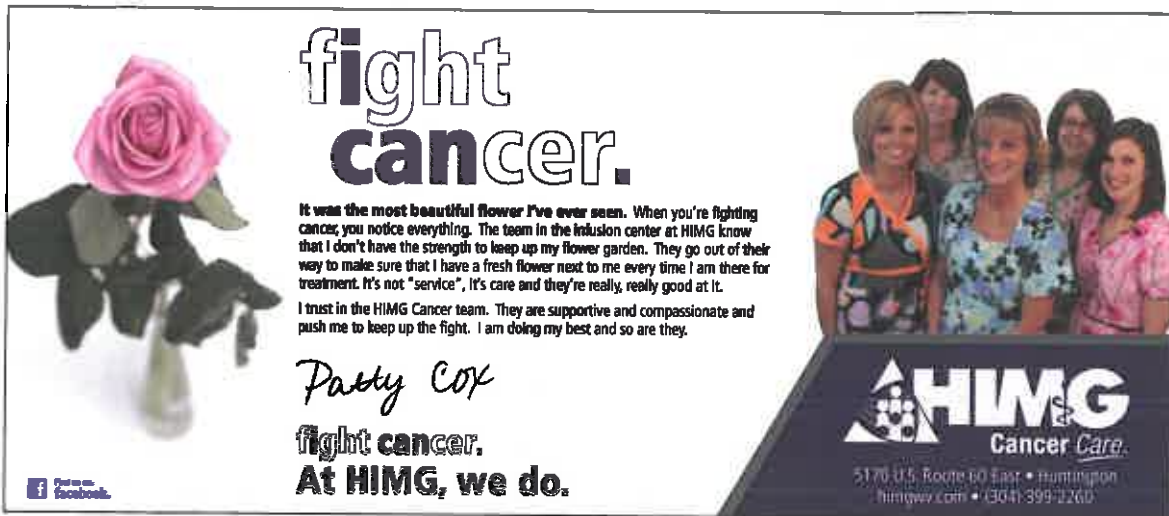
Even though I know I am going to feel bad, I don't dread coming thanks to the team at HIMG. They encourage me every day and I'm thankful for them.

Susan Bauer

**fight cancer.
At HIMG, we do.**

HIMG
Cancer Care.

5170 U.S. Route 60 East • Huntington
himgwww.com • (304) 399-2260



fight cancer.

It was the most beautiful flower I've ever seen. When you're fighting cancer, you notice everything. The team in the infusion center at HIMG know that I don't have the strength to keep up my flower garden. They go out of their way to make sure that I have a fresh flower next to me every time I am there for treatment. It's not "service", it's care and they're really, really good at it.

I trust in the HIMG Cancer team. They are supportive and compassionate and push me to keep up the fight. I am doing my best and so are they.

Patsy Cox

**fight cancer.
At HIMG, we do.**

HIMG
Cancer Care.

5170 U.S. Route 60 East • Huntington
himgwww.com • (304) 399-2260

When it's **cancer,**
you need **care.**



Cancer Care at HIMG.

Cancer extends beyond the medical challenges of the disease. Cancer touches all aspects of our lives. At HIMG, our specialists are experts in cancer care.

We provide a comprehensive suite of cancer services at HIMG that are unrivaled in the region. Not only does our Hematology / Oncology team provide outstanding care after diagnosis, but our specialists and surgeons are a vital part of any cancer care protocol. Our chemotherapy nursing team provides you with a comfortable and supportive healing atmosphere nestled in a clinical setting.

In addition, our support services in radiology, mammography, chemotherapy and laboratory are all intertwined as part of that comprehensive effort to eradicate the disease.

Cancer is a challenge. Our team stands next to you every step of the way.

HIMG
Cancer Care.

(304) 528-4600
5170 U.S. Route 60 East • Huntington, WV 25705 • www.himgwww.com



CLIENT EXAMPLES

Outdoor:



Television and Online:

An emotionally charged and powerful video was produced for this campaign. It can be referenced on our YouTube channel or by clicking any of the images below.



Result:

HIMG and their specialists are recognized as the premier source of cancer care in the region. To that end, even one of the regional hospitals, St. Mary's, features the HIMG physicians in their cancer campaigns.



CLIENT EXAMPLES

Client: West Virginia Lottery

Client Contact: Ron Lawson | (304) 558-0500 | rlawson@wvlottery.com

Account Type: Project-based for website redesign

Account Manager: Chris Michael

Project Team: Christine Borders, Ashleigh Graham-Smith, Levi Durfee, Craig Davis

Challenge: Revamp the website and create increased functionality

Action / Narrative: In late 2013, Bulldog was selected from a competitive bid process to design, program and develop a new website for the West Virginia Lottery. The issues surrounding the previous site were numerous:

- Outdated design
- Fragmented data files
- Decreased functionality
- Lack of organizational ability to affect change

The West Virginia Lottery needed a new Internet presence

Bulldog was tasked to complete the project.

PROJECT NEEDS

West Virginia Lottery had the need for a new website that includes the following attributes:

- Updated design
- Client control
- Cross-platform reliability with complete mobile function
- Ease of navigation
- Secure access
- Accurate content
- Increased functionality

Additionally, the new site needed to be more efficient and interactive than the previous site. The new website was designed to serve as a conduit for instantaneous human input and resulting action(s), both on the consumer experience as well as back-end management abilities.

Finally, the site needed to be designed and developed as an adaptable and flexible platform for future growth and development opportunities.



Design Components

Bulldog Creative provided West Virginia Lottery with a fresh new web design that is easy to navigate and provides useful information to current and potential customers. The design was intended to also convey to potential customers that West Virginia Lottery is a professional, reliable and exciting organization.

The design integrated a modern, updated look that satisfied the client. The site demonstrates to current and potential customers that West Virginia Lottery is improving its web presence in order to serve them better.

Functionality

Bulldog Creative was, and is, committed to providing the West Virginia Lottery with a website that demonstrates increased functionality to the specifications of the client. To that end, that functionality includes customized programming.



CLIENT EXAMPLES

Video

Bulldog Creative produced eight animated videos to be included with the site focused on “How to Play” various draw games from the lottery.

Content Management System

Central to the new design from Bulldog Creative was a robust Content Management System (CMS) that allows the West Virginia Lottery to make changes easily to the website, without requiring a dedicated workstation or additional software. Not only will the CMS save West Virginia Lottery website revision costs but it will also ensure that the website stays fresh and up to date.

Website Organization

Bulldog Creative continues to work with West Virginia Lottery to provide a functional, expandable and complete website architecture that includes both the front end as well as consumer form and function and secure access areas desired by the client.

Workflow

Preliminary Design

Working in conjunction with West Virginia Lottery, Bulldog Creative provided West Virginia Lottery with no less than four design concepts for the new website as well as complementary sub-pages and templates that accompany them. That design concept includes the basic layout, color palette, font choices, etc.

Integration of Content Management System

Once the design was approved, Bulldog Creative incorporated the Content Management System into the design. Working with West Virginia Lottery, Bulldog Creative incorporated all the content and function the client wished to include into the site.

Training

Bulldog Creative facilitated multiple CMS training sessions with West Virginia Lottery employees, showing them how to use the Content Management System. This was done on-site and online.

Testing and Launch

Bulldog Creative and West Virginia Lottery worked together off a hidden directory to test the functionality of the site and be certain it was to the approval of the client. The site was launched with the approval of the client and all materials were delivered to the client.

Maintenance

Bulldog Creative provides West Virginia Lottery with maintenance function as needed.

Intangibles

Bulldog Creative absolutely committed to:

- Giving West Virginia Lottery the absolute best, most committed and dedicated effort we could.
- Be 100% ethical, honest and proactive with communication and efforts on behalf of the client
- Being available 24 / 7
- Take a vested interest in the success of the project
- Performance like an organization should: with pride, determination, accuracy and outstanding results.



CLIENT EXAMPLES

Client Examples: West Virginia Lottery

Result:

The new site for the West Virginia Lottery launched in February of 2015. The site is a vast improvement over the previous site and includes multiple levels of functionality, secure data transfer and flexibility for continued improvement. Clicking the "new site" image below will take you to the site.



Old website



New website



DEMONSTRATION OF CREATIVE SKILLS



Some of the best demonstrations of our creative skills are found throughout our digital presences on our website and our social media presences. Clicking the images below will direct you to these sites.



[Click here to visit bulldogcreative.com](http://www.bulldogcreative.com)



[Click here to visit our Facebook presence](https://www.facebook.com/bulldogcreativeservices)



[Click here for our YouTube channel](https://www.youtube.com/user/BulldogWorks)

www.bulldogcreative.com

www.facebook.com/bulldogcreativeservices

<https://www.youtube.com/user/BulldogWorks>



CREATIVE Production

We believe in our production capabilities. Our HD Production team is unrivaled in quality and execution - on budget. We affirm that we will provide West Virginia Department of Veterans Assistance with the highest quality in our production activities. Please click any of the images below to be taken to examples of our production efforts.



Marshall University "Statement"



Scott Orthopedics "Excellence"



Cabell Huntington Hospital "Partnership"



Marshall University "Best. Decision. Ever."



First Sentry Bank "It's Our Way"



West Virginia Lottery "How to Play"



Marshall University Basketball Intro 2014



First Sentry Bank "We Want to Be Your Bank"

All can be referenced at:

<https://www.youtube.com/user/BulldogWorks>



ADDITIONAL WEB EXAMPLES



WWW.RUBBERLITE.COM



WWW.PRESPERSE.COM



WWW.CITYOFHUNTINGTON.COM



WWW.MCTC.EDU



WWW.HUNTINGTONYMCA.ORG



WWW.WOODROWWILSON.ORG



WWW.HADCO.ORG



WWW.ST-MARYS.ORG

All websites produced by Bulldog Creative Services are custom-designed and individually programmed.



References

Client References: Please see below:

Client	Contact	Phone	eMail
First Sentry Bank/WesBanco	Geoff Sheils, CEO	(304) 522-6400	gsheils@firstsentry.com
West Virginia Lottery	Ron Lawson, Programmer Analyst	(304) 558-0500	rlawson@wvlottery.com
Cabell Huntington Hospital	Lisa Chamberlin, VP of Marketing	(304) 399-6854	lisa.chamberlin@chhi.org
HIMG	Mark Morgan, CEO	(304) 528-4657	mmorgan@uhswv.com
State of West Virginia	Senator Bob Plymale	(304) 638-7147	plymale@econdevt.com
Marshall University	Aaron Goebbel	(304) 696-4375	goebbel@marshall.edu



Section 4, Subsection 4.1 To establish a statewide strategy and execute a plan that significantly increases the number of West Virginia veterans who visit WVDVA field and claims offices and, as a result, increase the total dollar amount of awards offered to West Virginia veterans. The existing total dollar amount of awards to West Virginia veterans should increase by \$150 Million per year, which would bring the total to \$2 Billion (plus) by fiscal 2020. (Results will be measured by the metric utilized in fiscal year 2016 by the WVDVA to determine its statewide award amount.)

The WVDVA is seeking to drive traffic into its field offices and/or is seeking realistic ways to better reach into communities. The field offices are reasonably well-represented throughout the state, especially considering the finite number of staff able to spread out to the field and itinerant offices. The WVDVA is seeking a stronger, clearer visibility to veterans across the state.

Vendor Response: *A strong mix of traditional and non-traditional marketing and advertising efforts can lead to a positive response from veterans and the general public. Leveraging the strength, size and reach of the organization through a viable public relations and marketing effort will result in successes.*

The ability to reach specific target demographics is enhanced today by the access we have as an agency to data to determine the communication habits, the lifestyle habits and the locations of targets. Not just veterans but also other target markets that the organization should be reaching. We will utilize that data, our resources and our experience to develop a strategic plan to raise awareness and traffic.

Section 4, Subsection 4.2 To establish a statewide strategy and execute a plan that delivers the WVDVA's messages to a higher number of "younger" veterans - younger being defined as veterans who served in the U.S. armed forces during (roughly) the past 25 years.

The WVDVA seeks research and analysis regarding the most effective uses of traditional and/or social media, as well as ways to create word-of-mouth messages that reach younger veterans. Many West Virginia veterans, especially younger ones, are likely leaving benefits and cash "on the table" that are available to them. The WVDVA seeks fresh, workable ideas for reaching veterans who are not being served.

Vendor Response: *Bulldog Creative has always advocated the integration of scientific data available to us through many demographic and geographic consumer behavior modeling tools as well as traditional research and other methods to determine best practices.*

We regularly engage focus groups, survey tools and experiential modeling tools to compile data and make recommendations. We would do the same for this effort.



Section 4, Subsection 4.3 To generally raise the statewide recognition of both the WVDVA and Cabinet Secretary Dennis Davis, utilizing earned media, social media, news releases, public events and, potentially, traditional advertising to accomplish this goal.

Vendor Response: *We have a solid reputation as a progressive, creative and affordable agency that achieves the goals set for us and for ourselves. A strong mix of media is critical to every marketing, advertising and public relations effort we undertake. We would rely on the information we gain from the WVDVA, the research and data we capture as well as the years of experience we have in the industry to provide you with outstanding results.*

Section 4, Subsection 4.4 To raise awareness of the West Virginia Veterans Home (Barboursville, W.Va.) and, as a result, increase (during the duration this contract) by at least 50 percent the number of residents at the facility.

The Veterans Home offers housing, meals, recreation and some forms of medical assistance to homeless veterans. The facility can serve as a temporary respite or a place for veterans to call home. Unfortunately, the facility does not appear to be not well known outside of the Huntington-Barboursville area.

Vendor Response: *The Veterans Home is a gem. It is in our backyard and not much is known about the facility, or its opportunities, outside of its own walls. There are many opportunities for promotion through public relation efforts, social media and traditional media. There are many, many stories that need to be told within the Veterans Home in Barboursville. We will help you tell those stories and increase the utilization of the home.*

Section 4, Subsection 4.5 To improve the quality and increase the quantity of content on WVDVA's web and Facebook sites, as well as create, if necessary, and deliver messages via other avenues of social media contact.

Vendor Response: *In the early 2000's Bulldog Creative invested in an in-house web department. That department is now a vibrant and growing section of the agency. We know of very few agencies that can boast of the in-house capabilities Bulldog has in this area. We employ designers, software developers and producers that focus their efforts in this arena. We have detailed many of our previous efforts in the web and social media areas in this document. We will do an outstanding job, quickly and affordably, for the WVDVA.*

Section 4, Subsection 4.6 To monitor news and developments statewide and, using the web site and social media, publicize appropriate events and developments.

Vendor Response: *Paying attention is one of the things we do best. We not only use individual review but also purchase and engage tracking software to keep us aware of related media to our client base. We will leverage that to use the public relations, advertising and marketing venues we have at our disposal and access to promote and influence the target markets of the WVDVA.*



Section 4, Subsection 4.7 To create (or have appropriate relationships for sub-contracting such work) web quality, and perhaps television-quality, videos that promote the Department of Veterans Assistance and/or issues that the Department deems important to West Virginia veterans.

Vendor Response: *Much like the web department growth, in 2012, we decided to bring HD video production in-house. We made significant investments over the years in the best quality equipment and people available. Our video efforts are award-winning and we'd be honored to provide the WVDVA with production efforts. Please reference the video examples presented previously in this document.*

Section 4, Subsection 4.8 To utilize earned media - television, newspapers, radio web-based news services - to achieve the goals of this statewide promotional and education campaign through compelling news stories and other appropriate news hooks.

Vendor Response: *We perform in this area for our clients on a daily basis. Our outreach with public relations efforts are targeted, strategic and measured. We consistently work with media outlets to both give them viable news and information and get viable news and information. Our reputation is good and our efforts are tangible. We will do the same with the WVDVA.*

Section 4, Subsection 4.9 To assist the Department as it attempts to raise awareness of two potentially high profile programs: Veterans to Agriculture and Mountain State 22, a veterans-specific, suicide-prevention program. To also assist the Department with the any future new initiatives that will require public relations/marketing.

The WVDVA has attempted for years to sponsor a Veterans to Agriculture program that is aimed at giving veterans - especially veterans suffering from PTSD - a means to earn income by owning and operating small farms. Whereas other veterans/agriculture programs exist, the WVDVA is on the ground floor with an initiative that gives veterans the opportunity to receive academic credits while being taught how to farm. It will also assist veterans with obtaining appropriate land to farm and markets for products raised.

The WVDVA in the fall 2016 initiated a community-based suicide-prevention program aimed at finding and helping veterans at risk. Three communities began programs. They achieved varying degrees of success. The Department is taking a renewed interest in helping this program succeed.

Vendor Response: *We often are asked to provide agency efforts to promote specific areas of a larger organization. To do so, we go through the same process we do for any effort. Those efforts include the identification of the target market, research on the same, recommendations on communications efforts, budgeting, execution, analysis and reporting (amongst many other efforts).*

Initial thoughts might include: For these focus areas for the WVDVA, it would be of benefit to partner with the state agricultural office for support and assistance, SBA for entrepreneurial assistance, the Commerce division and others.

The suicide initiative is something we all can be passionate about. Much like other challenges in the communities we serve like substance use, social services and others, we can motivate communities and leaders to act. Engagement of behavioral health groups will provide assistance as well.



Section 4, Subsection 4.10 To publicize and assist with the management of Department of Veterans Assistance-sponsored events.

Vendor Response: *We have the contacts, resources and capacity to partner with the WVDVA to provide outstanding service in this area. We regularly work with our clients to promote, manage and facilitate many events. These events have ranged in size to small professional meetings to runs, concerts, golf tournaments, symposiums, and multi-day events hosting thousands. We will not disappoint in this area.*

Section 4, Subsection 4.11 To produce and distribute news releases, as necessary.

Vendor Response: *We have a proven track record of successful coverage on many local, regional, statewide and national efforts with press releases.*

Section 4, Subsection 4.12 The awarded company would serve as communications consultants and, if necessary, hands-on partners regarding potential public relations efforts and/or the management of crisis communications issues, including, but not limited to, needs within: WVDVA headquarters and programs initiated and managed through the headquarters office; the West Virginia Veterans Home; the West Virginia Veterans Nursing Facility (Clarksburg, W.Va.); the Donel C. Kinnard Memorial State Veterans Cemetery (Institute, VI.Va.).

Vendor Response: *We're very mobile and very adept at handling challenges. We intently review the issues at hand and offer recommendations for action, response or levels of non-response on a moments notice. We are available 24/7 and have PR experts on staff that are responsive, respected and reliable.*

Section 4 Replies : Attachment B, Mandatory Specifications

Section 4, Subsection 5.1: Interested vendors must have experience working in the following arenas: research and analysis, public relations, message development, grassroots marketing, video development, events planning and management.

Vendor Response: *Please review the agency information provided previously in this document that addresses these many areas.*

Section 4, Subsection 5.2

Interested vendors must have prior experience working in all regions of West Virginia, with regions being defined in the following manner: Southern West Virginia, Eastern West Virginia/Potomac Highlands, Eastern Panhandle, North-Central West Virginia, Mid Ohio Valley, Northern Panhandle.

Vendor Response: *West Virginia is our home and we work all over it. We work with clients throughout the state (and beyond). We have operated offices in Charleston and Beckley and have clients that we provide very similar services to daily in all areas of the state. Our current client list includes efforts in every region noted in this RFP.*



Section 4, Subsection 5.3

Interested vendors must have previously managed campaigns that involved video production for television and/or Internet.

Vendor Response: *Our in-house capabilities include HD video. We have award-winning results for video production throughout our history. Please reference video examples previously noted in this document.*

Section 4, Subsection 5.4

Interested vendors must have experience either buying advertising space or employing a subcontractor for this activity.

Vendor Response: *We provide media management on an in-house basis daily.*

Section 4, Subsection 5.6

Interested vendors must have experience managing public events.

Vendor Response: *Please reference our reply on Section 4, Subsection 4.10 (page 32)*



State of West Virginia
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, 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,
 Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; 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 that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's 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) rescind the contract or purchase order; 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.

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: Bulldog Creative Services

Signed: 

Date: 04/18/18

Title: President

*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.



STATE 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: BULLDOG CREATIVE SERVICES

Authorized Signature: [Signature] Date: 8/20/15

State of West Virginia

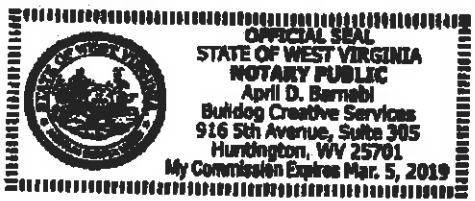
County of Putnam, to-wit:

Taken, subscribed, and sworn to before me this 21st day of August, 2015.

My Commission expires March 05, 2019.

AFFIX SEAL HERE

NOTARY PUBLIC April D Barnhill
Purchasing Affidavit (Revised 07/01/2012)



Please feel free to gain more information about Bulldog Creative Services, our team and our experience by visiting us online at www.bulldogcreative.com or by calling us at (304) 525-9600.

Thank you, again, for the opportunity to present this proposal.

Most Sincerely,



*Chris Michael
President & CEO
Bulldog Creative Services*

Please visit us online:



INTERNET: www.bulldogcreative.com



YOUTUBE: <http://www.youtube.com/user/BulldogWorks> (Video Production Examples)



FACEBOOK: <https://www.facebook.com/BulldogCreativeServices>



TWITTER: <https://twitter.com/bulldogcreative>

