



WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE

INTEGRATED MARKETING PLAN & EXECUTION TECHNICAL PROPOSAL

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WV Purchasing Division



BUYER: Crystal Rink
SOLICITATION NO.: CREP VET180000001
BID OPENING DATE: April 19, 2018
BID OPENING TIME: 1:30 PM EST

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Attachment A: Vendor Response Sheet

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

Orion Strategies is a strategic communications and integrated marketing firm serving national, regional and local clients in various industries through public relations, research and polling, stakeholder affairs, grassroots marketing, community outreach, coalition building, and creative services.

Founded in Charleston in 2006, Orion Strategies has grown into a statewide and regional firm with offices in Buckhannon, Martinsburg, and Columbus, OH and the addition of a Pennsylvania based employee.

Orion Strategies distinguishes itself from other public relations agencies and consultants in West Virginia with our comprehensive array of in-house services. These services include, but aren't limited to:

Public Relations

Orion Strategies has served as primary consultant for a number of companies and organizations. The firm has guided a wide range of clients through major media events, national news stories, crisis response, and large-campaign planning and development.

Grassroots Advocacy and Coalition Building

Orion Strategies works with our clients to make key decisions based on a comparison of the socioeconomic benefits against the public relations risks. Orion builds working coalitions that gain momentum until a critical mass is reached and a feeling of inevitability becomes conventional wisdom.

The Orion team develops individual meetings with both active and potential coalition members. The approach for these targets includes networking, presentations and relationship building. Each coalition member is evaluated for likelihood of collaboration and then approached, if and when an approach is appropriate.



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Local Stakeholders Relations

Orion Strategies helps build solid relationships with local organizations including municipalities, counties and non-governmental entities where one-on-one stakeholder investment can occur. Once those relationships are developed, Orion Strategies utilizes those engagements for support of programs and projects as appropriate.

Events

In-person meetings are a great way to engage stakeholders and turn them into grassroots supporters. Orion Strategies has extensive experience planning and executing public events, fairs and festivals, public education opportunities, trade shows and other outlets recommended in this proposal that may serve as key components to gathering information.

Earned Media Development

Orion Strategies finds that third-party advocacy by the media through earned opportunities provides validity to causes for its clients. To that end, Orion Strategies works with clients to develop op-eds, letters to the editor, targeted stories, interview opportunities, and radio call-ins. Orion Strategies develops metrics to directly measure the effectiveness of each developed earned-media plan and follows through with clients to reach objectives.

Research and Polling

Orion Strategies believes in extensive research. Orion Strategies consistently researches the various materials available on each client and how that information can be utilized in marketing messages. Thoroughly researched information serves as the bedrock for materials developed for this endeavor.

Orion Strategies conducts interviews, compiles reports, executes telephone polling and direct mail surveys, as well as exploring and employing other proven research methods. Our firm's commitment to research is demonstrated by our employment of an in-house research team dedicated to meeting the information needs of our clients



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Digital Communications (Web Development and Social Media)

Social media has become a cornerstone of developed communication for clients. Facebook, Instagram, Twitter, YouTube, LinkedIn, Wikipedia and other social media platforms create a multi-tiered world for new communication possibilities. Orion Strategies educates its clients on the various platforms available and develops plans to fit the appropriate messaging. Orion Strategies also develops, services and updates websites for clients including the utilization of search engine optimization and analytics.

Media Production and Placement

Orion Strategies prides itself in effective media development and placement. While high quality is important to convey an appropriate message to the target audience, it is even more important to understand who is seeing the messages being offered. Knowing which demographic should be reached, and knowing how to do it in order to obtain positive results is vital.

Orion Strategies develops media for on-line and broadcast. The firm maintains a modern media suite with production equipment and current editing software. This allows us to produce in-house video and audio that supports our television placement, online advertisement and digital content services.

Media Training

Orion Strategies staff members who have worked in the media directly over the years provide a keen insight for media training seminars provided to the company's clients. Further, these sessions educate the audience in crisis communication, social media and interview scenarios.

Direct Mail, Print Materials and Collaterals

Orion Strategies provides effective direct mail campaigns designed to persuade. Orion Strategies has a history of favorable results. Knowing which messages to send to which households, when to place the piece into the mail stream, understanding postage to ensure the best rates and keeping ahead of the competition are vital in a direct-mail campaign.



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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 in the execution of this contract.

Orion Strategies' staff of 12 full-time and 3 part-time employees includes experts in all segments of strategic and integrated marketing communications including former journalists, media buyers/sellers, researchers, government employees, digital and video developers, graphic designers and government affairs professionals. This broad range of in-house experience allows us to develop and execute campaigns on time and on budget that meet the goals and objectives of our clients.

Orion Strategies' Team

- Curtis Wilkerson – Principal
Strategy Development and Media Relations
- Chris Hall – Director of Business Operations and Government Affairs
Media and Government Relations
- Amber Evans – Senior Account Executive
Media Relations and Social Media Development
- Ken Collins – Senior Account Executive - Ohio Lead
Media and Community Relations
- Tiffany Lawrence – Senior Account Executive, Eastern Panhandle Lead
Media and Community Relations
- Jessica Wintz – Public Policy Specialist
Community Relations, Social Media and Government Affairs
- Paul Fallon – Junior Account Executive
Media Relations and Coalition Development
- Shayla Owens – Junior Account Executive
Copywriting and Community Relations



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- Graham Godwin – Researcher
Research, Surveys, Focus Groups and Polling
- Ethan Butler – Web and Video Developer
Digital and Graphic Design
- Olivia Meadows – Graphic Designer
Graphic Design
- Laura Weeks – Projects Assistant and Office Manager
- Tom O’Neill – General Counsel
Government Affairs and Community Relations (Part-Time)
- Ashlyn Hoak – Assistant Researcher
Research and Database Development (Part-Time)
- Sandra Major – Special Projects
Pennsylvania Community and Media Relations (Part-Time)

WVDVA Project Team – Account Coordination and Service

Amber Evans – Senior Account Executive

If awarded this contract, Senior Account Executive Amber Evans would serve as Orion Strategies’ lead for the project and the primary point of contact for the West Virginia Department of Veterans Assistance. Evans would also be responsible for coordinating all activities by Orion Strategies staff in support of the WVDVA including, but not limited to, research, earned media, public events, paid advertising, social media, news clips and media monitoring, video development and events planning efforts.

Evans serves as the principal account manager for a variety of clients in the healthcare, energy and infrastructure sectors. She routinely manages social networking for clients and offers her expertise in this area for media training seminars.

Evans has overseen millions of dollars in television advertising, paid online media strategies and scores of direct mail programs. For years, she has managed and assisted multiple associations and overseen the execution of public relations campaigns on their behalf.



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Prior to joining Orion Strategies in 2012, Evans worked for Ogden Newspapers. She is a native of Atwater, California and a graduate of Davis & Elkins College. She graduated Magna Cum Laude with a Bachelor of Science in Marketing and a concentration in Business Management.

Evans would be supported by Junior Account Executives Paul Fallon and Shayla Owens.

Paul Fallon – Junior Account Executive

Paul Fallon, a Junior Account Executive, has nearly 20 years' experience working as a journalist for news organizations in West Virginia. After graduating from Marshall University with a bachelor's degree in Print Journalism, Fallon accepted his first newspaper job at the *Bluefield Daily Telegraph*, where he worked as a general assignment reporter covering everything from bluegrass festivals to homicides. Fallon has since worked at a number of newspapers throughout the state, including *The Record Delta* in Buckhannon and *The Charleston Daily Mail* in the Mountain State's Capital. He also worked for a time at a newspaper in Port Charlotte, Florida. Fallon has served the AmeriCorps as a VISTA worker where he recruited volunteers for Central WV Community Action, an agency dedicated to fighting poverty. During this time, he helped establish the first nationally recognized diaper bank for needy families in West Virginia.

Shayla Owens – Junior Account Executive

Shayla Owens is a Junior Account Executive at Orion Strategies. She received a Bachelor of Arts in English from West Virginia State University with a focus in Professional Writing and a Spanish minor, which included time spent studying abroad in Costa Rica. In 2017, she received a Master of Arts degree in English from Marshall University where she tutored writing to diverse disciplines and taught English courses. In her graduate studies, Shayla's research interests ranged from Ecocriticism to the study of Regionalism, place identity, and Appalachian literature, with those interests informing her creative writing.



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Project Team - Research

The Department of Veterans Assistance is seeking 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. Graham Godwin, a Research Specialist at Orion, will lead Orion Strategies' research effort if our firm is awarded the contract.

Godwin has both international experience and deep roots in the Mountain State. He received a Bachelor of Science degree in Political Science from Shepherd University in 2009, which included a 2011 internship with U.S. Sen. Jay Rockefeller. That same year, Godwin earned a Master of Arts degree in Political Science from West Virginia University. That degree came with a specialization in International Relations, with sub-concentrations in National Security and Developmental Democracy.

Before joining Orion, Godwin worked as a grants administrator and was CEO of Godwin Analysis Intelligence and Networking (G.A.I.N.) Development, LLC. Godwin also spent two years with the Peace Corps as a Development Consultant in Kyrgyzstan and was a facilitator at the World Appreciative Inquiry Conference in Katmandu, Nepal. Godwin's duties will cover project research, public opinion polling, focus groups, background document development and other necessary research.

Project Team – Graphic Design, Video and Digital Content

Ethan Butler – Web and Video Developer

Ethan Butler is an accomplished photographer and graphic designer who specializes in website development. He received his degree in Graphic Design from West Virginia Wesleyan College and joined Orion Strategies after having interned at the firm.

At Orion Strategies, Butler has developed and/or completely overhauled a number of client websites to create a solid, professional appearance for multiple associations, businesses and organizations.

Butler has a keen sense of direct mail development as well as web design that allows for very direct messaging through imagery. He has simultaneously executed scores of direct mail efforts in coordination with paid television, newspaper and radio advertisements. Butler has utilized these same skills along with his talent for photography and videography to produce and edit videos that have been utilized in television advertising, social media campaigns and presentations.



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Olivia Meadows – Graphic Designer

Olivia Meadows is a Junior Graphic Designer at Orion Strategies. In 2016, she graduated from The Art Institute of Pittsburgh with a Bachelor's of Science degree in Graphic Design. While studying at The Art Institute, she developed collateral material for various programs offered at the school and worked as a freelance graphic designer for Carnegie Mellon University in Pittsburgh, Pennsylvania. Olivia specializes in designing materials for print including multi-page publications, collateral, logo design, and providing businesses with distinctive and timeless branding identities.

Project Team – Additional Services

While Orion Strategies has offices in Charleston, WV, we don't view ourselves as a Charleston firm. We are a West Virginia and regional organization with multiple offices and employees that reside in or have significant personal ties to counties and communities throughout the state. We believe this statewide presence allows us to better serve and respond to needs of an organization like the WVDVA that maintains 16 field and claims offices and 3 facilities across the state.

Amber Evans will serve as the primary account lead and the day-to-day contact for the WVDVA. However, Orion Strategies may utilize other team members, in addition to those detailed above, in supporting roles particularly when an on-site presence is required at a field office or facility. We believe that by deploying staff with local ties that Orion Strategies can reduce costs associated with travel and maximize existing personal relationships with regional media such as television, newspapers and radio when promoting the WVDVA and its programs and services. Utilizing employees with local personal relationships also benefits the WVDVA when there is a need to partner with community groups and organizations to promote WVDVA programs and services such as Veterans to Agriculture and Mountain State 22.



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3.3 Company information and reference 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.

Orion Strategies strives to provide a comprehensive array of in-house services to our clients. By limiting the use of subcontractors, we are able to better manage timelines and the quality of work delivered to our clients while controlling costs by eliminating third parties.

Orion Strategies supports the mission of the WVDVA and believes, if selected, our work should reflect the values of the organization when possible. If subcontractors are necessary during the execution of this contract, Orion Strategies will make a good faith effort to utilize veteran owned vendors (including printing) when possible in the fulfillment of those products and services.

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

West Virginia Route 2 and I-68 Authority
Charles Clements, Executive Director
(304) 771-3530
chascllem@suddenlink.net

Elkins Rehabilitation and Care Center
Grace Roy, Director of Human Resources
(304) 636-1391 Ext. 220
groy@ercc.biz

Rick Simon, CEO
Community Care of West Virginia
304-545-0571
rick.simon@ccwv.org



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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.

Orion Strategies begins every project with a deep dive into the client's organizational objectives and communications, an approach we utilize to obtain effective strategy, appropriate tactics and desired results.

To that end, we would begin our work by conducting a communications and branding audit of the WVDVA.

The communications and branding audit would include:

On-site visits to each of the WVDVA 16 field and claims offices and 3 facilities to review signage, waiting area layout, point-of-sale opportunities and other location factors that may support or run counter to the WVDVA's mission of aiding and advising honorably discharged West Virginia veterans and their qualifying dependents

- A review of all external communications such as:

News Releases
Op-Eds
New Stories and
Interviews
Website
Brochures and Printed

Materials
Public Statements
Reports
Videos
Paid Media
Presentation Materials



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- Meetings with key WVDVA leadership such as the Secretary, State Veterans Council and Program Managers to ensure Orion Strategies has an in-depth understanding of the services, programs, current marketing efforts and funding sources for the organization.

When the audit is complete, Orion Strategies will devise a plan with strategy, goals and tactics to fit the budget of the WVDVA. Messaging, tone, communication vehicles and established metrics will be developed as part of the communications efforts.

Once these pieces have been determined, some tactics may include, but not limited to:

- Broad Coalition Development
- Events across West Virginia
- Veteran Holiday Events
- Letters to the Editor and Op-Eds
- Social Media Challenges
- Facility Tours for Media and VIPs
- Economic Impact Studies
- Video Messages for Digital
- Social Media Bandwagon Campaign



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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 service 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.

Orion Strategies believes in extensive research. Orion Strategies researches each client and analyzes how information can be best utilized in message development and execution of strategic campaigns. Thorough research serves as the bedrock of every Orion Strategies project.

The experiences of veterans provide them with values, perspectives and belief that are unique compared to the rest of the civilian population that has never engaged in service. Developing a strategy and campaign without first understanding the messaging that resonates most effectively with veterans and the tactics and tools that would be most effective in delivering those messages will result in wasted effort and resources. The communication tools and messages that would be most successful in reaching "younger" veterans are mostly likely different than those needed to reach "older" veterans.

Orion Strategies would utilize its in-house research team to partner with the WVDVA to conduct focus groups and surveys of veterans across multiple age groups and regions to collect the necessary data to develop a fact-based, strategic communications plan for reaching both unserved and underserved veterans in the Mountain State. The focus groups and surveys will assess:

- Service needs of veterans
- Awareness of the availability of services
- Veterans perception of the effectiveness of available services
- Barriers to accessing services
- Mediums for effective communication with veterans a various age demographics
- Messaging that would be most effective in encouraging participation in available programs



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Information collected through the focus groups and surveys would be utilized in developing the plan with strategy, goals and tactics proposed in Section 4, Subsection 4.1. The data can also be used by the leadership of the WVDVA to ensure that current program offerings meet the needs of the West Virginia veterans and their qualifying dependents.

Once this campaign is developed, tactics to reach veterans of the last 25 years may include, but is not limited to:

- Developing a central database of veterans in West Virginia
- Developing 3rd Party Advocates
- Coalition building with non-veteran organizations
- Social media information campaign
- Blog posts
- Social Media Networking
- Digital Information Videos
- Non-traditional venues



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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, new releases, public events and, potentially, traditional advertising to accomplish this goal.

Orion Strategies finds that our clients frequently benefit from earned media opportunities that lend third-party credibility to their causes. To that end, Orion Strategies works with clients to develop and place op-eds, letters to the editor, targeted stories, interview opportunities, and radio call-ins. Orion Strategies develops strategies and metrics to measure the effectiveness of each earned-media plan and follows through with clients to reach objectives. These include, but aren't limited to:

- Town hall and public meetings
- News conferences
- Editorial board meetings
- Staged events
- Fairs and Festivals
- Roundtable discussions
- Regular Columns and Op-Eds
- Digital and Print Newsletters
- Presentations
- Supporting collateral materials
- Websites, social media and online marketing

Orion Strategies prides itself in effective media development and placement. While high quality is important to convey an appropriate message to the target audience, it is even more important to understand who is seeing the messages being offered. Identifying which demographic should be reached in order to obtain positive results is vital.

Orion Strategies develops video, television placement, online advertisement and other multi-media production. Created videos can then be integrated into websites, social media, presentations, commercials, sponsorships and other avenues to effectively deliver a multi-sensory message.



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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 of 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 care service 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.

Orion Strategies' specialty is assessing the needs of its clients. We work to ascertain the necessary messages and audience, and we thoroughly research the penetration required to utilize effective messages.

An example of this approach, with similarities to the West Virginia Veterans Home, was our campaign on behalf of Elkins Rehabilitations and Care Center (ERCC).

ERCC is a 111-bed facility that combines state-of-the-art care and equipment with a comfortable, home-like setting. They provide 24-hour skilled nursing attention, long-term and short-term care, inpatient and patient services, rehabilitation therapies – physical therapy, occupational therapy & speech therapy – specialized rehabilitation care, and progressive programs for those who are battling memory loss.

ERCC came to Orion Strategies after an unsuccessful campaign by another firm. Occupancy rates had fallen into the 80% range and the company was looking for a new direction.

Orion Strategies launched a new multi-media campaign based on the message “Who do you trust to take care of the person who has taken care of you your entire life?” Television ads were filmed on location using residents, staff and family members – each telling their stories of what made ERCC such a special place.

Occupancy rate maximized at 100% with a significant waiting list. Further, the campaign's sub-message of both long-term and short-term care led to an expansion of the company's rehabilitation services. This growth eventually resulted in the need to construct a new wing to handle the increased demand for rehabilitation services.



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While the WVDVA's budget may not allow for a television campaign with the penetration required to meet the targeted occupancy rates, Orion Strategies will meet with administrators at the West Virginia Veterans Home to gain a better understanding of the services offered, existing marketing practices and current referral sources for the program. From this research, we will design a strategy to raise awareness of the West Virginia Veterans Home utilizing tactics that maximize the promotion of the facility within the allowable budget. These tactics may include, but aren't limited to:

- Op-Eds about the facility by Secretary Davis and other prominent military officials
- Earned Media such as news stories and interviews
- Brochures and printed materials that can be distributed to potential referral sources such as veterans' organizations and social service agencies that regularly engage the homeless population.
- Videos for distribution through on-line platforms telling the personal stories about the benefits of the facility from the perspective of veterans and the home's staff.
- Paid Media
- Special events such as an open house to invite both individuals that could serve potential referral sources as well as state and local government officials to learn more about the facility and the services offered to veterans in Barboursville.



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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.

Social media is a cornerstone of developed communication for clients. Facebook, Instagram, Twitter, YouTube, LinkedIn, Wikipedia and other social media create a multi-tiered world for communication possibilities. Orion Strategies educates its clients on the various platforms available and develops plans to match targeted messages to the appropriate platform. Orion Strategies also develops and maintains websites for clients and provides content-management services and paid-campaign programs.

Orion Strategies currently actively assists numerous clients with maintaining their website and the development of social media content. By increasing the regularity of posts and the quality of content, we have increased the number of followers, raised engagement levels and expanded the reach of posts. Content development can include original posts in response to a current activity or upcoming event, sharing of posts, articles and other content from similarly focused groups and organizations or the development of engaging infographics, videos and pictures that support the WVDVA's mission to aid and advise honorably discharged West Virginia veterans and their qualifying dependents and to ensure they are provided the care, assistance and recognition they deserve.

For clients that wish to maintain their own website content, Orion Strategies constructs websites utilizing a user-friendly platform. The platforms include easy-to-use content management systems that enable representatives of the organization to make updates in the future, should they wish to take an active role in doing so.

Websites are designed to be compatible with mobilization so that it is functional across a number of devices - mobile phone, tablet, etc. This is critical feature as over 50% of all of global web traffic now originates. from mobile devices. Websites designed by Orion Strategies also include a user's manual to help facilitate in-house content management.



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On-line advertising is becoming an essential part of any media campaign. Global marketing experts are forecasting that half of all global advertising dollars will be spent online by 2020, matching the worldwide spend on traditional advertising, such as television, print ads and billboards. Orion Strategies has the expertise to advise clients on the design, placement and targeting of on-line advertising both through websites and social media. This may include, but is not limited to:

- Sponsored content
- Paid Advertising
- Digital Events
- Networked Groups



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

Staying on top of news, blogs, social media and other outlets (both digital and analog) is key to an effective communication strategy. Orion Strategies provides these services and others to various clients:

- News clips (print and video) of relevant topics
- Client mentions
- Social media content
- Media reports
- Reputation management

Orion Strategies will work with the WVDVA to identify key words, phrases and subject matters and monitor both traditional and on-line media sources for relevant news. Clips will be provided regularly to the WVDVA leadership to aid the organization in the development of its communication's strategy. Appropriate news and information identified through clips highlighting positive veteran related articles and events can also be utilized to generate content for WVDVA's social media to increase follower engagement.

Clip services provided by other agencies frequently miss a significant percentage of stories and content because they rely solely on internet search results. Orion Strategies produces more comprehensive clip results by subscribing to a multitude of daily and weekly newspapers across the state. This allows Orion Strategies to identify stories and events that are not digitally published or that are placed behind a paid-subscription wall.

Additionally, our firm has the ability to monitor content from more than 2,000 television and radio stations. This service allows us to capture and report on broadcast content that is not otherwise available through on-line searches or on media websites.



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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.

Orion Strategies develops media for on-line and broadcast. The firm maintains a modern media suite with production equipment and current editing software that is staffed by a video and digital content development specialist. This allows us to produce in-house video and audio that supports our television placement, online advertisement and digital content services. Created videos can then be integrated into websites, social media, presentations, commercials, sponsorships and other avenues to effectively deliver a multi-sensory message.

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.

Orion Strategies employs experienced journalists and writers as part of its media relations team. Their experience in newsrooms, covering events and reading thousands of press releases provide them with critical insider knowledge about how to best engage the media, write news hooks that get attention and effectively pitch story ideas.

News releases, opinion editorials, press events and features drafted and pitched by Orion Strategies are regularly printed or covered by every major news outlet in West Virginia. Our firm's placement success is based upon quality writing, newsworthy pitches, accurate media contact lists, personal follow-up and development of long-term relationships with the state's print, broadcast and internet media.

New releases and media advisories are only effective if the appropriate editors and reporters receive them. Orion Strategies accomplishes this by utilizing its research team to maintain and update an internal, proprietary media contact list featuring reporter names, contact information and social media handles. Orion Strategies has developed a reputation within state media circles as a trusted source for newsworthy and credible information. We have strengthened our ties with the press through sponsorship of West Virginia Press Association events and assisting the organization in securing speakers for its panels from our broad client base.



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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 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.

The WVDVA in the fall of 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.

Orion Strategies recommends the Veterans to Agriculture and Mountain State 22 programs being included in the research proposed in Section 4, Subsection 4.2 of this response sheet. Prior to designing a public relations and marketing strategy, it is necessary to assess the current level of awareness among West Virginia veterans of these two programs and the communication tools and tactics that would be most effective in reaching the targeted demographics.

One possible tactic for increasing awareness of the Veterans to Agriculture program would be a professional presentation by the WVDVA at strategically selected public events including agricultural fairs and festivals, job fairs, educational recruitment events and veterans gatherings. Orion Strategies recommends developing the following materials to support the program:

- Pop-up display
- Banner Stand displays
- Tabletop display
- Table drapes/cloths
- Information rack
- Video about the Veterans to Agriculture program with Display Monitor



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The WVDVA has indicated the community-based suicide-prevention programs have achieved varying degrees of success. Orion Strategies would seek to develop a better understanding of the successes and failures of these programs in order to develop research based, best practices for their promotion.

A potential tactic for promoting Mountain State 22 may be the development of marketing and communications tools to engage patients and doctors in the healthcare settings. Research has indicated that a high percentage of veterans committing suicide have contact with a healthcare provider either through primary care, mental health services or the emergency room prior to their death. Posters, printed collateral materials and other information made available to veterans and health care providers within a medical setting promoting services and supports available could potentially be effective in reducing suicide rates.

Orion Strategies recommends a collaborative effort with other groups interested in suicide prevention including, but not limited to:

- Clergy
- Veterans Organizations
- National Association of Social Workers
- West Virginia Behavioral Healthcare Providers Association
- First Responder Organizations
- West Virginia Suicide Prevention Council
- West Virginia National Guard
- Bureau for Behavioral Health and Health Facilities
- First Choice Services
- American Foundation for Suicide Prevention West Virginia
- West Virginia State Medical Association
- West Virginia Osteopathic Medicine Association
- West Virginia Psychological Association
- West Virginia Association of Alcoholism and Drug Abuse Counselors



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

Orion Strategies has an extensive history of organizing, executing and publicizing successful events to meet the public relations and educational needs of our clients including town hall and public meetings, press conferences, educational seminars, and job fairs. Our experience allows us to understand the structure and needs of every type and size of affair and coordinate events that are well staged, organized, promoted and attended. Orion Strategies has the capability to assist clients in-house with:

- Site Selection
- Event Promotion
- Design and Distribution of Invitations
- Creation and Printing Event Signage and Backdrops
- Scheduling of Speakers
- Media Advisories
- Presentation Development
- Setting of Agendas
- Writing of Talking Points
- Designing of Collateral Materials
- Press Releases
- Coordination of Media
- Registration of Attendees
- Event Spokesperson Services or Training

Additionally, Orion Strategies' large staff and statewide presence helps facilitate the efficient execution of events across media markets.

Orion Strategies believes there are significant event possibilities for the WVDVA involving, but not limited to:

- Resolutions of Support
- Fair/Festivals Information Booths
- Benefit Concerts
- Legislative bill signings
- Film Viewings
- Website roll-outs
- Media Tours
- Information Panels



REQUEST FOR PROPOSAL

West Virginia Department of Veterans Assistance

CRFP VET1800000001

Further, the patriotism and military pride expressed by West Virginians in conjunction with annual holidays like Independence Day, Veterans Day and Armed Forces Day should be used to address veterans issues and to raise awareness statewide of the Agency's variety of services. Orion Strategies will work with WVDVA to develop creative events that leverage the recognition veterans already receive on these days to further advance the public's understanding of veterans issues.

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

As previously detailed in Section 4, Subsection 4.8, Orion Strategies employs experienced journalists and writers as part of its media relations team. Their experience in newsrooms, covering media events and reading thousands of press releases provide them with critical insider knowledge about how to best engage the media, write news hooks that get attention and effectively pitch story ideas.

News releases, opinion editorials, press events and features drafted and pitched by Orion Strategies are regularly printed or covered by every major news outlet in West Virginia. Our firm's placement success is based upon quality writing, newsworthy pitches, accurate media contact lists, personal follow-up and development of long-term relationships with the state's print, broadcast and internet media.

New releases and media advisories are only effective if the appropriate editors and reporters receive them. Orion Strategies accomplishes this by utilizing its research team to maintain and update an internal, proprietary media contact list featuring reporter names, contact information and social media handles. Orion Strategies has developed a reputation within state media circles as a trusted source for newsworthy and credible information. We have strengthened our ties with the press through sponsorship of West Virginia Press Association events and assisting the organization in securing speakers for its panels from our broad client base.



REQUEST FOR PROPOSAL

West Virginia Department of Veterans Assistance

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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.).

Orion Strategies has guided a wide range of clients through major media events, national news stories, crisis responses and the planning and development of large campaigns. As a strategic communications and public relations firm, we help our clients prepare for both the expected and unexpected.

Major corporations and employers in the insurance, energy and healthcare sectors have turned to Orion Strategies to assist in the development crisis communication plans for their organizations that help position them in times in which a response is needed. Orion Strategies will develop for the WVDVA a crisis communication plan that includes protocols, 24/7 emergency contacts, prepared public statements and social media planning. Other tools at the disposal of our clients include:

- Media training
- Media relations
- Establishing communications centers
- Multi-source outlet coordination
- Establishing experts and professionals
- Engaging third-party advocates
- Brand identification
- Reputation management

While much can be accomplished through phone calls, e-mails and video conferencing, in public relations and crisis communication a personal touch and physical presence is needed to properly understand and respond to a situation. Orion Strategies' office in Charleston places our firm minutes away from the WVDVA headquarters and a short drive to the West Virginia Veterans Home and Donel C. Kinnard Memorial State Veterans Cemetery.

We believe Orion Strategies distinguishes itself by its ability to service clients with a statewide or regional presence like the WVDVA. Our Buckhannon office servicing north central West Virginia is a half-hour drive to the West Virginia Veterans Nursing Facility. Our eastern panhandle based staff can quickly access the WVDVA field office in Martinsburg. We believe this would provide a significant benefit to the WVDVA as it responds to media inquiries or potential crisis situations in these regions.



REQUEST FOR PROPOSAL

West Virginia Department of Veterans Assistance
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Attachment B: Mandatory Specification Checklist

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: Orion Strategies is a strategic communications, integrated marketing and public relations firm with an in-house staff of professionals in public relations, grassroots advocacy, polling, research and creative services. Our firm is experienced in research and analysis, public relations, message development, grassroots marketing, video development, events planning and management.

Other services include, but are not limited to:

- Crisis communication planning
- Media training
- Media relations
- News conferences
- Brand identification
- Reputation management
- Media Buying
- Websites, social media and online marketing
- Direct Mail
- Surveys
- Focus Groups
- Print materials and collaterals
- Infographics
- Advertisements
- Logo development
- Collateral development



REQUEST FOR PROPOSAL
West Virginia Department of Veterans Assistance
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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: Founded in Charleston in 2006, Orion Strategies has grown into a statewide and regional firm with additional offices in Buckhannon, Martinsburg, and Columbus, OH. Our staff has experience working in all regions of West Virginia including Southern West Virginia, Eastern West Virginia/Potomac Highlands, Eastern Panhandle, North-Central West Virginia, Mid-Ohio Valley and the Northern Panhandle servicing over 150 clients in the energy, healthcare, telecommunication, manufacturing, taxation, defense, insurance, environmental impact, natural resources, labor, transportation and non-profit sectors.

Section 4, Subsection 5.3

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

Vendor Response: Orion Strategies has managed numerous campaigns that involved video and audio production for television, radio and/or the Internet. Our firm regularly develops video, television placement, online advertisement and other multi-media production. Created videos can then be integrated into websites, social media, presentations, commercials, sponsorships and other avenues to effectively deliver a multi-sensory message.

Section 4, Subsection 5.4

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

Vendor Response: Orion Strategies has in-house placed millions of dollars in television, radio, newspaper, magazine, billboard, on-line and social media based advertising for our clients.



REQUEST FOR PROPOSAL

West Virginia Department of Veterans Assistance

CRFP VET1800000001

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: Orion Strategies has significant experience and success in pitching stories to print, electronic and web-based reporters/editors, as well as acquiring earned media. News releases, opinion editorials, press events and features drafted and pitched by Orion Strategies are regularly printed or covered by every major news outlet in West Virginia. National and trade industry publications have also published our work. Our firm's placement success is based upon quality writing, newsworthy pitches, accurate media contact lists, personal follow-up and development of long-term relationships with the state's print, broadcast and digital media.

Section 4, Subsection 5.6

Interested vendors must have experience managing public events.

Vendor Response: Orion Strategies has extensive experience managing media and public events in all West Virginia markets. These include but are not limited to:

- Town hall and public meetings
- News conferences
- Staged events
- Roundtable discussions
- Annual association meetings
- Education conferences
- Ground breakings and ribbon cuttings
- Media and VIP tours
- Website launch events
- Film Viewings
- Themed special events supporting holidays and social advocacy causes
- Economic Development Conferences
- Job Fairs
- Workforce and Community Appreciation Events
- Speaker Panels




REQUEST FOR PROPOSAL
West Virginia Department of Veterans Assistance
CRFP VET1800000001

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirement, 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.

Orion Strategies, LLC

(Company)


Chris Hall, Director of Business Operations

(Representative Name, Title)

304-986-5060

(Contact Phone/Fax Number)

April 18, 2018

(Date)



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: Chris Hall of Orion Strategies, LLC

Signed: 

Date: 4/18/2018

Title: Director of Business Operations

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



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 RECEIVING LOCATION

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

VEENDOR

Vendor Name, Address and Telephone Number:

Orion Strategies, LLC
 PO Box 11847
 Charleston, WV 25339
 304-982-6050

FOR INFORMATION CONTACT THE BUYER

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

Signature X

FEIN # 26-0509735

DATE 4/18/18

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

CM

ADDITIONAL INFORMATION:

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

INVOICE TO		SHIP TO	
VETERANS AFFAIRS 130 ACADEMY DR		VETERANS AFFAIRS 130 ACADEMY DR	
DUNBAR	WV25064	DUNBAR	WV 25064
US		US	

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

SCHEDULE OF EVENTS

Line	Event	Event Date
1	QUESTION DEADLINE	2018-03-29

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.

CHAM, Director of Business Operation
(Name, Title)
Chris Hall, Director of Business Operations
(Printed Name and Title)
PO Box 11847, Charleston, WV 25339
(Address)
304-982-6050 (P)/ 866-747-3738
(Phone Number) / (Fax Number)
chall@orion-strategies.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.

Orion Strategies, LLC
(Company)

CHAM, Chris Hall, Director of Business Operation
(Authorized Signature) (Representative Name, Title)

Chris Hall, Director of Business Operations
(Printed Name and Title of Authorized Representative)

April 18, 2018
(Date)

304-982-6050 (P)/866-747-3738(F)
(Phone Number) (Fax Number)



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: ADDENDUM 1 INTEGRATED MARKETING PLAN AND EXECUTION

Proc Type: Centrai Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2018-04-02	2018-04-19 13:30:00	CRFP 0613 VET1800000001	2

BID RECEIVING LOCATION

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

VENDOR

Vendor Name, Address and Telephone Number:

Orion Strategies, LLC
 PO Box 11847
 Charleston, WV 25339
 304-982-6050

FOR INFORMATION CONTACT THE BUYER

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

Signature X

FEIN # 26-0509735

DATE 4/18/18

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

CMO

ADDITIONAL INFORMATION:

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

INVOICE TO		SHIP TO	
VETERANS AFFAIRS 130 ACADEMY DR		VETERANS AFFAIRS 130 ACADEMY DR	
DUNBAR	WV25064	DUNBAR	WV 25064
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Integrated Marketing Plan & Execution	0.00000			

Comm Code	Manufacturer	Specification	Model #
80141505			

Extended Description :
please see attached specs for more details

SCHEDULE OF EVENTS

Line	Event	Event Date
1	QUESTION DEADLINE	2018-03-29

CAM

SOLICITATION NUMBER: CRFP VET1800000001

Addendum Number: 1

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

Description of Modification to Solicitation:

1. To provide answers to vendor questions

No other changes at this time

Proposal submission date remains 04/19/2018 at 1:30 PM EST

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, 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.

CRFP VET1800000001
Addendum 1
Answers to Vendor Questions

**Q1. Whether companies from Outside USA can apply for this?
(like, from India or Canada)**

A1. Prior experience working in all regions of West Virginia per 5.2 Mandatory Requirement 2 is required. Additionally, this campaign is designed to be a “boots on the ground,” West Virginia-oriented initiative. There is an anticipation of events management per 4.3 of the Project Specifications. We will need vendor representatives to be present for events. The RFP pricing anticipates 100 hours of work in this area.

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.

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

Q2. Whether we need to come over there for meetings?

A2. Vendors should be prepared to take part in all meetings at the West Virginia Department of Veterans Assistance headquarters office. It's anticipated that many (perhaps half) of these meetings will take place at the offices of the vendor, especially if the vendor is within reasonable driving distance of Charleston. However, the vendor should be willing to attend meetings at the Department of Veterans Assistance.

**Q3. Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)**

A3. Refer to A1.

Q4. Can we submit the proposals via email?

A4. Please refer to Instructions to Vendors Submitting Bids Section 6 regarding acceptable submission methods

Q5. What is the current (FY 2017-18) marketing budget for the West Virginia Department of Veterans Assistance?

A5. Previous Department budgets have not included a dedicated PR/Marketing line item, therefore WVDVA doesn't have a specific, budget-driven FY 2017-18 marketing plan. The RFP that has been distributed is the Department's first major statewide PR effort and the first to involve the assistance of an outside organization. This effort is, essentially, the marketing plan.

Q6. Will the FY 2017-18 marketing plan be available for review by the vendor awarded the contract under the new RFP?

A6. Refer to A5.

Q7. Will samples of past marketing materials be available for review by the vendor awarded the contract under the new RFP?

A7. There are no comparable samples of past work.

Q8. Information from the Request for Proposal implies a degree of dissatisfaction with past efforts, or perhaps a desire to improve results moving forward. What methods of evaluation were used to arrive at these conclusions?

A8. The Department has not previously felt the need for extensive PR, therefore, such outreach has not been optimized.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: 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.

Orion Strategies, LLC

 _____
Company

Authorized Signature

April 18, 2018

_____ Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.
Revised 6/8/2012

West Virginia Ethics Commission
Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

Contracting Business Entity: Orion Strategies, LLC Address: 33 W Main Street
Buckhannon, WV

Authorized Agent: Curtis L. Wilkerson, Jr. Address: Same As Above

Contract Number: _____ Contract Description: Integrated Marketing Plan and Execution

Governmental agency awarding contract: West Virginia Department of Veterans Assistance

Check here if this is a Supplemental Disclosure

List the Names of Interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

1. Subcontractors or other entities performing work or service under the Contract

Check here if none, otherwise list entity/individual names below.

2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)

Check here if none, otherwise list entity/individual names below.

Curtis L. Wilkerson, Jr.

3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)

Check here if none, otherwise list entity/individual names below.

Signature: [Handwritten Signature]

Date Signed: 4/19/18

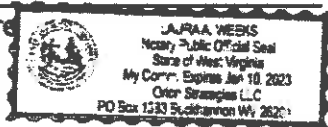
Notary Verification

State of West Virginia, County of Upshure:

I, Laura A. Weeks, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 19th day of April, 2018.

Laura A. Weeks
Notary Public's Signature



To be completed by State Agency:
Date Received by State Agency: _____
Date submitted to Ethics Commission: _____
Governmental agency submitting Disclosure: _____

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract 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.

ALL CONTRACTS: 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: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, 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: Orion Strategies, LLC

Authorized Signature:  Chris Hall, Dir Bus Operati Date: 4/19/18


State of West Virginia

County of Upshur, to-wit:

Taken, subscribed, and sworn to before me this 19 day of April, 2018.

My Commission expires January 10, 2023.

AFFIX SEAL HERE

NOTARY PUBLIC 

Purchasing Affidavit (Revised 01/19/2018)

