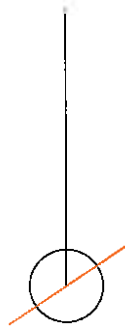


04/19/18 09:41:49
WU Purchasing Division

Patricia J. Stone 4/19/18

DIGITALRELATIVITY.COM

304.663.6890



WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE

Request for Proposal
CRFP VET1800000001
INTEGRATED MARKETING PLAN
AND EXECUTION

DIGITAL RELATIVITY, LLC

129 South Court Street, Unit 2
Fayetteville, WV 25840

1031 Quarrier Street, Suite C
Charleston, WV 25301

Phone: 304.663.6890

Fax: 304.608.2121

PAT STRADER

pat@digitalrelativity.com

(Signature)

(Date)



Digital Relativity, LLC
129 South Court Street
Unit 2
Fayetteville, WV 25840
304.397.8643

We are pleased to present this response to CRFP VET1800000001
- Integrated Marketing Plan and Execution. Enclosed you will find the
required response information and documents as outlined in the RFP.

Digital Relativity is a West Virginia-based agency comprised primarily of
individuals that were born in the Mountain State. We realize the importance
of this project, and welcome the opportunity to help the West Virginia
Department of Veterans Assistance reach more servicemen and women
that could benefit from available services.

Thank you for this opportunity.

A handwritten signature in blue ink, appearing to read 'Pat Strader'.

Pat Strader,
Digital Relativity

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CAPABILITIES AND EXPERIENCE

Digital Relativity has been successfully planning and executing marketing and advertising projects for more than 7 years for businesses throughout the United States. A full-service agency, Digital Relativity offers the following services:

Public Relations

We build relationships with all of your target audiences—stakeholders, customers, even employees—so we can build support with everyone involved with your brand. Even media relations goes beyond just sharing; we plan ahead to make sure you're creating valuable things to say.

Responsive Website Development and Search Engine Optimization

We use carefully planned information architecture to create the foundation for a dynamic, user-friendly experience that guides visitors seamlessly toward conversions, no matter what device they're using—all SEO-streamlined to boost organic traffic.

Graphic Design

Our designs bring beauty and psychology together in a powerful package that compels audiences and reinforces branding with a memorable, meaningful visual identity. We boil down complex concepts into elegantly simple, actionable visuals.

Multimedia

We capture gripping moments and ideas in video, photography, and illustrations, and bring them to life with editing and animation to share the story of your message in a way that grabs—and keeps—attention through the media clutter.

Strategy and Marketing Development

Not all great creative ideas work. We go beyond big ideas, and even big numbers. We think first, then act, focusing in on the metrics that actually count. We build roadmaps from research, then continually refine our approach to keep those key metrics trending upward.

Content and Social Media Strategy

We speak with our audience, not at them. With creative, salient campaigns and strategic content that meets the audience where they are, we dig beyond “likes” to create purposeful 2-way engagement that deepens brand investment and increases KPIs

CAPABILITIES AND EXPERIENCE

⊗ Media Buying, including Programmatic Buys

We make sure your messaging is leveraged fully but targeted efficiently. We evaluate the reach, audience and value of every ad buy individually (personally and with fine-tuned algorithms), and use that information to confidently guide negotiations so we can guarantee ROI. Our in-house digital campaign platform allows us to place and monitor digital ads, with the ability to adjust placements in real-time.

Specifically, we have worked with a diverse array of organizations including businesses involved in travel and tourism, professional services, associations, hospitality, breweries, and retail. We are well-versed in crafting holistic strategies that engage and educate customers.

SOME OF OUR PARTNERS

WEST
VIRGINIA



Marion
COUNTY
WEST VIRGINIA

SOME OF OUR PARTNERS





The DR Team

Digital Relativity's team is nimble and efficient, with the ability to act quickly on market trends, current events and last-minute opportunities. Our entire team pulls together to work on projects for all clients to ensure a well-rounded and thoughtful concept.



Pat Strader
Founder & CEO

Pat has more than 18 years of professional experience in marketing and advertising, working with companies to develop branding campaigns and media, organic search, paid search and social media strategies. He has a B.A. in sociology from West Virginia University. Pat has been invited to speak by numerous trade and marketing associations including PubCon Las Vegas, PubCon Austin, the West Virginia Governor's Conference on Tourism, the Kentucky Department of Agriculture, the Asheville Brewers Alliance, the West Virginia Fairs & Festivals Association and the Apple Processors Association.



Sarah Powell
Chief Operating Officer

Sarah has over 15 years of professional experience working in marketing, sales, and project management roles, including the creation of marketing plans and brand development. Work experience has taken her from the Walt Disney World Resort in Lake Buena Vista, FL, to Wake Forest University and the Graylyn Estate in Winston-Salem, NC, and finally back home to West Virginia and Digital Relativity. She has a B.S. in business administration (marketing emphasis) from West Virginia University and a master of business administration from Wake Forest University.



Carrie Nesselrode
Director of Account Services

Carrie has more than 26 years of experience in marketing. She is responsible for account management, strategic planning, event management, and brand identities for Digital Relativity partners. She has worked for several Fortune 500 companies including GE Plastics and Fortune Brands in the home and hardware division. Carrie is a graduate of the Marshall University Page Pitt School of Journalism.



Abbey Fiorelli
Creative Director

Abbey understands client needs and has been producing award-winning advertising campaigns for over 14 years. She started her career in retail advertising prior to moving to West Virginia and has worked with clients both large and small including The Hartford Financial Services Group, the West Virginia State Treasurer's Office, and the West Virginia Department of Transportation, to name a few. Her unique skill set paired with an understanding of the big picture means advertising campaigns are executed seamlessly under her direction. She has a B.F.A. from New York State College of Ceramics at Alfred University.



Matt Sanchez
Art Director

Matt is an experienced and award-winning multimedia producer and art director who got his start in video production and animation. At Digital Relativity, he helps lead the creative team and specializes in graphic design, motion graphics and animation, photography, and video. He has a B.F.A. in art and design (with an emphasis in electronic media) and a minor in art history from West Virginia University.



Justin Ferrell
Technical Director

Justin manages Digital Relativity's development team, coordinating website projects between the development and creative teams, ensuring that website designs meet client expectations and industry standards. He is an experienced back-end developer, specializing in responsive web development. He got his start in mobile development almost 10 years ago, shortly after the launch of the App Store. Justin has been invited to present about technology at the West Virginia Governor's Conference on Tourism as well as regional trainings and workshops throughout West Virginia and Ohio.



Eric Jackson
Web Developer

Eric has 10 years of experience in website design and development across a variety of software and tools. At Digital Relativity, he is responsible for website navigation, architecture, and design with a focus on usability and interaction. As a lead front-end developer, Eric is able to leverage his extensive experience with writing clean and efficient Javascript.



Seth Burdette
Web Developer

Seth has a background in natural resource development and most recently worked for the West Virginia Department of Environmental Protection. At Digital Relativity, he is responsible for front-end website and Wordpress development. He has a B.S. in Forest Resource Management from West Virginia University and a MBA from Seton Hill University with a specialization in entrepreneurship.



K.B. Carte
Web Developer

At Digital Relativity, K.B. is responsible for back-end website and Wordpress development. He works with the rest of the dev team to ensure that everything under the hood is running smoothly while helping to improve performance and security. He has a background in PHP, Python, SoHo Network Engineering, Linux, game development, and computer and network security.



Elizabeth Pabst
Graphic Designer

Elizabeth has a background in publication, layout and ad design, the latter of which has earned her various West Virginia Press Association awards. She is an experienced designer for a variety of mediums. She has a B.S. in graphic design from West Liberty University.



Josh Adams
Graphic Designer

Josh is an experienced graphic designer, specializing in illustration, digital design and various printing techniques. He received his B.F.A. in advertising and graphic design from The Columbus College of Art and Design. His work has garnered numerous American Advertising Federation WV Addy awards, the Scholastic Art and Writing Award, and he was a SkillsUSA Gold Medalist.



Ben Amend
Multimedia Producer

Ben is a multi-disciplined artist with over 7 years of experience helping companies and designers create visuals that fit their brand's needs. At Digital Relativity, he is responsible for video, photography, animation and on-location directing, producing and cinematography. He is an awarded gallery artist and published wedding photographer. He has a B.F.A. in intermedia from West Virginia University.



Bill Frye
Content Delivery Manager

Bill is responsible for content publishing and monitoring across a variety of channels, including social media and websites. In his 10-plus years in print journalism, Bill had roles as a page designer, copy editor, photographer, reporter and editor. He has a wide range of writing experience ranging from new editorial content to public relations. Bill has both a B.S. and M.S. in journalism from West Virginia University.



Lindsay Crance Snyder
Content Strategy Manager

Lindsay is an experienced content and social media manager, and also specializes in public relations, media management and event planning. She has a B.A. in communications from Concord University and has worked for the State Fair of West Virginia and West Virginia University Institute of Technology.



Alyssa Dreihaup
Media Coordinator

Alyssa is responsible for developing and managing media buys, coordinating digital campaigns, tracking placements, and reporting. She has a programmatic certification from The Trade Desk. She has been a radio DJ and News Director and has managed promotions for stations. Alyssa has a B.A. in journalism and mass communications (broadcast specialization) from Edinboro University of Pennsylvania.



Sam Babcock
Digital Media & Analytics

Sam manages research, analytics, reporting, and digital ad campaigns at Digital Relativity. He is Google Analytics and Adwords certified, and oversees campaigns in The Trade Desk, where he holds a programmatic certification. He has a B.A. in advertising from Marshall University.



Jim Strader
Business Strategist

Jim is responsible for business and financial affairs at Digital Relativity. He also facilitates strategic planning for partner organizations and businesses. He is a seasoned executive, serving as the general manager of Simonton Windows' Vacaville, CA plant from 1996 - 2000 and as the organization's Vice President of Organizational Development from 2000 - 2007.

AWARDS

AMERICAN ADVERTISING AWARDS WEST VIRGINIA 2017

Judges Choice Award

Pigs Flying TV for West Virginia Lottery

Best of Show

Passport to Southern West Virginia for Visit Southern West Virginia

MPB Excellence in Printing Award

ReCreate Memories Postcards for Visit Southern West Virginia



AMERICAN ADVERTISING AWARDS WEST VIRGINIA 2017 *(cont.)*

Gold Award for Best Elements of Advertising, Still Photography

Photo for Bridge Day

Gold Award for Best Sales & Marketing, Brochure

Passport to Southern West Virginia for Visit Southern West Virginia

Gold Award for Best Film, Video, & Sound, Television Advertising

It Could Happen to You TV for West Virginia Lottery

Gold Award for Best Film, Video, & Sound, Single Spot

Pigs Flying TV for West Virginia Lottery

Gold Award for Best Cross Platform, Integrated Advertising Campaigns

It Could Happen to You Campaign for West Virginia Lottery

Gold Award for Best Online/Interactive, Website

Website for West Virginia State Parks

Gold Award for Sales & Marketing, Direct Mail-Flat Campaign

ReCreate Memories Postcards for Visit Southern West Virginia

Gold Award for Film, Video, & Sound, Television Advertising Campaign

Lucky Cat Holiday TV Spots for West Virginia Lottery

Silver Award for Film, Video, & Sound, Single Spot

Lucky Cat Holiday TV for West Virginia Lottery

Silver Award for Online/Interactive, Digital Publications

Fall Digital Magazine for Visit Southern West Virginia

Silver Award for Cross Platform, Integrated Campaigns

ReCreate Memories Campaign for Visit Southern West Virginia

Silver Award for Elements of Advertising, Still Photography Campaign

Photos for Arrowhead Bike Farm

Silver Award for Elements of Advertising, Logo Design

Logo for Arrowhead Bike Farm

Silver Award for Elements of Advertising, Still Photography

Moxxee Coffee Stout for Bridge Brew Works

Silver Award for Print Advertising, Spread, Multiple Page or Insert

Better Homes & Gardens Ad for West Virginia Tourism Office

AMERICAN ADVERTISING AWARDS WEST VIRGINIA 2016

Gold Award for Best Online/Interactive Websites, Microsites

Lake Shawnee for Visit Southern West Virginia

Gold Award for Best Sales Marketing, Collateral, Report

Annual Report for Wild, Wonderful West Virginia

Gold Award for Best Sales Marketing, Collateral, Brochure Campaign

Guides for Wild, Wonderful West Virginia

Gold Award for Best Film/Video, Single Spot, Regional

Oglebay Park Video for Wild, Wonderful West Virginia

Gold Award for Best Out of Home, Poster Campaign

Park Posters for Wild, Wonderful West Virginia

Gold Award for Best Integrated Consumer Advertising Campaign

West Virginia for Wild, Wonderful West Virginia

Gold Award for Best Online Interactive, Social Media Campaign

Marion County Home for the Holidays, The Convention & Visitors Bureau of Marion County

Gold Award for Best Print Advertising, Magazine, Campaign

New River Gorge George, New River Gorge Convention and Visitors Bureau

Silver Award for Illustrations, Series

Beer Labels (4), Tomoka Brewing Company

Silver Award for Video, Online Commercial

Bridge Day for New River Gorge Convention and Visitors Bureau

Silver Award for Film/Video, Single Spot, Local

Clay Center Video for Wild, Wonderful West Virginia

Silver Award for Print Advertising, Magazine, Single Page

Snow, Wild, Wonderful West Virginia

Silver Award for Print Advertising, Magazine, Single Page

Wonder, Wild, Wonderful West Virginia

Judges Choice Award

*Parks Campaign for Wild,
Wonderful West Virginia*

Best of West Virginia

*#myWV for Wild,
Wonderful West Virginia*

Best of Show

*Guides for Wild,
Wonderful West Virginia*

SOUTHEAST TOURISM SOCIETY 2016

Shining Example Award

Wild, Wonderful West Virginia, Best Marketing Award > \$500K

AMERICAN ADVERTISING AWARDS WEST VIRGINIA 2015

Gold Award for Best Online/Interactive Websites, Microsites

Bridge Day 2015 for Visit Southern West Virginia

Silver Award for Logo Design

GoToWV Logo for Wild, Wonderful West Virginia

Silver Award for Marketing Campaign

Real. GoToWV for Wild, Wonderful West Virginia

Silver Award for Print Media Campaign

Real. GoToWV for Wild, Wonderful West Virginia





Our Work

Digital Relativity is a full-service agency, capable of delivering and executing holistic marketing and advertising strategies. Our full list of services is extensive, including campaign creation, media planning, creative design, multimedia services (photography, video, animation, virtual reality experiences), website design and development, SEO strategy and management, content and social media development, and public relations strategy. All efforts are measured and evaluated using a variety of tools and reporting metrics. While client projects differ in complexity, each is a mix of strategy and tactics designed to get the most return on marketing dollars.

The following are case studies relating to website builds and digital strategy for a variety of clients. Examples of our work can also be viewed at www.digitalrelativity.com/creative

SOLAR HOLLER

We began working with Solar Holler, a company that helps businesses, individuals and communities harness solar power, in September 2017. Solar Holler started out with very few form conversions on their website and wanted a digital campaign to help boost leads. These leads generated from people requesting a free analysis to see if their house or business would benefit from a solar system.

Starting October 2017, we began running social media ads and paid search. The initial goal was to receive 80 leads per month. Since then, we have increased their monthly goal, started running retargeting ads and expanded their market from the Charleston-Huntington metro area into southeastern OH and southern WV.



Solar Holler has received
642 WEBSITE LEADS
 in the past 6 1/2 months

44% of all leads can be directly attributed to the campaigns managed by Digital Relativity. During this time we helped Solar Holler A/B test website landing pages, lead forms, advertising creative and target demographics. The conversion rate from the total campaign is a little over 5%.

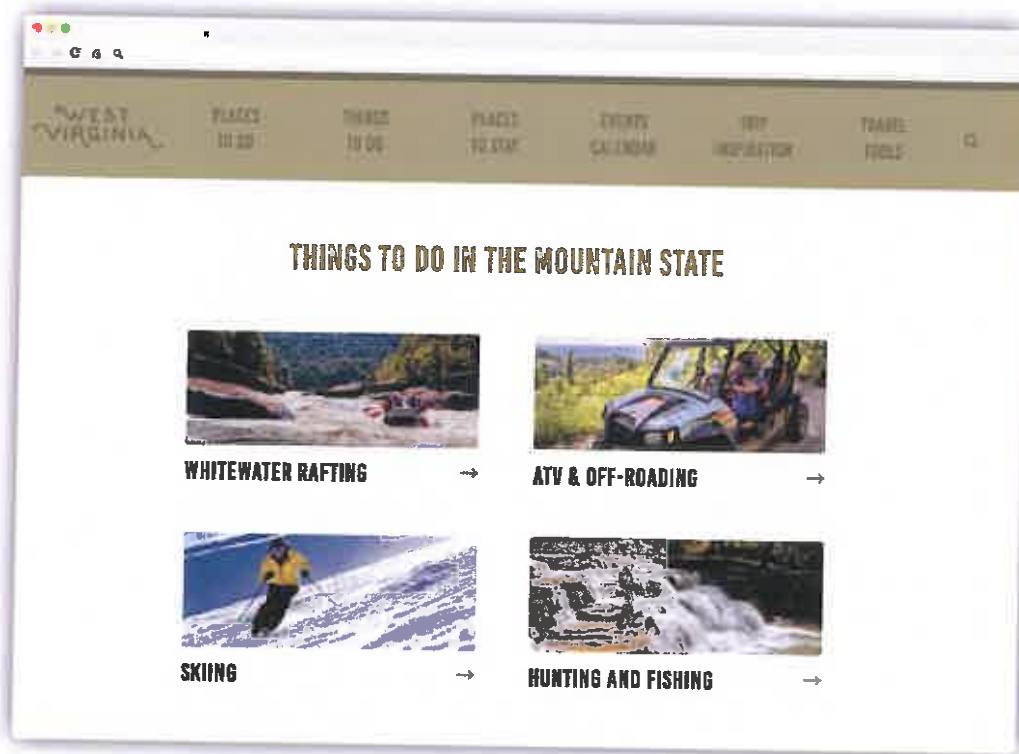
Currently, we are helping Solar Holler build a new website in Wordpress to take full advantage of SEO and best practices.

WEST VIRGINIA TOURISM OFFICE



We are the West Virginia Tourism Office's agency of record. When work commenced with them in May 2015, their existing website presence lacked clear navigation, engaging content, responsiveness and analytics. We built a new website that has greatly enhanced the visitor experience. In spring 2018, we refined the website further and completed a website reskin to align with a new branding campaign.

WEST VIRGINIA



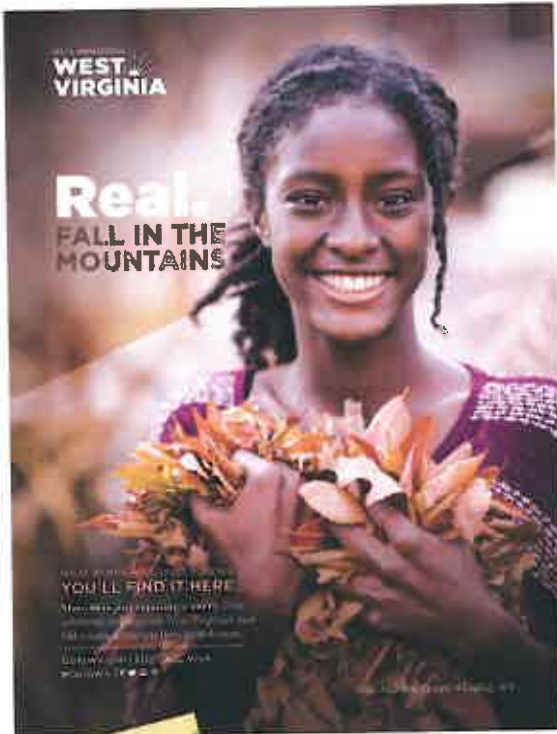
Some elements of the design and development of WVtourism.com include:

- The development of a listing management system with over 2,000 users throughout the state.
- The migration and management of over 6,500 listings, including GPS data.
- The development of a system that captures and exports leads at high volumes.
- The design and management of full SEO and pay-per-click strategies, including retargeting ads.
- Integration with Facebook, Twitter and Instagram.
- Architecture and navigation design, and the creation and publication of numerous content pieces.

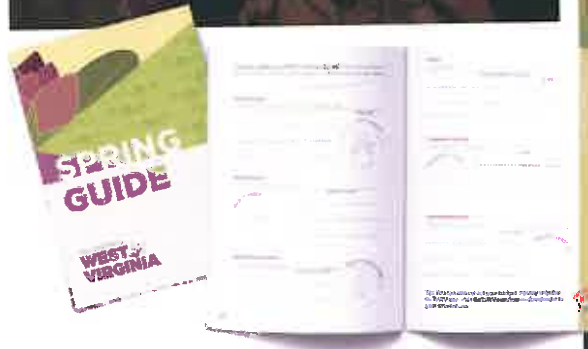
Since the 2015 relaunch, all KPIs continue to improve year over year, including site visits, time on site, bounce rate, and conversions.

WEST VIRGINIA TOURISM OFFICE

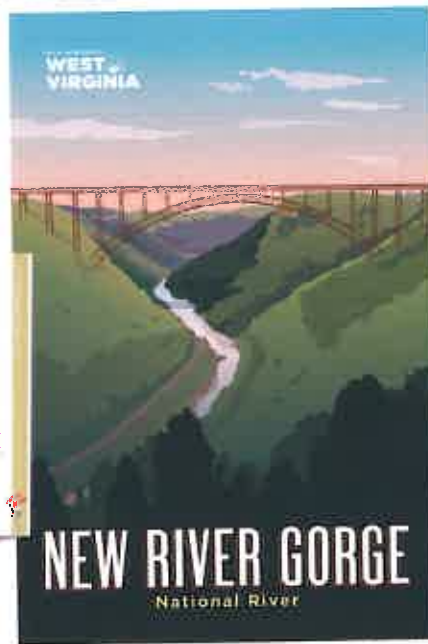
Print Ads



Digital Ads



Spring Seasonal Guide



Poster

Real. campaign

The "Real." campaign fully launched, in partnership with the West Virginia Tourism Office team and select vendors, less than 2 months after we were named the agency of record. Using the 10 tourism drivers from the Longwoods International research study as a basis for every element, "Real." brought together emotional photography and a concise, conversational tone to highlight West Virginia's key points of differentiation. In only 3 weeks, a new website was launched, which set the foundation for the "Real." campaign. We continue to work with the West Virginia Tourism Office to update the site which set the foundation for the "Real." campaign. It ran from July 2015 to April 2018.

WEST VIRGINIA

Key Campaign successes:

We saw growth in every available metric, including site traffic and guide requests. Here are some highlights:

Site growth

Over the course of the campaign, we saw almost as many new users to the website as there are people in West Virginia.

Re-evaluated research metrics

At Digital Relativity, we track relevant results, not just numbers. We focus on the KPIs that connect directly to clients' goals. We were mentioned in Ad Age for innovative digital tracking.

- Using Arrivalist we can see ads that are generating visits (not just views) and which campaigns are performing. What's more, we adjust campaign timelines based on interaction-to-action periods and target geographic markets that are most responsive to certain content
- Implementation of a Google Analytics campaign with segmented URL tracking and conversion goals; CrazyEgg heat mapping to see how users move through the site, and key behavioral and trend metrics for the app, all of which we monitor and use to direct campaigns



WEST VIRGINIA TOURISM OFFICE

Digital Content

We helped plan and manage a content campaign. Each piece of content targeted different audiences and was shared in a variety of channels, including social media, native ads and on-site posting.



Email lists were broken into segmented sends, which average an open rate of

39.6%

The click rate was twice the travel industry average at

14%

WEST VIRGINIA

Targeted campaigns

Key audiences were identified by interest and targeted with campaigns that included print materials like “best of” pocket field guides which integrated with our digital tactics.

The winter seasonal guide drew
25,000 USERS
to the site in a 2-week Period.

Another specialty guide (West FURginia, traveling with pets) converted more than
698 REQUESTS
online during the first month.

The craft beer campaign’s digital map had a **10%** conversion rate, with **900+** total guide requests online.



WEST VIRGINIA LOTTERY

We are the agency of record for the WV Lottery. In that role, we assist with advertising campaigns and work with media to negotiate placements and manage buys. Our work with them is focused on a couple of simple goals: sell more tickets and increase awareness (both of lottery games and of proceeds distribution).

Commercial Spot



'It Could Happen To You' Campaign

In 2017, we developed a campaign for the WV Lottery around idioms associated with luck and the likelihood of an event taking place. We created spots based on flying pigs, blue moons, and actions that would normally result in bad luck (like a black cat crossing your path, mirrors breaking, etc.) actually not impacting luck at all. These concepts were readily accepted by the Lottery, and we incorporated them into various projects.

Specific campaign actions include:

- **Commercial spots.** These spots rely on minimal dialogue and visual imagery to grab the audience's attention and tell a story. Our creative team collaborated with Animal Studio to create three spots that are playful and engaging.
- **Radio spots.** Our content team wrote scripts for professional voice actors. In keeping with the campaign's playful tone, each radio spot uses humor to engage listeners. Three ads are now on air.
- **Digital and print ads.** Focusing on the flying pigs and blue moon creative specifically, these ads grab the audience's attention with dynamic imagery, engaging copy, and strong calls to action.



- **Guerrilla marketing tactics.** Our team planned surprises like flying “pigs” over the WV Lottery headquarters; black “cats” at state events and festivals; and blue moon projections on public buildings. Nothing grabs attention faster than the unexpected!
- In the first 10 days of the campaign, WV Lottery’s website received **2,347 unique visits** from the campaign.
- The pre-roll component of the campaign generated **5,246,140 impressions** and ended with **\$4.95 CPM, \$1.16 CPC and 84% of pre-roll videos** resulted in a completed video view.

Please visit digitalrelativity.com/creative to review the creative from this campaign.

Media Buys

WV Lottery media buys can be complex; placements are managed primarily with the use of Bionic media planning and buying software, which is a comprehensive portal for managing and reporting on media buys. We can create media plans, media authorizations for each campaign, and insertion orders and broadcast orders to send to vendors. We also have the ability to create flow chart-based reports showing what is running, has run, or will run in the future. We can create reports based on how budgets are being allocated. These can be categorized by advertiser, individual campaign, vendor, channel, etc. These reports can be pulled within individual campaigns or cross-campaigns.

Jackpot Alerts

An ongoing media placement for the WV Lottery is Jackpot Alerts. These are media placements that we handle when jackpots reach certain levels. To fulfill these, we use Workamajig project management software to create the broadcast/insertion orders and Bionic to keep them accounted for. We request signed copies vendors’ orders that we also keep track of internally for both Jackpot Alerts and individual campaigns.

Video Games Live Sponsorship Campaign

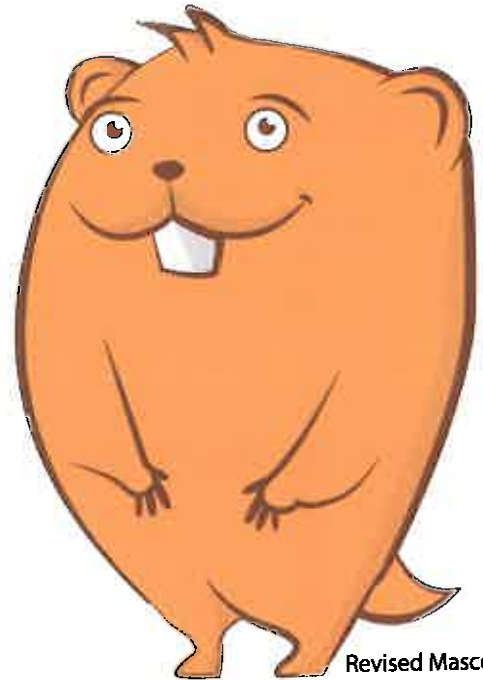
We helped the WV Lottery campaign for their sponsorship of the Video Games Live event at the Clay Center in February 2017. At this event, musicians perform selections from the music of video games, and the games are synced to the music. We worked with the WV Lottery to develop a digital campaign leading up to the event and an in-house promotion during the show. This campaign was targeted at those interested in games and gaming and reached a younger demographic; the WV Lottery is working to build awareness with millennials. 3 NES Classic systems were given away (two via a social media contest before the event, and one at the event itself). Large televisions were set up in the Clay Center lobby, and participants could compete and play Mario Kart while signing up to win one of the video gaming systems. The Mario Kart matches were streamed live on Twitch, a social channel for gaming, and on Facebook live.

Social engagement was impressive. For the short time that the contest was promoted, **over 120,000 people** were reached on social networks. During the event, there were **over 6,000 views** of the live gaming feeds.

GOMART, INC.

Our work with GoMart began by analyzing research on the brand, customer demographics and behaviors. This information was used to develop tools and tactics to address GoMart's key campaign goal to appeal to a younger demographic.

To grow and expand GoMart's reach, we needed to make this convenience store brand more engaging. We rolled out new elements that built on their brand to create more consistency and richer content opportunities. Then we created campaigns that strategically partnered with other brands to broaden and deepen GoMart's appeal.



Revised Mascot

Digital Ad



Signage



Key Campaign successes:

Branding

Marty

Our first step to creating more engaging content was to tie things together with Marty, a revival of GoMart's old gopher mascot. The vintage throwback was nostalgic for older customers, and playfully engaging for new customers. A partnering agency had redesigned Marty, but we saw his full potential and gave the little guy the support he needed to be a real driver of the brand. Our design team created different versions of Marty to tailor to individual campaigns, fleshing out his look with a solid go-get-'em personality. He's not just the spokesgopher, he's a memorable representative of the things people identify with about the GoMart brand. Plus, he's been a hit on social media:

Marty allowed us to streamline the social media editorial calendar to be more efficient. We're generating the same engagement with roughly 1/4 of the posts.

We've also seen **4,000+** NEW PAGE LIKES

MartyMail email has an astounding **72%** CONVERSION RATE

WV targeting

To increase GoMart's connection to West Virginia (a key piece of their brand positioning):

- GoMart offered a Mantrip contest for home WVU football games
 - Digital ads: 2,874,910 impressions, 19,549 clicks, .68% CTR and \$.33 CPC
 - 534,309 social reach
 - 18,928 singups
 - 66% new page likes
- GoMart was a sponsor of WV's largest 1-day festival, Bridge Day. The booth at the festival generated 1,000+ Mantrip entries and engaged attendees with custom cornhole games and other brand-strengthening creative.

GOMART, INC.

Deepening content & engagement campaigns

Go To the Movies

While the rewards program was going through testing, we created a "Go to the Movies" campaign to build more brand awareness by partnering with brands GoMart carries in-store to create prize packages for highly anticipated movie releases. The promotion, which ran for 6 months, paid for itself through those partnerships.

388,953
SOCIAL MEDIA REACH

14,192
PAGE VIEWS

3,610
ENTRIES

Digital ads: 1,498,750 impressions, 17,552 clicks, 1.17% CTR and \$0.26 CPC



Go to the
movies
with gomart®

The prize packages are sure to be epic! Sign up today for our monthly prize package to be envied by any movie enthusiast. Each prize will contain movie memorabilia and an annual Movie Pass for FREE MOVIES FOR A YEAR at participating movie theaters.

You can't win if you don't register. Go to gomart.com for the details and to register!

30.10 731 18

Gas Pump Topper



Gas Pump Extenders



Sponsor Rack Hanger

GOMART, INC.

Deepening content & engagement campaigns

Naughty or Nice Contest

When we took over the GoMart account, the Naughty or Nice campaign was an established success. The goal was to increase the email database in advance of the upcoming rewards program launch. The campaign ran about a month and a half, and we made some updates to increase the results.

- We noticed several of the entries from the launch year were far outside the GoMart area, automated sweepstakes entries, or repeat entrants. Instead of focusing on just boosting the number of entries, we honed in on gathering more qualified leads. We ended the 2016 campaign with significantly more usable contacts overall than the previous year; and in two weeks less time.
- We created custom URLs for prize partners and shared promotional materials with them so they could activate their fan bases, too. This significantly expanding our social reach beyond our page's average without monetary investment.

171,648
SOCIAL MEDIA REACH

17,315
PAGE VIEWS

+7%
CONVERSION
RATE

SIGNUPS: 11,582

- We uncovered some unique trends that drove our prize packages for 2016: in our strongest age ranges, 'nice' prizes were more popular across-the-board, while younger entrants selected both sides more evenly. We also added the ability to choose your individual prize package, so we could track their popularity to guide next year's partnerships.



Store Hanger

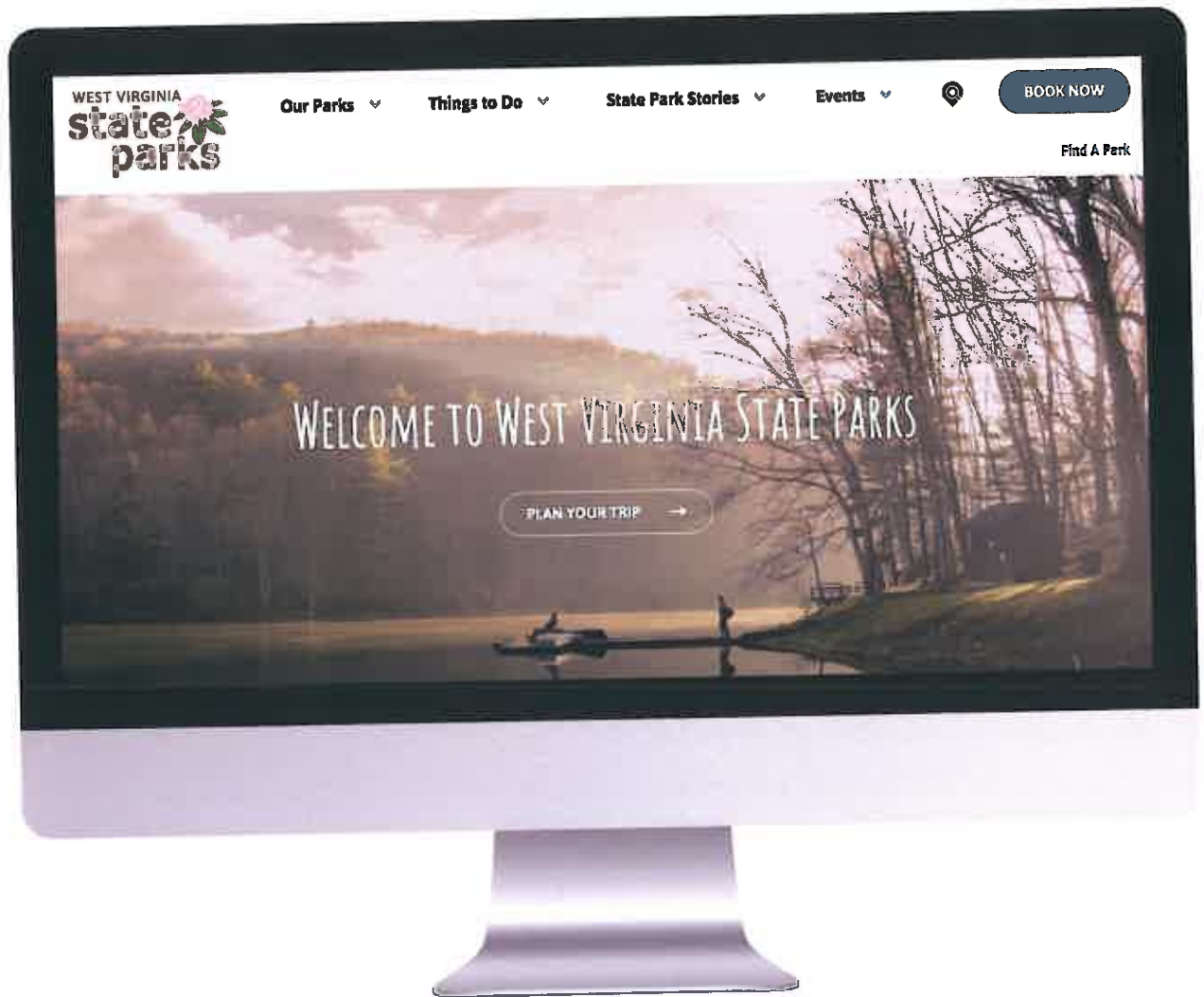


Digital Ads



Gas Pump Topper

WEST VIRGINIA STATE PARKS

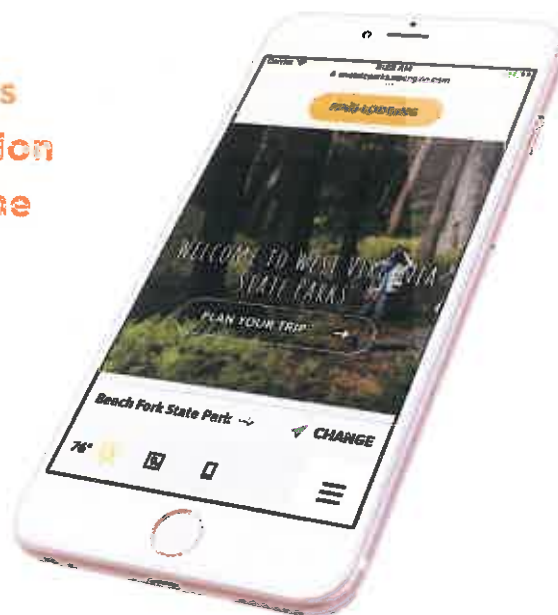


WEST VIRGINIA state parks

During the summer of 2017, we partnered with the West Virginia Division of Natural Resources and the West Virginia Tourism Office to build a new website for West Virginia State Parks. The goal of this project was to combine the 40+ websites that represented all of the various state park properties that make up the West Virginia State Park system into a single, easy-to-use website while also making it easier than ever before for users to make reservations online. Noteworthy features include:

- Transition of 40+ websites, including a blog on wordpress.com, into a single website on a single domain.
- Integration with Inntopia, the new system for online reservations in West Virginia State Parks.
- A custom park-management system for sorting and organizing parks.
- Includes automatic weather updates, related events and related content. Extensive use of custom Google Maps with GPS integration, including the ability show mobile users information about their nearest park.

Since launch, the site has generated over \$1.8 million in lodging revenue for the WV State Parks system.



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.*

Digital Relativity has been successfully planning and executing marketing and advertising projects for more than 7 years for businesses throughout the United States. A full-service agency, Digital Relativity offers the following services:

Public Relations

We build relationships with all of your target audiences—stakeholders, customers, even employees—so we can build support with everyone involved with your brand. Even media relations goes beyond just sharing; we plan ahead to make sure you're creating valuable things to say.

Responsive Website Development and Search Engine Optimization

We use carefully planned information architecture to create the foundation for a dynamic, user-friendly experience that guides visitors seamlessly toward conversions, no matter what device they're using—all SEO-streamlined to boost organic traffic.

Graphic Design

Our designs bring beauty and psychology together in a powerful package that compels audiences and reinforces branding with a memorable, meaningful visual identity. We boil down complex concepts into elegantly simple, actionable visuals.

Multimedia

We capture gripping moments and ideas in video, photography, and illustrations, and bring them to life with editing and animation to share the story of your message in a way that grabs—and keeps—attention through the media clutter.

Strategy and Marketing Development

Not all great creative ideas work. We go beyond big ideas, and even big numbers. We think first, then act, focusing in on the metrics that actually count. We build roadmaps from research, then continually refine our approach to keep those key metrics trending upward.

Content and Social Media Strategy

We speak with our audience, not at them. With creative, salient campaigns and strategic content that meets the audience where they are, we dig beyond “likes” to create purposeful 2-way engagement that deepens brand investment and increases KPIs.

Media Buying, including Programmatic Buys

We make sure your messaging is leveraged fully but targeted efficiently. We evaluate the reach, audience and value of every ad buy individually (personally and with fine-tuned algorithms), and use that information to confidently guide negotiations so we can guarantee ROI. Our in-house digital campaign platform allows us to place and monitor digital ads, with the ability to adjust placements in real-time.

- 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.*

Digital Relativity currently has 17 full-time employees in two offices located in Charleston, WV and Fayetteville, WV. Below is a list of team members and responsibilities they could have in a partnership with the Department of Veterans Assistance.

Pat Strader, Founder and CEO

Strategy, account management, public relations and media planning

Sarah Powell, COO

Account management, project management

Abbey Fiorelli, Creative Director

Creative strategy and execution

Carrie Nesselrode, Director of Account Services

Account management, crisis communications, public relations

Justin Ferrell, Technical Director

Website development, technical advising

Matt Sanchez, Art Director

Graphic design, multimedia production management, print and collateral bids

ATTACHMENT A: VENDOR RESPONSE SHEET

3.2 *Response continued:*

Josh Adams, Graphic Designer

Graphic design

Elizabeth Pabst, Graphic Designer

Graphic design

Ben Amend, Multimedia Designer

Video production and editing, photo shoots and editing, animation

Lindsay Crance-Snyder, Content Strategy Manager

Public relations, content creation, social media strategy

Bill Frye, Content Delivery Manager

Public relations, content and social media management

Sam Babcock, Digital Media and Analytics Manager

Digital campaign strategy and execution, analytics measurement and reporting

Alyssa Dreihaup, Media Coordinator

Media planning and buying, public relations

Eric Jackson, Developer

Website and technical development

K.B. Carte, Developer

Website and technical development

Seth Burdette, Developer

Website and technical development

Jim Strader, Business Strategist

Accounting and invoicing

For full team bios, please refer to pages 8-11.

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.*

At this time, Digital Relativity would not employ any subcontractors or self-employed individuals in the execution of this contract.

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

Tommy Young

Marketing Director

West Virginia Lottery

Email: tyoung@wvlottery.com

Phone: 304.558.0552

Chelsea Ruby

Tourism Commissioner

West Virginia Tourism Office

Email: chelsea.a.ruby@wv.gov

Phone: 304.558.2200

ian Stewart

Marketing Director

GoMart Inc.

Email: IStewart@gomart.com

Phone: 304.364.8000 ext: 1126

ATTACHMENT A: VENDOR RESPONSE SHEET

Section 4

- 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.

A variety of tactics can be employed to drive traffic to the field offices. We can begin by geofencing a 50 to 100-mile radius of each office to show digital ads targeted at Veterans and their families. This will allow us to create a statewide coverage area that allows each field office to reach Veterans in their area.

Additionally, we could make use of SOLOMO (Social Location Mobile) opportunities such as through the WAZE app to create awareness and branding impressions for those that are within close proximity of a field office.

Additional awareness, with calls to action to visit a field office, can be achieved through a calculated social media campaign, earned media, and leveraging available Public Service Announcement time which many broadcast and radio stations are required to air.

In addition to these ideas, there are a variety of holistic strategies and tactics that could be employed to reach veterans in West Virginia communities. A custom strategy will be crafted based upon new and existing agency research and marketing best practices, within a budget determined by the WVDVA.

Section 4

- 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.

Digital Relativity will work with the WVDVA to craft a strategy and execute a plan based upon available data and research that utilizes traditional paid media, earned media, social media, digital tactics and public relations.

According to the U.S. Department of Veterans Affairs¹, during FY 2015 there were approximately 148,000 Veterans in West Virginia. Of those resident Veterans approximately 19,000 were under the age of 40, and approximately 44% served in the Gulf War, with that number expected to increase through 2030. In efforts to reach this younger segment of Veterans, who have served within the last 25 years, we will look at media consumption habits to guide our efforts in reaching them.

According to the 2017 Military Explorer Research Study, 98% of Veterans actively use social media, with many using streaming music and video sources such as Pandora (47%), Netflix (44%), YouTube, (36%) and Spotify (32%). This information suggests we should make use of these streaming services, which offer very high levels of targeting capabilities; we can hone in on our target audience versus utilizing other traditional broadcast channels which do not offer such sophisticated targeting.

Further, a RAND study³ proved the viability of Facebook as an effective channel for reaching Veterans aged 18-34 in need of services. Two additional important pieces of information can be gleaned from this study. First, it reports that "about half of the veterans we reached through Facebook were struggling with PTSD, depression, anxiety, and heavy alcohol use; yet only half of these participants had received any behavioral health care in the past year." Secondly, the study revealed that nearly more than two-thirds of the 1,023 participants completed the surveys on a phone or tablet. The WVDVA will want to ensure that all content about programs and available services renders properly on mobile devices and tablets, and we have extensive experience with responsive design.

ATTACHMENT A: VENDOR RESPONSE SHEET

Section 4

4.2 *Response continued:*

Additionally, data from a study conducted by JMIR Research Protocols shows the effectiveness of the targeting and ad types, which will further provide us with information to help WVDVA meet the objective of reaching younger Veterans.

Section 4

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.*

Digital Relativity will work with Cabinet Secretary Dennis Davis and his staff to develop a social media and earned media strategy to raise awareness of the organization and its leadership. We would provide assistance in developing social media accounts and monitoring services for Cabinet Secretary Davis to boost his personal brand via managed personal interactions with Veterans on social media, at in-person events, and through earned media. Making use of tools such as Twitter, Instagram stories and Facebook live will help boost awareness, engagement, and broaden the audience for announcements and events.

Footnotes for subsections: 4.2, 4.4

¹ https://www.va.gov/vetdata/docs/SpecialReports/State_Summaries_West_Virginia.pdf

² <http://www.refuelagency.com/insights/military-explorer/>

³ <https://www.rand.org/blog/2015/06/social-media-as-a-tool-for-reaching-veterans-in-need.html>

⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4526897/>

⁵ https://www.va.gov/vetdata/docs/SpecialReports/State_Summaries_West_Virginia.pdf

Section 4

- 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.

Digital Relativity will assist in creating content to help build awareness of the West Virginia Veterans Home via distribution through traditional media, advertising, and social and earned media opportunities as outlined in response to Section 4, Subsection 4.3.

Traditional broadcast radio and television could provide a great opportunity to help build this awareness, as well as pre-roll video campaigns. Earned media opportunities will be actively monitored and shared with the WVDVA staff and leadership for responses as appropriate.

By analyzing Veteran population densities⁵, we can best determine what traditional media outlets may help us reach the greatest number of Veterans. Also, this would lead us to assume that if population densities are known by Veterans Affairs, there is potential that a mailing list exists that could be used for a direct mail campaign to help create awareness of all services, including The Veterans Home.

Section 4

- 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.*

Digital Relativity will work with the WVDVA to create a monthly editorial calendar to guide strategic content creation and management. This calendar will outline how each piece of content can be leveraged across channels.

Content will be written collaboratively between the WVDVA and Digital Relativity; WVDVA being the subject matter expert and Digital Relativity writing and editing pieces as appropriate for different channels. We can help publish and manage content, and either respond/reply to comments and messages, or work with the WVDVA on a plan for response following industry best practices.

ATTACHMENT A: VENDOR RESPONSE SHEET

Section 4

- 4.6** *To monitor news and developments statewide and, using the web site and social media, publicize appropriate events and developments.*

Digital Relativity keeps a close eye on West Virginia news, especially as it relates to state government. In collaboration with the WVDVA, we can craft a general best practices plan for response to news, and act on that plan as necessary in coordination with WVDVA representatives.

Section 4

- 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.*

Digital Relativity has extensive experience in developing video content for a variety of uses. We have the in-house capability to create broadcast quality videos of various lengths. We have additionally worked on larger productions (\$200,000 - \$400,000 budgets) for more extensive broadcast use. Please refer to our work examples on pages 16-33 to learn more about this experience, and view just a few examples of our video work at www.digitalrelativity.com/creative.

Section 4

- 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.*

Digital Relativity will craft a public relations strategy for WVDVA based on agency goals and industry best practices. We have developed relationships with nearly all media outlets in West Virginia including the West Virginia Press Association and The MetroNews Network. Through these established relationships and traditional public relations activities, we feel the earned media opportunities to share information about WVDVA programs has great potential.

Section 4

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.

Digital Relativity will work with WVDVA to develop omni-channel awareness campaigns for Veterans to Agriculture and Mountain State 22. These campaigns would include development of content, including video, highly targeted digital ads, social media and both earned and placed media.

The nature of each of these projects lends itself to a tremendous earned media opportunity via many different news and media outlets across the state and region. This effort could be redoubled by identifying possible small-scale events, groups, and meetings for Cabinet Secretary Davis to attend and/or serve as a speaker.

Digital Relativity can also serve as a liaison to coordinate any potential marketing efforts with the Department of Agriculture

Section 4

4.10 *To publicize and assist with the management of Department of Veterans Assistance-sponsored events.*

Digital Relativity has provided assistance in promoting and managing a variety of events, including Bridge Day and both promotional and media-related events for the West Virginia Lottery and the West Virginia Tourism Office. We will work with the WVDVA as partners on any events as required by the agency.

ATTACHMENT A: VENDOR RESPONSE SHEET

Section 4

4.11 *To produce and distribute news releases, as necessary.*

Digital Relativity has developed an in-state media network for distribution of news releases and media advisories. Our team is experienced in preparing press releases and new advisories that capture attention, and with former journalists on our team, we know the best timing and avenues to get those advisories in front of the media

Section 4

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.).*

Digital Relativity will handle communications in whatever capacity is required by WVDVA and the programs that it supports.

We have experience in public relations, from writing and distributing press releases, to press events, and even social media monitoring and response. We have provided public relations support to clients in a variety of ways, and can customize a solution that best works for the WVDVA.

We can prepare, with input from appropriate parties involved, a crisis communications plan that can be activated by the WVDVA, Digital Relativity, or some combination of agencies. Our Director of Account Services was part of the Crisis Communications team with Simonton Windows and has experience preparing plans and speaking with the media.

ATTACHMENT B:

MANDATORY SPECIFICATION CHECKLIST

Section 4

- 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.*

Digital Relativity is a full-service marketing agency that crafts holistic strategies for our partners, who are in a variety of industries. As such, we have extensive experience in research and analysis, public relations, message development, grassroots marketing, video development, events planning and management, and more.

Section 4

- 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.*

Digital Relativity is a close-knit team comprised of many West Virginia natives from all over the state. Our work with state agencies and travel and tourism providers has taken us to every corner of West Virginia. We have worked extensively in each of the regions as defined on a variety of projects.

Section 4

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

Digital Relativity has worked on a variety of campaigns that involve video production. These productions have ranged from large budget projects ranging from \$200,000 - \$400,000 to smaller social media and compilation video projects.

ATTACHMENT B:

MANDATORY SPECIFICATION CHECKLIST

Section 4

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

Digital Relativity provides media buying services for a number of partners, including managing large statewide media programs for the West Virginia Lottery. We have established relationships with broadcast stations, newspapers and other paid media outlets in West Virginia. Additionally, we have worked with the West Virginia Press Association to develop a flexible statewide digital platform to reach online readers of all daily and the majority of weekly newspapers in West Virginia. Our in-house digital campaign platform, The Trade Desk, is a tool that allows us to place and manage digital ads by leveraging third-party exchanges (for example, Google Ad Exchange) which gives us more options for targeting.

Section 4

- 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.*

Leveraging our established contacts with West Virginia media outlets including broadcast, newspaper, The MetroNews Network and The West Virginia Press Association, Digital Relativity is prepared to pitch stories and work to gain earned media for WVDVA throughout the state.

Section 4

- 5.6** *Interested vendors must have experience managing public events.*

Digital Relativity has provided assistance in promoting and managing a variety of events, including Bridge Day and both promotional and media-related events for the West Virginia Lottery and the West Virginia Tourism Office. We will work with the WVDVA as partners on any events as required by the agency.

RFP ACKNOWLEDGEMENT CERTIFICATION

REQUEST FOR PROPOSAL WEST VIRGINIA DEPARTMENT OF VETERANS ASSISTANCE CRFP VET180000001

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

Digital Relativity, LLC
(Company)
Patrick J. Strader Founder/CEO
(Representative Name, Title)
304-663-6890
(Contact Phone/Fax Number)
4/17/18
(Date)

DESIGNATED CONTACT AND CERTIFICATION AND SIGNATURE

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.

Patrick J. Strader FOUNDER / CEO
(Name, Title)
Patrick J. Strader FOUNDER / CEO
(Printed Name and Title)
129 S. Court St. Unit B Fayetteville, WV 25840
(Address)
304-663-6890
(Phone Number) / (Fax Number)
pat@digitalrelativity.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.

Digital Relativity, LLC
(Company)
Patrick J. Strader FOUNDER / CEO
(Authorized Signature) (Representative Name, Title)
Patrick J. Strader FOUNDER / CEO
(Printed Name and Title of Authorized Representative)
4/17/18
(Date)
304-663-6890
(Phone Number) (Fax Number)

ADDENDUM ACKNOWLEDGEMENT FORM

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.

Digital Relativity, LLC
Company

Patricia J. Steacht
Authorized Signature

4/17/18
Date

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

VENDOR PREFERENCE CERTIFICATE

WV-10
Approved / Revised
08/16/17

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-3-69 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: Digital Relativity, LLC

Date: 4/17/18

Signed: 

Title: OWNER/CEO

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

WV ETHICS COMMISSION DISCLOSURE OF INTERESTED PARTIES TO CONTRACTS FORM

West Virginia Ethics Commission Disclosure of Interested Parties to Contracts (Required by W. Va. Code § 6D-1-2)

Contracting Business Entity: Digital Relativity, LLC Address: 129 S. Court St.
Unit B
Authorized Agent: Patrick J. Strader Address: Faye Heville, WV 25840
Contract Number: VET1800000001 Contract Description: Integrated Marketing Plan: Exec
Governmental agency awarding contract: Veterans Affairs

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.
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: Patrick J. Strader Date Signed: 4/17/18

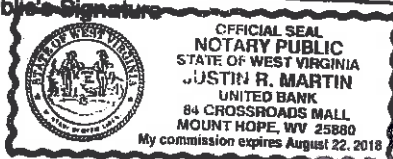
Notary Verification

State of West Virginia, County of Fayette:

I, Patrick J. Strader, 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 17th day of April, 2018.

Justin R. Martin
Notary Public's Signature



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

Revised October 7, 2017

PURCHASING AFFIDAVIT

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: Digital Relativity, LLC

Authorized Signature: [Signature] Date: 4/17/18

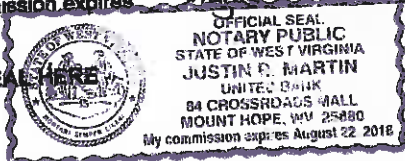
State of West Virginia

County of Fayette, to-wit:

Taken, subscribed, and sworn to before me this 17th day of April, 2018

My Commission expires August 22, 2018.

AFFIX SEAL HERE



NOTARY PUBLIC

[Signature]

Purchasing Affidavit (Revised 01/19/2018)