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WV PURCHASING
DIVISION

**WEST VIRGINIA DEPARTMENT OF
EDUCATION**

**CRFQ 0402 EDD19000000001
MARKETING AND COMMUNICATIONS SERVICES**

RESPONSE TO QUALIFICATIONS



304.663.6890 | digitalrelativity.com

A handwritten signature in blue ink that reads 'Pat Strader'.

Pat Strader, Founder & CEO

8/9/2018

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DR Fayetteville (Main Office)
129 South Court Street, Unit 2
Fayetteville, WV 25840
304.397.8643

DR Charleston
1031 Quarrier Street
Charleston, WV 25301
304.397.8643

We are pleased to present this response to CRFQ 0402 EDD1900000001 - Marketing and Communications Services. Enclosed you will find the required response information and documents as outlined in the RFQ.

Digital Relativity is a West Virginia-based agency comprised primarily of individuals who were born in the Mountain State. We realize the importance of this project, and welcome the opportunity to help the West Virginia Department of Education fulfill its mission of educating our students.

Thank you for this opportunity.

Best regards,

A handwritten signature in blue ink, appearing to read 'Pat Strader', is written over a large, stylized blue 'S' that extends across the signature area.

Pat Strader

Founder & CEO

Digital Relativity

QUALIFICATIONS AND REQUIREMENTS

Qualifications

3 QUALIFICATIONS: *Vendor, or Vendor's staff if requirements are inherently limited to individuals rather than corporate entities, shall have the following minimum qualifications:*

3.1 *Vendor, or Vendor's staff assigned to this project must have a minimum of ten (10) years of previous relevant experience in providing a wide variety of marketing and advertising services to agencies with similar marketing needs. Those services include, but are not limited to graphic design, large-scale media buying, public relations, digital strategy, brand strategy, advertising and social media strategy. (cannot use to disqualify,*

Compliance with this experience requirement will be determined prior to contract award by the State through references provided by the Vendor upon request, through knowledge or documentation of the Vendor's past projects, or some other method that the State determines to be acceptable. Vendor must provide any documentation requested by the State to assist in confirmation of compliance with this provision. References, documentation, or other information to confirm compliance with this experience requirement may be requested after bid opening and prior to contract award.

Digital Relativity has been successfully planning and executing marketing and advertising projects for more than 10 years for businesses throughout the United States, first doing business as Matterhorn Marketing, founded in 2000. Team members who would work on this project, including the CEO, COO, Creative Director, and Director of Account Services, all have over 10 years of experience in advertising and marketing roles.

A full-service agency, Digital Relativity offers the following services:

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.

QUALIFICATIONS AND REQUIREMENTS

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.

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.

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.

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.

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.

Digital Relativity has developed and executed marketing plans and campaigns for a diverse number of clients, including the West Virginia Tourism Office, West Virginia State Parks, the West Virginia Lottery, GoMart, Visit Southern West Virginia, the Marion County Convention and Visitors Bureau, and Bridge Day, amongst others. Our team has worked extensively with the West Virginia Secondary Schools Athletic Association (WVSSAC) to improve, maintain and extend the capabilities of the backend of their website.

Digital Relativity has also worked with retailers, professional services, associations, real estate entities, events, and more. Our team is comprised of industry veterans who have worked in marketing and communications roles with Fortune 500 companies to small start-ups, in addition to agency experience.

QUALIFICATIONS AND REQUIREMENTS

3.2 *Vendor should possess marketing experience in the education industry.*

Digital Relativity team members have marketing experience in the education industry, including with Pierpont Community and Technical College, West Virginia University Institute of Technology, and the West Virginia Secondary Schools Athletic Commission. Our team is well-versed in marketing strategy across a wide variety of industries, and is adept at research and determining best practices for industries, always using data as a guide.

3.3 *Vendor should possess marketing experience with government clients.*

Digital Relativity is the agency of record for the West Virginia Lottery, the West Virginia Tourism Office, and works with West Virginia State Parks. We have successfully executed a variety of comprehensive campaigns and marketing efforts for these partners, including website builds, print and digital advertising, out-of-home and TV and video production.

3.4 *Vendor should be familiar with media planning and buying in the West Virginia media market.*

Digital Relativity has developed relationships with nearly all media outlets in West Virginia, including the West Virginia Press Association and The MetroNews Network. We provide media planning and 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.

QUALIFICATIONS AND REQUIREMENTS

3.5 *Vendor must have expertise and experience with WordPress content management system.*

The Digital Relativity team has been building websites with Wordpress for nearly as long as Wordpress has existed. Using Wordpress as a foundation, we've built websites for destination marketing organizations, state agencies, breweries, hotels, resorts, and retail stores.

We empower clients to take charge of their own site and content, including photos and videos and Wordpress is the industry standard for just that.

Our entire development stack, from hosting to backups and all the way through to security and content management isn't just Wordpress-first: it's Wordpress only.

We've built custom algorithms for things like sports rankings, custom website search engines, and even systems for travel recommendation that get smarter with time. In the past, we've even used Wordpress as the backend for mobile apps on iOS and Android.

3.6 *Vendor must have at least one (1) staff member dedicated to each of the following areas: graphic design, creative development, media planning and buying, public relations, marketing, digital strategy and social media*

Digital Relativity meets this qualification; we have at least one team member dedicated to each of these areas of expertise. Please see staff bios starting on **page 20** for each team member's industry experience and proficiency.

QUALIFICATIONS AND REQUIREMENTS

3.7 *Vendor must have successfully completed at least three (3) comprehensive marketing projects less than two (2) years from the date of the bid to have included, but not limited to, earned media campaigns, paid media campaigns, social media campaigns and websites.*

Digital Relativity meets this qualification. We have worked on a variety of marketing campaigns and projects for partners, including comprehensive, multi-channel campaigns that incorporate paid and earned media, social and content, and website optimization. Additionally, we have won the following awards for integrated campaigns:

American Advertising Federation - West Virginia 2017 American Advertising Awards

- Gold award for best cross platform, integrated campaigns: It Could Happen to You Campaign (WV Lottery)
- Silver award for best cross platform, integrated campaigns: Recreate Memories Campaign (Visit Southern West Virginia)

American Advertising Federation - West Virginia 2016 American Advertising Awards

- Gold award for best integrated consumer advertising campaigns: West Furginia (West Virginia Tourism Office)

Public Relations Society of America - West Virginia 2018 Crystal Awards

- Crystal award for Integrated Communications Campaign: It Could Happen to You (West Virginia Lottery)

Please review the work examples and case studies on **pages 28-53** for more details on our marketing projects and campaigns.

QUALIFICATIONS AND REQUIREMENTS

3.8 *Vendor must have experienced staff to be dedicated to the WVDE's account in place within thirty (30) calendar days of-award.*

Digital Relativity already has staff in place to work with the WVDE. We will be prepared to begin work upon award of the contract.

Mandatory Requirements

4.1 *Mandatory Contract Services Requirements and Deliverables: Contract Services must meet or exceed the mandatory requirements listed below.*

4.1.1 *Vendor shall provide strategic direction for optimization of a website built on the "WordPress" content management system. Vendor must have prior experience with WordPress websites.*

Digital Relativity meets and exceeds this requirement.

All of the custom websites created by our company for our partners are built on Wordpress, and we are experienced in helping clients transition from other content management systems to Wordpress.

We have built websites for the West Virginia Tourism Office, West Virginia State Parks, Oglebay Resort and Conference Center, GoMart, and multiple regional destination marketing associations including the Mercer County and Marion County Convention and Visitors Bureaus, as well as current development of new websites for Visit Southern West Virginia and the Hatfield & McCoy Convention and Visitors Bureau.

We use Wordpress as the foundation for each and every website that we build and at any given time, our development team is maintaining around 50 active Wordpress installations. We are intimately familiar with the platform's capabilities and nuances, specifically as they relate to custom theme and plugin development.

QUALIFICATIONS AND REQUIREMENTS

- 4.1.2** *Vendor shall assist the WVDE Office of Communications with development of an integrated marketing campaign to promote mathematics achievement and various other initiatives in West Virginia among K-12 students to a variety of stakeholders. Campaign may include, but is not limited to, earned media, paid media, digital media and social media.*

Digital Relativity can meet this requirement. We have executed comprehensive marketing and advertising campaigns inclusive of earned media, paid media, digital and social media for a variety of partners, including award-winning campaigns for the West Virginia Lottery and West Virginia Tourism Office. Our team is adept at interpreting industry research and data and applying those findings to integrated campaigns and strategies. We are experienced at crafting marketing communications and messaging for different audiences and stakeholders.

- 4.1.3** *Vendor shall assist the WVDE Office of Communications with a social media strategy to improve engagement and interaction with the existing official WVDE social media pages, which include: Facebook, Twitter, LinkedIn and YouTube.*

Digital Relativity can meet this requirement. We have provided social media strategy and management for a variety of clients, including the West Virginia Tourism Office, GoMart, the New River Gorge Convention and Visitors Bureau, Bridge Day, and more. Please view our case studies and work examples on **pages 28-63** for more information.

- 4.1.4** *Vendor shall provide professional services to develop and maintain successful marketing campaigns, including at least one (1) dedicated account representative who will have an in-person response time to the WVDE Office (1900 Kanawha Blvd., Building 6, Room 262, Charleston, WV 25305) of no more than sixty (60) minutes.*

Digital Relativity can meet this requirement. We have two offices, located in Charleston, WV and Fayetteville, WV. Dedicated account representatives will be able to appear in-person at the WVDE Office within 60 minutes when required.

QUALIFICATIONS AND REQUIREMENTS

4.1.5 *Account Representative must possess licensed software to edit and view graphic and other necessary files between the Vendor and WVDE.*

Digital Relativity can meet this requirement. Our staff has full access to any and all of the Adobe Creative Cloud products and has working knowledge of the software.

4.1.5.1 *Vendor must have capability of using the most current version of Adobe Creative Suite and the ability to work with both Macintosh and PC formats.*

Digital Relativity can meet this requirement. Our creative team utilizes the full Adobe Creative Cloud Suite on a Macintosh-based platform. We also have PCs available in our office and can accommodate working on a PC-based platform as well.

4.1.6 *Vendor shall attend meetings in-person at the WVDE Office (1900 Kanawha Blvd., Building 6, Room 262, Charleston, WV 25305) on an as-needed basis during development of marketing materials.*

Digital Relativity can meet his requirement. We are prepared for and encourage in-person meetings during the development of marketing materials. We find these meetings to be extremely beneficial in working through the creative process.

4.1.7 *All layouts, sketches, artwork, computer images and copy developed or placed by the Vendor for the WVDE, shall become the exclusive property of the WVDE.*

Digital Relativity can meet this requirement. We will make all files available in the format and platform WVDE requires, whether that is a hard drive, a cloud-based platform, or some other desired solution.

QUALIFICATIONS AND REQUIREMENTS

4.1.7.1 *The WVDE shall have the full and free right to possess and use any and all said property in any way deemed by the WVDE to be necessary, either directly or through the Vendor without incurring additional costs beyond the initial creative development and production hourly rates.*

Digital Relativity understands and can meet this requirement.

4.1.7.2 *The WVDE reserves the right to visit and inspect all Vendor facilities and offices.*

Digital Relativity understands and can meet this requirement.

4.1.8 *The Vendor's payment processing shall be included in the Vendor's hourly rate for Account Management on the Pricing Page (Exhibit A). Invoice statement(s) for services and/or materials provided to the Vendor on behalf of the WVDE must be approved by the WVDE.*

Digital Relativity understands and can meet this requirement.

4.1.8.1 *Vendor must provide proof of payment of all invoices, including any third party that was used for the WVDE's account. Proof shall be made available to the WVDE for audit once per month, or upon request.*

Digital Relativity understands and can meet this requirement.

QUALIFICATIONS AND REQUIREMENTS

Contract Award

- 5.1 Contract Award:** *The Contract is intended to provide Agency with a purchase price for the Contract Services. The Contract shall be awarded to the Vendor that provides the Contract Services meeting the required specifications for the lowest total bid amount as shown on the Pricing Pages (Exhibit A).*
- 5.2 Pricing Page:** *Vendor should complete the Pricing Page (Exhibit A) by calculating the TOTAL Bid Amount. The Vendor shall provide an hourly rate for the services listed on the Pricing Page (Exhibit A). The Vendor must provide the hourly rate for each CONTRACT SERVICE. The hours listed on the pricing page are estimates only and may be adjusted as directed by the WVDE Office of Communications.*

Vendor should complete the Pricing Page in full as failure to complete the Pricing Page in its entirety may result in Vendor's bid being disqualified.

•TOTAL ANNUAL COSTS for each CONTRACT SERVICE is calculated by taking the provided ESTIMATED HOURS and multiplying that figure by the VENDOR'S HOURLY RATE. The hourly rate for each service may vary but must be rounded to the nearest whole dollar.

•The TOTAL FISCAL YEAR COST FOR VENDOR SERVICES is calculated by taking the sum of all the TOTAL ANNUAL COSTS for each CONTRACT SERVICE.

•MEDIA BUYING ADD-ON is calculated by taking the Vendor percentage for media buying activities (not to exceed 5%) and multiply by \$150,000.00 to get the TOTAL MEDIA ADD-ON COST.

•TOTAL BID AMOUNT is calculated by adding the TOTAL FISCAL YEAR COST for Vendor Services and TOTAL MEDIA ADD-ON COST.

Vendor should type or electronically enter the information into the Pricing Pages (Exhibit A) through wvOASIS, if available, or as an electronic document. In most cases, the Vendor can request an electronic copy of the Pricing Pages for bid purposes by sending an email request to the following address: Stephanie.L.Gale@wv.gov. Notwithstanding the foregoing, the Purchasing Division may correct errors as it deems appropriate. Vendor should type or electronically enter the information into the Pricing Page to prevent errors in the evaluation.

QUALIFICATIONS AND REQUIREMENTS

5.3 HOURLY RATE: *The West Virginia Department of Education shall pay an hourly rate as proposed by the Vendor, as shown on the Pricing Page (Exhibit A), for all Contract Services performed and accepted under this contract. Invoices submitted by the Vendor must reflect the categorized hourly rates for Contract Services.*

The hourly rate must include all costs necessary to fulfill requirements described in this RFQ, excluding third-party commodities and services. The hourly rate shall be billed to WVDE in 15-minute increments, on a monthly basis. The hourly rate bid by Vendor must also be sufficient to cover the following costs provided in Sections 5.3.1, 5.3.2 and 5.3.3, as Vendor will be responsible for all costs listed and may not invoice WVDE separately for these costs.

5.3.1 *Incidental charges must be included in the hourly rate for general Account Management proposed by the Vendor on the Pricing Page (Exhibit A). Incidental Charges that are incurred in order to perform the routine conduct of business including, but not limited to, telecommunications, facsimile, copying, color copies, postage and delivery charges, payroll, payroll taxes, mileage, travel expenses, meals, for all full-time, part-time, interning and contractual employees.*

5.3.2 *Overhead expenses must be included in the hourly rate for Account Management. Overhead expenses include, but not limited to, accounting fees, Depreciation, insurance, interest, legal fees, rent, repairs, supplies, taxes, telephone bills and utilities.*

5.3.3 *Travel expenses associated with attending any WVDE related activities including, but not limited to, on-site meetings, conferences, marketing meetings, special promotions, media events and retailer visits must be included in hourly rate for Account Management. These expenses include, but are not limited to, airline tickets, rental cars, mileage, meals, hotel accommodations and conference fees.*

5.4 *Vendor will not bill WVDE for travel time between or among the WVDE office in Charleston and the Vendor's office(s) or for travel time to WVDE events. This travel shall be the responsibility of the Vendor.*

QUALIFICATIONS AND REQUIREMENTS

- 5.5** *The WVDE will reimburse Vendor for third party commodities and/or services at Vendor's net cost, with no mark up. Media placements will be reimbursed at net cost only, with no markup. Any services or materials provided to the Vendor on behalf of the WVDE shall be approved and reimbursed without any additional markup. Public service announcements are not subject to media charges.*

Digital Relativity understands the requirements of Section 5. The pricing project sheet is on page 72 of this response.

Performance

- 6** *PERFORMANCE: Vendor and Agency shall agree upon a schedule for performance of Contract Services and Contract Services Deliverables, unless such a schedule is already included herein by Agency. In the event that this Contract is designated as an open-end contract, Vendor shall perform in accordance with the release orders that may be issued against this Contract.*
- 6.1** *Total expenditures for the WVDE's programs shall not exceed the amount approved by the WVDE unless such change is requested, and by mutual consent is agreed upon by the WVDE and the Vendor. Detailed payment information is located in Section 7.*
- 6.2** *Vendor must have prior written authorization from the WVDE, Communication Director or the Director's designee for all work prior to performance and submission of an invoice for payment by the Vendor. Billing for work of any nature without prior written authorization will not be paid by WVDE.*

Digital Relativity understands the requirements of Section 6.

QUALIFICATIONS AND REQUIREMENTS

Payment

- 7 PAYMENT:** Agency shall pay an hourly rate as shown on the Pricing Page (Exhibit A), for all Contract Services performed and accepted under this Contract. Vendor shall accept payment in accordance with the payment procedures of the State of West Virginia.

Digital Relativity understands the requirements of Section 7.

Travel

- 8 TRAVEL:** Vendor shall be responsible for all mileage and travel costs, including travel time, associated with performance of this Contract. Any anticipated mileage or travel costs may be included in the flat fee or hourly rate listed on Vendor's bid, but such costs will not be paid by the Agency separately.

Digital Relativity understands the requirements of Section 8.

Facilities Access

- 9.1** Vendor must identify principal service personnel which will be issued access cards and/or keys to perform service.
- 9.2** Vendor will be responsible for controlling cards and keys and will pay replacement fee, if the cards or keys become lost or stolen.
- 9.3** Vendor shall notify Agency immediately of any lost, stolen, or missing card or key.

QUALIFICATIONS AND REQUIREMENTS

9.4 *Anyone performing under this Contract will be subject to Agency's security protocol and procedures.*

9.5 *Vendor shall inform all staff of Agency's security protocol and procedures.*

Digital Relativity understands the requirements of Section 9.

Vendor Default

10.1 *The following shall be considered a vendor default under this Contract.*

10.1.1 *Failure to perform Contract Services in accordance with the requirements*

10.1.2 *Failure to comply with other specifications and requirements contained herein.*

10.1.3 *Failure to comply with any laws, rules, and ordinances applicable to the Contract Services provided under this Contract.*

10.1.4 *Failure to remedy deficient performance upon request.*

10.2 *The following remedies shall be available to Agency upon default.*

10.2.1 *Immediate cancellation of the Contract.*

QUALIFICATIONS AND REQUIREMENTS

10.2.2 *Immediate cancellation of one or more release orders issued under this Contract.*

10.2.3 *Any other remedies available in law or equity.*

Digital Relativity understands the requirements of Section 10.

MISCELLANEOUS

11.1 *Contract Manager: During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.*

Sarah Powell

Phone: (304) 719-5288

Fax: (304) 608-2121

Email: sarah@digitalrelativity.com

REFERENCES

Chelsea Ruby

Tourism Commissioner

West Virginia Tourism Office

Email: chelsea.a.ruby@wv.gov

Phone: 304.558.2200

Address: 1900 Kanawha Blvd., East
Charleston, WV 25305

Tommy Young

Marketing Director

West Virginia Lottery

Email: tyoung@wvlottery.com

Phone: 304.558.0552

Address: 900 Pennsylvania Ave.
Charleston, WV 25302

Ian Stewart

Marketing Director

GoMart inc.

Email: IStewart@gomart.com

Phone: 304.364.8000 ext: 1126

Address: 915 Riverside Dr.
Gassaway, WV 26624

Joe Brouse

Executive Director

New River Gorge Regional Development Authority

Email: jbrouse@nrgrda.org

Phone: 304.254.8115

Address: 116 North Heber St.
Suite B, Beckley, WV 25801



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 27 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.



Seth Burdette
Production Manager

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 project and production management. 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.



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.



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 and has previously worked on athletic-specific designs including intercollegiate athletics for West Liberty University along with football and track and field promotional ads for the Charleston Gazette-Mail. She has a B.S. in graphic design from West Liberty 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.



Josh Adams
Graphic Designer

Josh is an experienced graphic designer, specializing in illustration, digital design and various printing techniques. Josh's comprehensive illustration techniques span both freehand and vector digital illustration, with an emphasis in character design with work that includes company mascots, travel posters, spot illustrations, children's characters, and coloring books. He received his B.F.A. in advertising and graphic design from The Columbus College of Art and Design.



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.



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 development 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.



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

PUBLIC RELATIONS SOCIETY OF AMERICA - WEST VIRGINIA 2018 CRYSTAL AWARDS

Crystal Award for Integrated Communications Campaign

It Could Happen to You for West Virginia Lottery

AMERICAN ADVERTISING FEDERATION - WEST VIRGINIA 2017 AMERICAN ADVERTISING AWARDS

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 FEDERATION - WEST VIRGINIA 2017 AMERICAN ADVERTISING AWARDS (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 FEDERATION - WEST VIRGINIA 2016 AMERICAN ADVERTISING AWARDS

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 Furginia 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 FEDERATION - WEST VIRGINIA 2015 AMERICAN ADVERTISING AWARDS

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

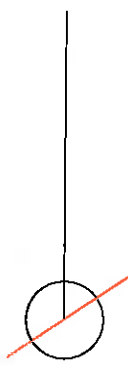
Real. GoToWV for Wild, Wonderful West Virginia





Our Work

At Digital Relativity, we help businesses understand how digital and traditional marketing can help them reach their goals. From graphic design to web development and everything in between, our comprehensive campaigns get results.



WEST VIRGINIA TOURISM OFFICE

We are an agency of record for the West Virginia Tourism Office. When we began work with them in May 2015, we immediately created a new campaign, launched a new website, and created pocket field guides. In spring 2018, we refined the website further and completed a reskin to align with a new branding campaign.

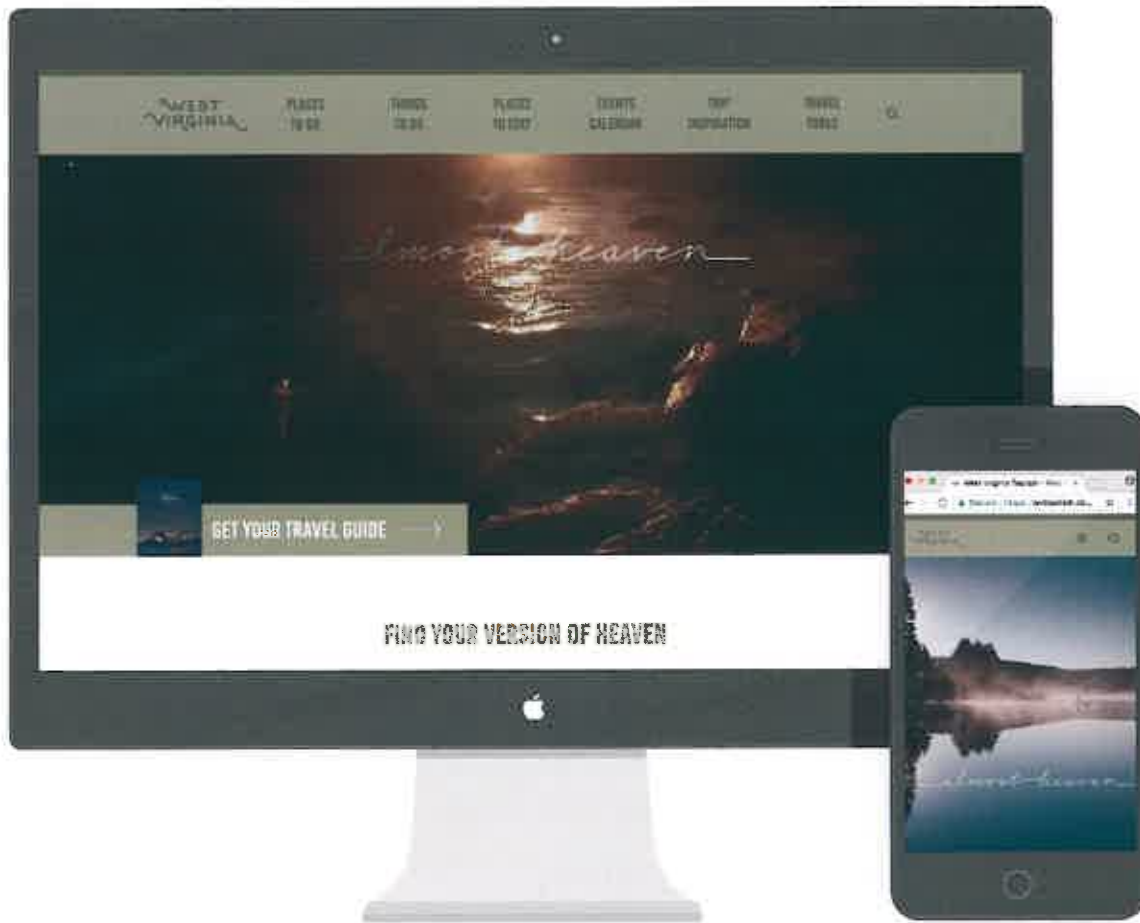
Services

Creative Strategy
Illustration
Graphic Design
Project Management

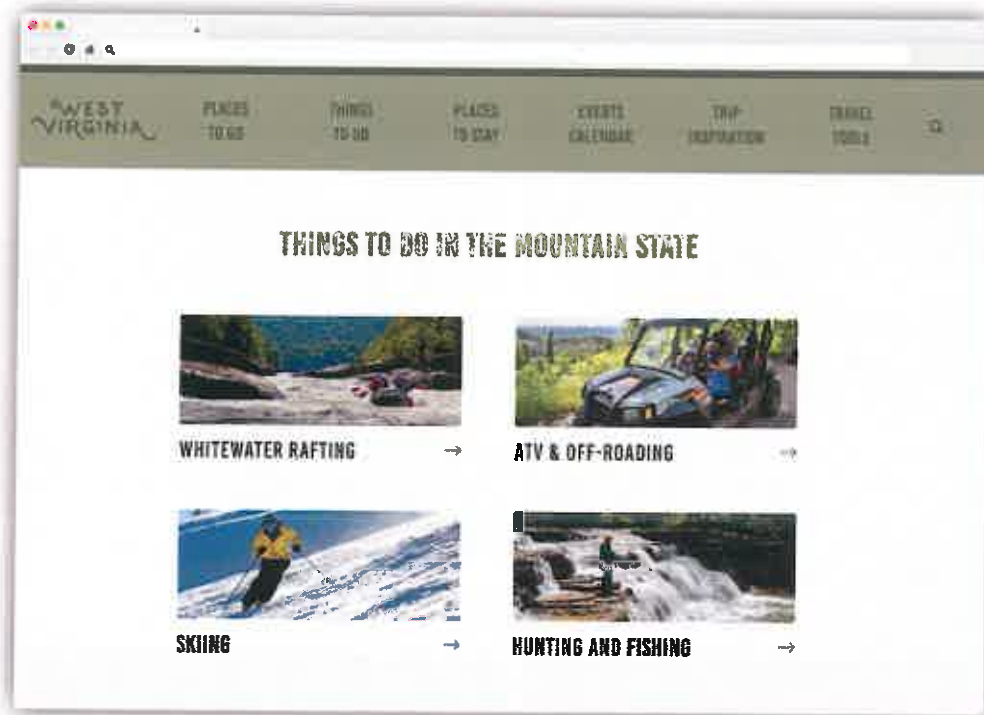
Copywriting
Photography
Print Management
Website Design and Development

Video Production
Animation
Motion Graphics
Digital Campaign Strategy and Execution

WEST VIRGINIA TOURISM OFFICE



We are an agency of record for the West Virginia Tourism Office. 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.



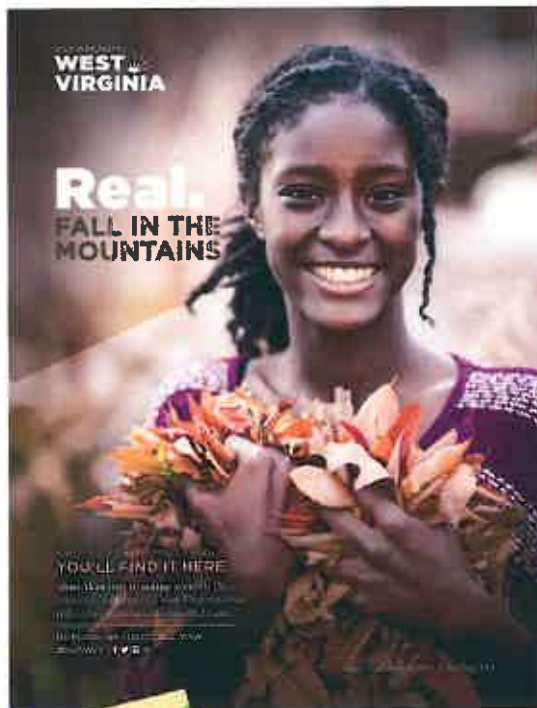
Some elements of the design and development of WVtourism.com include:

- 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.

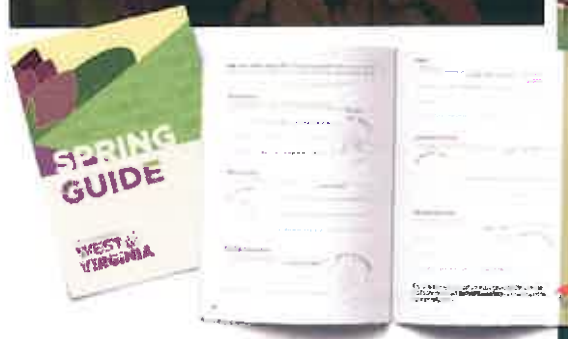
Since the 2015 relaunch, all KPIs continue to improve year over year, including site visits, time on site, bounce rate, and conversions.

WEST VIRGINIA TOURISM OFFICE

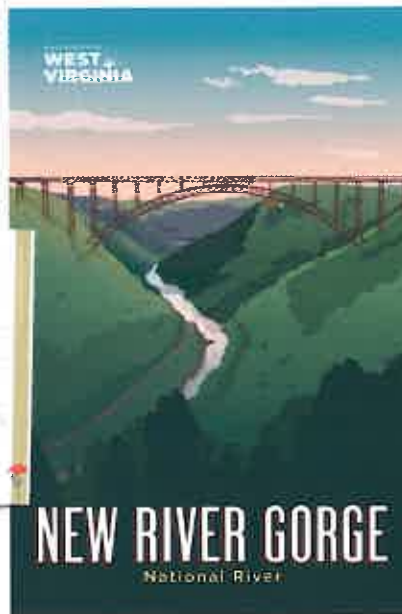
Print Ads



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.

Key campaign successes:

We saw growth in every available metric, including site traffic and guide requests.

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.

Individual piece views topped

50,000

and are some of the highest-viewed pages on the site.

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

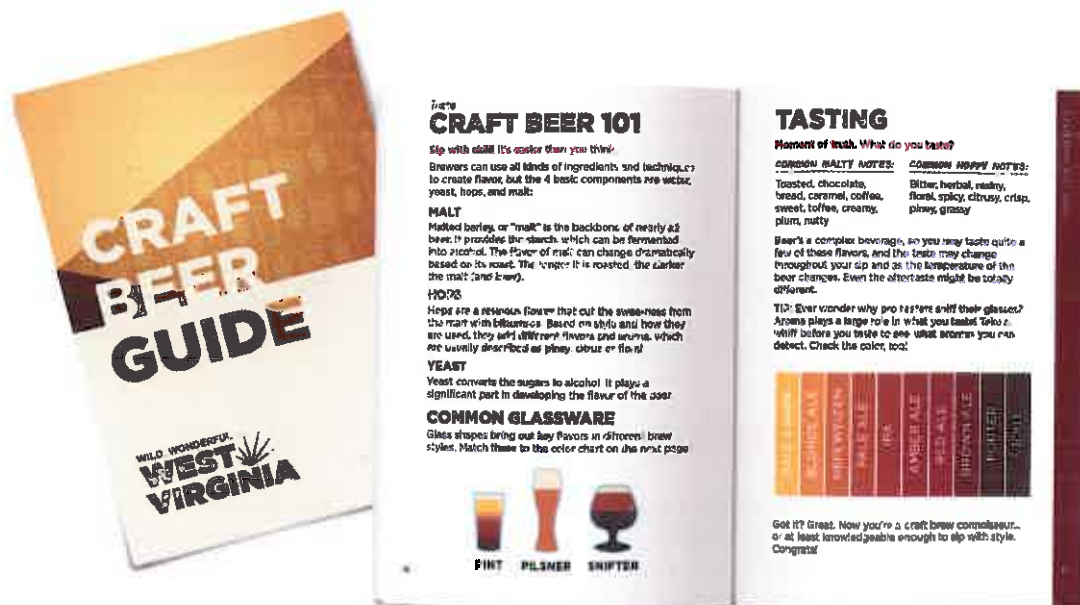
Targeted campaigns

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 TOURISM OFFICE

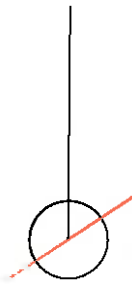
2017 Annual Report



Handouts

Legislative Campaigns

Targeted messages call for targeted creative. Each year we work with the West Virginia Tourism Office to create materials to show the value of tourism, focusing on the revenue and jobs that tourism creates for the state of West Virginia. Graphic representations of statistics, charts and informational graphics help to tell the compelling story.



THE CONVENTION & VISITORS BUREAU OF MARION COUNTY

We are the agency of record for the Convention & Visitors Bureau of Marion County and have been working with them since 2013. In the past year alone, we have tackled a new branding project, complete with a new website, visitors guide, postcards, rack cards, newsletter template, photography, videography, and digital advertising.

Services

Creative Strategy
Illustration
Graphic Design
Project Management

Copywriting
Photography
Print Management
Website Design and Development

Video Production
Animation
Motion Graphics
Digital Campaign Strategy and Execution

THE CONVENTION & VISITORS BUREAU OF MARION COUNTY

Marion County “The Middle of Everywhere”

The Convention & Visitors Bureau of Marion County Inc. wanted to create a new brand to focus on being the central point of access to the region’s best attractions. During focus groups to find out what people thought of “Marion County,” one common theme stood out - how centrally located the county is. It was also noted that when Fairmont was first incorporated in 1820, its original name was Middletown. Digital Relativity created the tagline “The Middle of Everywhere” and a fresh new logo that reflected the past with the use of the courthouse in the map point with vibrant colors.

Along with the new tagline and logo, Digital Relativity also created a new website and travel guide. The website and travel guide features everything to do in Marion County, including unique attractions, lodging, history and heritage, outdoor recreation and dining opportunities. New rack cards that gave more detail about themed itineraries in the area were also created.

Since the new website launch on July 2, 2018:

29% INCREASE

in page views

- Sessions are **up 9%**
- Unique users are **up 16%**
- Pages/Session are **up 19%**
- Bounce rate has decreased **by 7%**



Website



Mobile

THE CONVENTION & VISITORS BUREAU OF MARION COUNTY

PLACES TO STAY PLACES TO SHOP
PLACES TO GO PLACES TO EAT [GET YOUR GUIDE](#)



Redesigned Visitor's Guide

The updated travel guide uses bright, colorful imagery and engaging information. It features everything to do in Marion County, including unique attractions, lodging, history and heritage, outdoor recreation and dining opportunities.

Check out our new travel guide! From delicious dining and comfortable lodging to family fun and outdoor adventure, discover everything that makes us the middle of everywhere.

[Get a Guide](#)

Launch E-mail & Newsletter Format

21.1% OPEN RATE
CLICK RATE OF 5.1%



Itineraries

Ready for your Marion County getaway? Find an itinerary perfect for your type of trip, or plan out your own with our custom itinerary builder!

[Plan My Trip](#)



End of Summer Getaways

Don't let the summer end without a getaway! We have a variety of options for you, from a relaxing stay at a resort to a fun-filled weekend at a camp. Choose from a variety of options, including a stay at a resort, a weekend at a camp, or a fun-filled weekend at a camp. Choose from a variety of options, including a stay at a resort, a weekend at a camp, or a fun-filled weekend at a camp.



Football Season is Almost Here

It's almost time for the boys of Marion County to start their football season. Get ready for the season with our custom itinerary builder! Find an itinerary perfect for your type of trip, or plan out your own with our custom itinerary builder!

Rack Cards



Postcards

"We are so excited to be launching this new brand, Marion County is thriving, and with this brand we have a new excitement about promoting everything Marion County and this region has to offer. We're hoping this encourages visitors to the area to stay in Marion County, even when visiting surrounding areas."

Leisha Elliott, Marion CVB
Executive Director

THE CONVENTION & VISITORS BUREAU OF MARION COUNTY



Convention & Visitors Bureau of Marion County

July 26 at 9:25 AM · 🌐

Marion County has a new look! Our region is thriving, and we're celebrating everything that makes it special. It's time to re-discover Marion County—the middle of everywhere.

Discover for yourself at <http://ow.ly/t3JX30l848m>

#mymarionwv #almostheaven

Launch Video

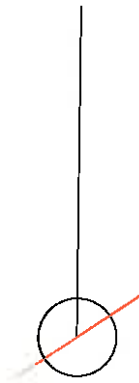
The video on FB has had thousands of views.



Digital Ads

Since launch in late July 2018, ads have gotten over 626,000 impressions and 1800 click-throughs to marioncvb.com.





GOMART

GoMart is West Virginia's original gas station built on small-town, family-owned values. Digital Relativity started working with GoMart in 2015, with the goal to take the nostalgia of the brand into a new era through creative executions including the re-introduction of Marty, the "Go for Good Times" Gopher, WVU's Mantrip Contest, the Go to the Movies Contest, updated photography, video production, a new website and the launch of a new app.

Services

Creative Strategy
Illustration
Graphic Design
Project Management
Copywriting

Photography
Print Management
Website Design and Development
Video Production
Animation

Motion Graphics
Social Media Strategy
Content and Social Media Management
Digital Campaign Strategy and Execution

GOMART, INC.

GoMart, Inc. is a convenience store chain based in Gassaway, West Virginia. The company currently operates over 120 stores in West Virginia and border areas of Virginia, Kentucky, and Ohio.

Our work with GoMart began in 2015 by analyzing research on the brand, customer demographics and behaviors. This information was used to develop tools and tactics to address three of GoMart's key goals:

1. Increase their database for use with future promotions
2. Increase their brand awareness
3. Begin 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 product brands to broaden and deepen GoMart's appeal.



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
4,230+
NEW PAGE LIKES

MartyMail email has an astounding
72% CONVERSION
RATE



WVU Mantrip

GoMart is a sponsor of the WVU Mantrip, a home game tradition where the West Virginia University Mountaineer football team enters the stadium by walking through tailgating fans. Players feel the energy from their fans and the walk has become an integral part of the gameday process. This tradition is named after a mantrip, which is a low-to-the-ground system of shuttle cars that was, and still remains, the main transportation for workers entering and exiting an underground coal mine. Sponsoring the Mantrip helps to increase GoMart's brand awareness and connection to the state of West Virginia.

DIGITAL ADS:

2,874,910

IMPRESSIONS

19,549

CLICKS

68%

CTR AND \$.33 CPC

534,309 SOCIAL MEDIA REACH

18,928 SIGNUPS

66% NEW PAGE LIKES

Digital Ad



GOMART, INC.



Signage



Social post graphics



Deepening content & engagement campaigns

Go To the Movies

The Go to the Movies campaign was created to build more brand awareness by partnering with brands GoMart carries in-store to create prize packages for highly anticipated movie releases. Marty is transformed into featured movie scenes which are used across various platforms including social, digital advertising and point of purchase. The promotion is now in its third year, has increased participation each year, and pays for itself through partnerships.



Social post graphic



Digital Ad

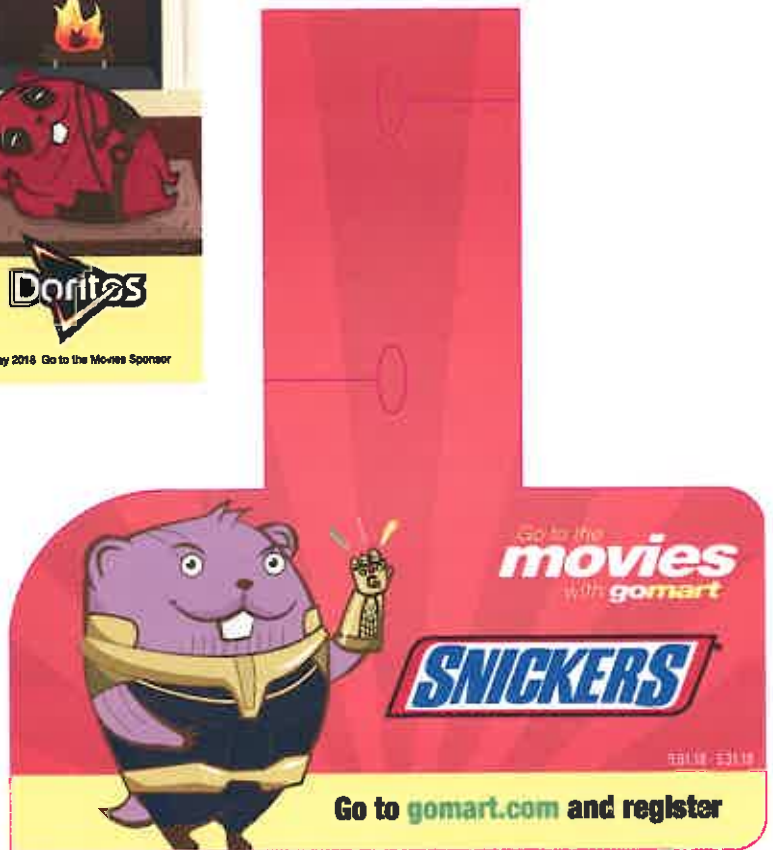
3,799
ENTRIES

338+
NEW FACEBOOK
PAGE LIKES

53.87%
EMAIL CONVERSION
RATE

GOMART, INC.

Gas Pump Extenders



Sponsor Rack Hanger



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 an 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 2017 campaign with significantly more usable contacts overall than the previous year.

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.

We uncovered some unique trends that drove our prize packages for 2017: 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.

171,648
SOCIAL MEDIA REACH

17,315
PAGE VIEWS

+7%
CONVERSION
RATE

SIGNUPS: 11,582



Digital Ads



Gas Pump Topper

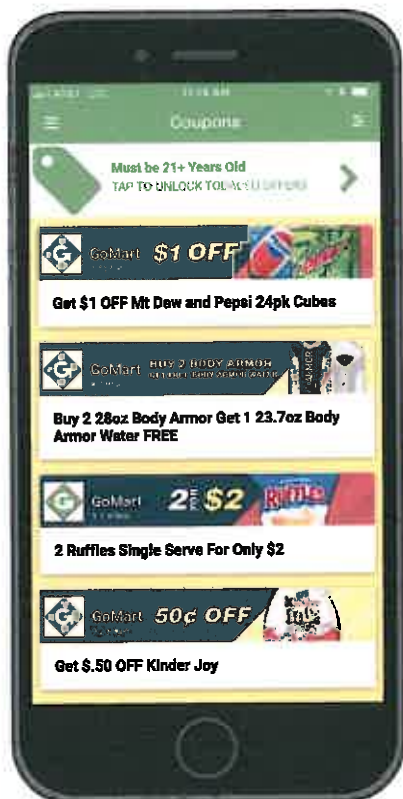
GOMART, INC.

GoMart App Launch

To keep up with digital trends, GoMart decided to develop an app. The app is designed to reach a younger demographic and offer a more current means of offering coupons and savings to customers. We worked with another developer who created the app for them based on unique requirements and needs for convenience stores. We created an app launch promotion plan and continue to do promotions and communications for the app. This includes in-store signage, app coupons, videos, emails, social media posts and radio and digital advertising.

5,395 individuals have downloaded the app since its launch on April 2nd.

13,222 coupons have been redeemed since the app launch.



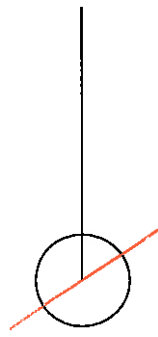
App Coupons

240,160
IMPRESSIONS

1,269
CLICKS

2,045

additional clicks to the app store
from the website.



WEST VIRGINIA LOTTERY

Digital Relativity became the agency of record for the West Virginia Lottery in January 2017 and immediately started conceptualizing a new campaign that would help drive ticket sales. A comprehensive campaign including TV, digital advertising, out-of-home and print advertisements was launched in August 2017. This campaign, coined “It Could Happen to You”, played on idioms of luck to drive home the idea that winning the lottery “could happen to you.” Currently, the campaign is being extended with a focus on the idea that your chance of winning the lottery is better than you think. The first two spots of a year-long campaign have been released featuring the “Lotto Bros” and are being paired with a comprehensive advertising strategy to support the campaign including social, print and out-of-home advertising.

Services

Creative Strategy
Illustration
Graphic Design
Project Management
Copywriting

Photography
Print Management
Website Design and Development
Video Production

Animation
Motion Graphics
Social Media Strategy
Digital Campaign Strategy and Execution

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 relied 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 were 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 used humor to engage listeners.
- **Digital and print ads.** Focusing on the flying pigs and blue moon creative specifically, these ads grabbed 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

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

WEST VIRGINIA LOTTERY

Advertising



Print Ads



Digital Ads



Guerrilla Marketing Promo Card

Guerrilla Marketing



Blue Moon Projection



Inflatable Pig



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.

WEST VIRGINIA LOTTERY

Video Spots

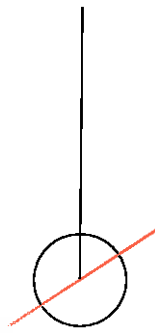


Print Ads

Digital Ads

Lotto Bros

“Never Going to Happen” is a funny and visually playful extension of the themes established in the “It Could Happen to You” campaign. The introduction of the “Lotto Bros” characters bring an entertaining new spin to the creative and allows the audience to follow along in the pair’s absurd adventures exploring ideas of situations that are “never gonna happen,” but do. The “Lotto Bros” are featured on TV, print, outdoor and social media along with in-person appearances at special events as part of the comprehensive build-out of this year-long campaign.



VISIT SOUTHERN WEST VIRGINIA

Visit Southern West Virginia promotes travel and tourism for nine counties in Southern West Virginia. Digital Relativity has worked with the agency for years but just recently took over all the marketing efforts including the visitors guide, digital advertisements, print, and collateral design. The “Stay a Little Longer “campaign, a new campaign that encourages visitors to stay a few extra days to take in everything that the region has to offer, was launched with the release of the 2018 travel guide and is supported through print and digital placements.

Services

Creative Strategy
Illustration
Graphic Design
Project Management

Copywriting
Photography
Print Management
Website Design and Development

Video Production
Digital Campaign Strategy and Execution

VISIT SOUTHERN WEST VIRGINIA

The Stay a Little Longer Campaign

The Stay a Little Longer Campaign encourages visitors to extend their stay in Southern West Virginia by highlighting just how much there is to do in the region. With this campaign, Digital Relativity created a new travel guide along with digital and print ads. A new website is scheduled to launch fall 2018.

Ads focus on outdoor adventure, relaxing family moments, unique heritage and small town charm. The guide promotes southern West Virginia as a travel destination for all seasons and is organized by the nine counties. Featuring articles on unique activities in each county in the region, the guide highlights things that first-time visitors may miss and encourages visitors to stay a little longer and experience all that southern West Virginia has to offer. The guide also uses beautiful scenic imagery to tell the story of the region's many recreation opportunities.



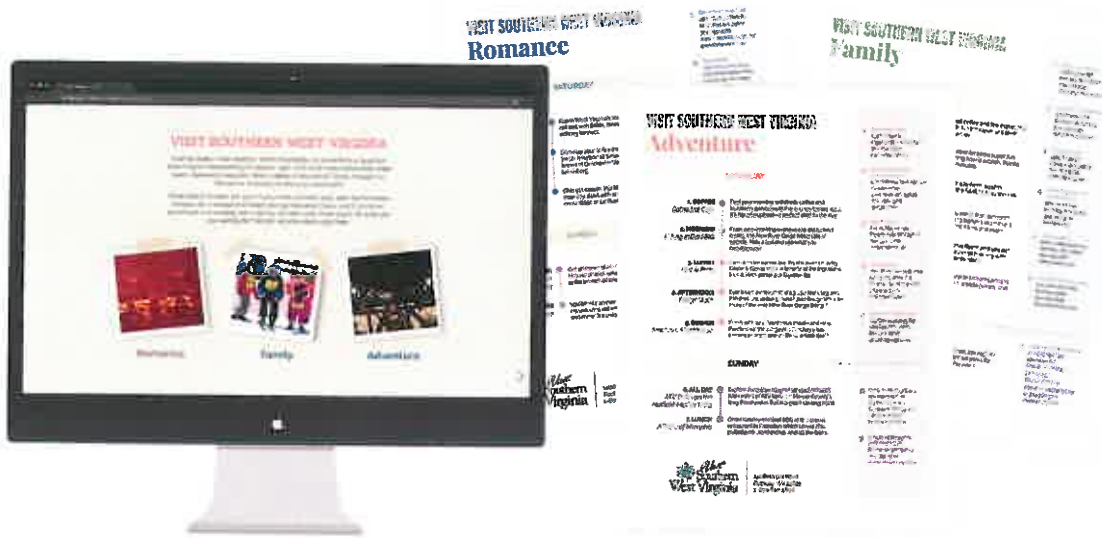
Since the guide was released in February 2018:

645
ONLINE GUIDE
REQUESTS

240
ONLINE
DOWNLOADS

90,000
MAILED
GUIDES

Digital Magazine



Web Component
visitwv.com/winter/

Printable Itineraries

Marketing Collateral

2017 Annual Report



2018 Marketing Plan



Brand Guidelines

Out-of-Home Travel Plaza Signage

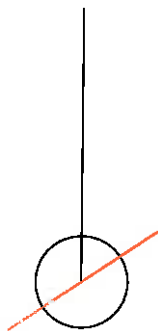


Digital Ads



Print Ads





WEST VIRGINIA STATE PARKS

During the summer of 2017, Digital Relativity 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, along with making the online reservations process simple and straightforward. Additionally, digital ads were designed and placed to support website traffic and bookings. Today, we continue to help optimize and refine the website and plan and manage digital campaigns. To date in 2018, state parks revenue is up \$1.8 million, and all relevant website metrics continue to trend upward.

Services

**Graphic Design
Project Management**

**Website Design and
Development
Video Production**

**Digital Campaign Strategy
and Execution**

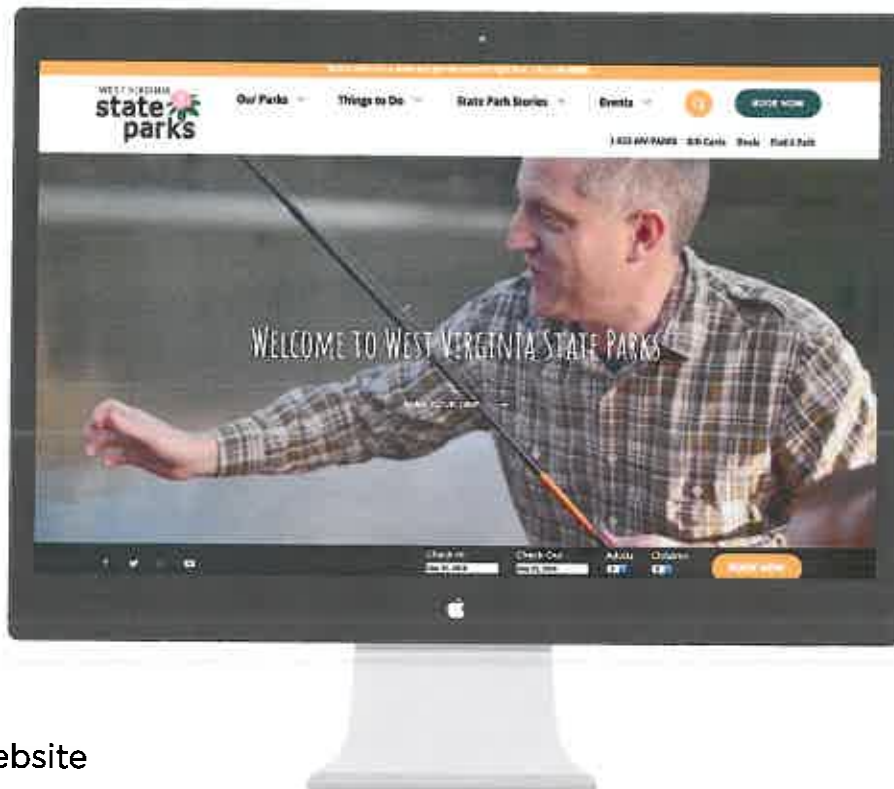
WEST VIRGINIA STATE PARKS

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 \$3.3 million in lodging revenue for the WV State Parks system.





Website



Digital Ads

SIGNED COVER SHEET



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

State of West Virginia
Request for Quotation

Proc Folder: 468804

Doc Description: Addendum #3 MARKETING and COMMUNICATIONS SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2018-08-03	2018-08-10 13:30:00	CRFQ 0402 EDD1800000001	4

BIDDER LOCATION

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

VENDOR

Vendor Name, Address and Telephone Number:
Digital Relativity
129 S. Court St., Unit B
Fayetteville, WV 25840
304 397. 8043

FOR INFORMATION CONTACT THE BUYER

Stephanie L Gale
(304) 558-8801
stephanie.l.gale@wv.gov

Signature X

FEIN #

900638435

DATE

8/9/18

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

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 South 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)
8/9/18
(Date)
304-663-6890 304-608-2121
(Phone Number) (Fax Number)

ADDENDUM ACKNOWLEDGEMENT FORM

ADDENDUM ACKNOWLEDGEMENT FORM

SOLICITATION NO.: EDD1900000001

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

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

Addendum Numbers Received:

(Check the box next to each addendum received)

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

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

Digital Relativity LLC
Company
[Signature]
Authorized Signature
8/8/18
Date

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

AGREEMENT ADDENDUM

WV-96
Rev. 5/16

AGREEMENT ADDENDUM

In the event of conflict between this addendum and the agreement, this addendum shall control:

1. **DISPUTES** - Any references in the agreement to arbitration or to the jurisdiction of any court are hereby deleted. Disputes arising out of the agreement shall be presented to the West Virginia Court of Claims.
2. **HOLD HARMLESS** - Any provision requiring the Agency to indemnify or hold harmless any party is hereby deleted in its entirety.
3. **GOVERNING LAW** - The agreement shall be governed by the laws of the State of West Virginia. This provision replaces any references to any other State's governing law.
4. **TAXES** - Provisions in the agreement requiring the Agency to pay taxes are deleted. As a State entity, the Agency is exempt from Federal, State, and local taxes and will not pay taxes for any Vendor including individuals, nor will the Agency file any tax returns or reports on behalf of Vendor.
5. **PAYMENT** - Any reference to prepayment are deleted. Payment will be in arrears.
6. **INTEREST** - Any provision for interest or charges on late payments is deleted. The Agency has no statutory authority to pay interest or late fees.
7. **NO WAIVER** - Any language in the agreement requiring the Agency to waive any rights, claims or defenses is hereby deleted.
8. **FISCAL YEAR FUNDING** - Services performed under the agreement may be continued in succeeding fiscal years for the term of the agreement, contingent upon funds being appropriated by the Legislature or otherwise being available for this service. In the event funds are not appropriated or otherwise available for this service, the agreement shall terminate without penalty on June 30. After that date, the agreement becomes of no effect and is null and void. However, the Agency agrees to use its best efforts to have the amount contemplated under the agreement included in its budget. Non-appropriation or non-funding shall not be considered an event of default.
9. **STATUTE OF LIMITATIONS** - Any clause limiting the time in which the Agency may bring suit against the Vendor, insurer, individual, or any other party are deleted.
10. **SIMILAR SERVICES** - Any provisions limiting the Agency's right to obtain similar services or equipment in the event of default or non-funding during the term of the agreement are hereby deleted.
11. **DEFERRED COSTS** - The Agency recognizes an obligation to pay attorney's fees or costs only when assessed by a court of competent jurisdiction. Any other provision is invalid and considered null and void.
12. **ASSIGNMENT** - Notwithstanding any clause to the contrary, the Agency reserves the right to assign the agreement to another State of West Virginia agency, board or commission upon thirty (30) days written notice to the Vendor and Vendor shall obtain the written consent of Agency prior to assigning the agreement.
13. **LIMITATION OF LIABILITY** - The Agency, as a State entity, cannot agree to assume the potential liability of a Vendor. Accordingly, any provision limiting the Vendor's liability for direct damages to a certain dollar amount or to the amount of the agreement is hereby deleted. Limitation on special, incidental or consequential damages are acceptable. In addition, any limitation is null and void to the extent that it precludes any action for injury to person or for damages to personal property.
14. **RIGHT TO TERMINATE** - Agency shall have the right to terminate the agreement upon thirty (30) days written notice to Vendor. Agency agrees to pay Vendor for services rendered or goods received prior to the effective date of termination.
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17. **INSURANCE** - Any provision requiring the Agency to purchase insurance for Vendor's property is deleted. The State of West Virginia is insured through the Board of Risk and Insurance Management, and will provide a certificate of property insurance upon request.
18. **RIGHT TO NOTICE** - Any provision for repossession of equipment without notice is hereby deleted. However, the Agency does recognize a right of repossession with notice.
19. **ACCELERATION** - Any reference to acceleration of payments in the event of default or non-funding is hereby deleted.
20. **CONFIDENTIALITY** - Any provision regarding confidentiality of the terms and conditions of the agreement is hereby deleted. State contracts are public records under the West Virginia Freedom of Information Act.
21. **AMENDMENTS** - All amendments, modifications, alterations or changes to the agreement shall be in writing and signed by both parties. No amendment, modification, alteration or change may be made to this addendum without the express written approval of the Purchasing Division and the Attorney General.
22. **DELIVERY** - All deliveries under the agreement will be FOB destination unless otherwise stated in the State's original solicitation. Any contrary delivery terms are hereby deleted.

ACCEPTED BY:
STATE OF WEST VIRGINIA

Sponsoring Unit: _____
Signed: _____
Title: _____
Date: _____

VENDOR

Company Name: Digital Relativity, LLC
Signed: [Signature]
Title: CEO
Date: 7/30/18

SEE NOTARY ON BACK



County of Fayette
State of West Virginia

The foregoing instrument was subscribed and sworn to before me this 30th day of July, 2018 by Patrick Strader
Angela J Krize
Notary Public
My commission expires June 28, 2023

DISCLOSURE OF INTERESTED PARTIES TO CONTRACTS

**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 Fayetteville WV 25840

Authorized Agent: Patrick J Strader Address: _____

Contract Number: EDD1900000001 Contract Description: Marketing Communications Service

Governmental agency awarding contract: West Virginia Department of Education

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: 8/9/18

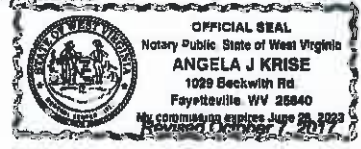
Notary Verification

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 9th day of August, 2018
Angela J Krise
Notary Public's Signature

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



INSURANCE INFORMATION



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/07/2018

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

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

PRODUCER Curtis Miller Insurance Agency, Inc. 1800 Blizzard Drive Parkersburg WV 26101		CONTACT NAME: Jenney Wilson PHONE (A/C, No, Ext): 304-485-6431 FAX (A/C, No): 304-485-8139 E-MAIL ADDRESS: jenney@curtismlrns.com	
INSURED Digital Relativity LLC 129 South Court Street Unit B Fayetteville WV 25840		INSURER(S) AFFORDING COVERAGE INSURER A: The Hartford INSURER B: Travelers INSURER C: INSURER D: INSURER E: INSURER F:	
		NAIC # 11000	

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

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

INSTR LTR	TYPE OF INSURANCE	PRODUCER INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR Includes Public Liability <input checked="" type="checkbox"/> Business Personal Property coverage GENL AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y	40SBAW0896	06/01/2018	06/01/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Bus. Personal Property \$ \$43,600	
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY	Y	40SBAIW0896	06/01/2018	06/01/2019	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$	
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR CLAIMS-MADE DED RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$	
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in WV) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	UB-1J748252-18-42-G	03/28/2018	03/28/2019	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
A	Professional/Malpractice/Errors and Omission	Y	40SBAIW0896	06/01/2018	06/01/2019	Per occurrence \$1,000,000 Policy Limit \$1,000,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 The certificate holder is listed as an additional insured. The certificate holder will receive immediate notice of any changes to policy, including but not limited to, policy cancellation, policy reduction or changes in insurers.

CERTIFICATE HOLDER West Virginia Department of Education BLDG 6, Room 204 1900 Kanawha Blvd E Charleston WV 25305	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Jenney Wilson</i>
--	--

EXHIBIT A: PRICING PAGE

A.	Category	Contract Services	Unit of Measure	Estimated Hours	Vendor's Hourly Rate	Total Annual Costs
	Account Management	1. Account Services	Hour(s)	500	60.00	30,000
		2. Public Relations	Hour(s)	100	50.00	5,000
	Media	3. Media Planning & Buying	Hour(s)	100	60.00	6,000
	Creative	4. Illustration/Layout/Design/Copywriting	Hour(s)	500	60.00	30,000
		5. Art Direction	Hour(s)	200	60.00	12,000
	Digital	6. Website Strategy, Development & Maintenance	Hour(s)	200	50.00	10,000
	Production	7. Printing	Hour(s)	250	50.00	12,500
		8. Video Production	Hour(s)	500	50.00	25,000
		9. Audio Production	Hour(s)	100	50.00	5,000
	Social Media	10. Social Media Strategy	Hour(s)	200	50.00	10,000
	Total Fiscal Year Cost for Vendor Services (1-10):			2650		145,500

The sum of the estimated hours is 2,650 hours. The quantities shown are estimates only and may be more or less.

B. Media Buying Add-On:

All Vendors responding to this RFQ must provide a percentage of add-on for paid media (not to exceed 5%).

This percentage will be multiplied by \$150,000

Vendors Add-on for media buying is:	1 %	\$150,000	\$1,500
-------------------------------------	-----	-----------	---------

C. TOTAL BID AMOUNT

(Cost from A and B are to be added together to determine the total cost of the proposal)

\$147,500


Pat Strader, Founder & CEO
 9/9/2013



WEST VIRGINIA DEPARTMENT OF EDUCATION

CRFQ 0402 EDD1900000001
MARKETING AND COMMUNICATIONS SERVICES

COST ESTIMATE



304.663.6890 | digitalrelativity.com

Pat Strader, Founder & CEO

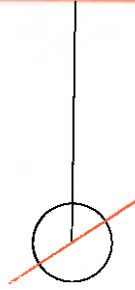
8/9/2018

EXHIBIT A: PRICING PAGE

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WEST VIRGINIA DEPARTMENT OF EDUCATION

CRFQ 0402 EDD1900000001
MARKETING AND COMMUNICATIONS SERVICES

DOCUMENTATION

Including:

Signed Cover Sheet

Designated Contact and Certification
and Signature

Addendum Acknowledgement Form

Agreement Addendum

Disclosure of Interested Parties to
Contracts

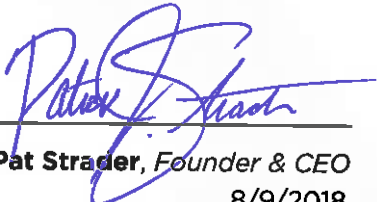
Purchasing Affidavit

Business License

Insurance Information



304.663.6890 | digitalrelativity.com


Pat Strader, Founder & CEO
8/9/2018



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

State of West Virginia
 Request for Quotation

Proc Folder: 468604

Doc Description: Addendum #3 MARKETING and COMMUNICATIONS SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2018-08-03	2018-08-10 13:30:00	CRFQ 0402 EDD1900000001	4

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:

Digital Relativity
 129 S. Court St., Unit B
 Fayetteville, WV 25840
 304.397.8643

FOR INFORMATION CONTACT THE BUYER

Stephanie L Gale
 (304) 558-8801
 stephanie.l.gale@wv.gov

Signature X

FEIN #

900638435

DATE

8/9/18

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

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 South 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)
8/9/18
(Date)
304-663-6890 304-608-2121
(Phone Number) (Fax Number)

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Digital Relativity, LLC
Company

Patricia J. Shahan
Authorized Signature

8/8/18
Date

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Revised 6/8/2012

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16. **RENEWAL** – Any references to automatic renewal is hereby deleted. The agreement may be renewed only upon mutual written agreement of the parties.
17. **INSURANCE** – Any provision requiring the Agency to purchase insurance for Vendor's property is deleted. The State of West Virginia is insured through the Board of Risk and Insurance Management, and will provide a certificate of property insurance upon request.
18. **RIGHT TO NOTICE** – Any provision for repossession of equipment without notice is hereby deleted. However, the Agency does recognize a right of repossession with notice.
19. **ACCELERATION** – Any reference to acceleration of payments in the event of default or non-funding is hereby deleted.
20. **CONFIDENTIALITY** – Any provision regarding confidentiality of the terms and conditions of the agreement is hereby deleted. State contracts are public records under the West Virginia Freedom of Information Act.
21. **AMENDMENTS** – All amendments, modifications, alterations or changes to the agreement shall be in writing and signed by both parties. No amendment, modification, alteration or change may be made to this addendum without the express written approval of the Purchasing Division and the Attorney General.
22. **DELIVERY** – All deliveries under the agreement will be FOB destination unless otherwise stated in the State's original solicitation. Any contrary delivery terms are hereby deleted.

ACCEPTED BY:
STATE OF WEST VIRGINIA

Spending Unit: _____

Signed: _____

Title: _____

Date: _____

VENDOR

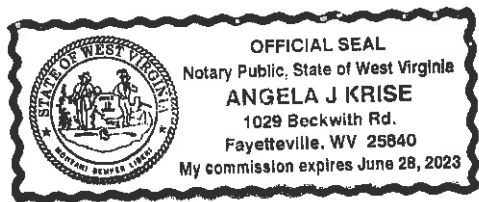
Company Name: Digital Relativity, LLC

Signed: [Signature]

Title: CEO

Date: 7/30/10

SEE NOTARY ON BACK



County of Fayette
State of West Virginia

The foregoing instrument was subscribed and sworn ^{AK} before me this 30th day of July, ~~2018~~ ²⁰¹⁸ by
Patrick Strader

Angela J. Krise
Notary Public
My commission expires June 28, 2023

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 Fayetteville WVA 25840

Authorized Agent: Patrick J. Strader Address: _____

Contract Number: EDD1900000001 Contract Description: Marketing Communications Service

Governmental agency awarding contract: West Virginia Department of Education

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: 

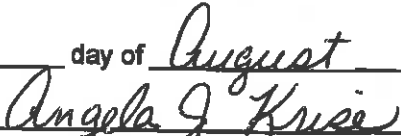
Date Signed: 8/9/18

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 9th day of August, 2018

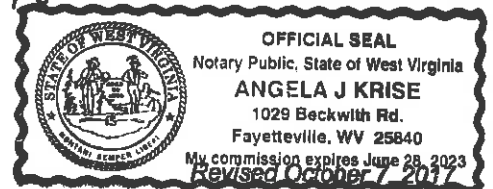

Notary Public's Signature

To be completed by State Agency:

Date Received by State Agency: _____

Date submitted to Ethics Commission: _____

Governmental agency submitting Disclosure: _____



West Virginia Ethics Commission



Disclosure of Interested Parties to Contracts

Pursuant to *W. Va. Code* § 6D-1-2, a state agency may not enter into a contract, or a series of related contracts, that has/have an actual or estimated value of \$100,000 or more until the business entity submits to the contracting state agency a Disclosure of Interested Parties to the applicable contract. In addition, the business entity awarded a contract is obligated to submit a supplemental Disclosure of Interested Parties reflecting any new or differing interested parties to the contract within 30 days following the completion or termination of the applicable contract.

For purposes of complying with these requirements, the following definitions apply:

"Business entity" means any entity recognized by law through which business is conducted, including a sole proprietorship, partnership or corporation.

"Interested party" or *"Interested parties"* means:

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

"State agency" means a board, commission, office, department or other agency in the executive, judicial or legislative branch of state government, including publicly funded institutions of higher education: Provided, that for purposes of *W. Va. Code* § 6D-1-2, the West Virginia Investment Management Board shall not be deemed a state agency nor subject to the requirements of that provision.

The contracting business entity must complete this form and submit it to the contracting state agency prior to contract award and to complete another form within 30 days of contract completion or termination.

This form was created by the State of West Virginia Ethics Commission, 210 Brooks Street, Suite 300, Charleston, WV 25301-1804. Telephone: (304) 558-0664; fax: (304) 558- 2169; e-mail: ethics@wv.gov; website: www.ethics.wv.gov.

Revised October 7, 2017

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 §81-5-3) 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: 7/30/18

State of West Virginia

County of Fayette to-wit:

Taken, subscribed, and sworn to before me this 30th day of July, 2018.

My Commission expires June 28, 2023

AFFIX SEAL HERE

NOTARY PUBLIC Angela J Krise
Purchasing Affidavit (Revised 01/19/2018)



State of West Virginia



Certificate

*I, Natalie E. Tennant, Secretary of State of the
State of West Virginia, hereby certify that*

DIGITAL RELATIVITY LLC

Control Number: 99MJM

has filed its "Articles of Organization" in my office according to the provisions of West Virginia Code §§31B-2-203 and 206. I hereby declare the organization to be registered as a limited liability company from its effective date of November 19, 2010 until the expiration of the term or termination of the company.

Therefore, I hereby issue this

CERTIFICATE OF A LIMITED LIABILITY COMPANY



*Given under my hand and the
Great Seal of the State of
West Virginia on this day of
November 19, 2010*

Natalie E. Tennant

Secretary of State



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

08/07/2018

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

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

PRODUCER		CONTACT NAME: Jenney Wilson	
Curtis Miller Insurance Agency, Inc.		PHONE (A/C, No, Ext): 304-485-6431	FAX (A/C, No): 304-485-8139
1800 Blizzard Drive		E-MAIL ADDRESS: jenney@curtismlerins.com	
Parkersburg WV 26101		INSURER(S) AFFORDING COVERAGE	
		INSURER A: The Hartford	NAIC # 11000
INSURED		INSURER B: Travelers	
Digital Relativity LLC		INSURER C:	
129 South Court Street		INSURER D:	
Unit B		INSURER E:	
Fayetteville WV 25840		INSURER F:	

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

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

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR includes Public Liability <input checked="" type="checkbox"/> Business Personal Property coverage GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y		40SBATW0896	06/01/2018	06/01/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Bus. Personal Property \$ \$43,600
A	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	Y		40SBATW0896	06/01/2018	06/01/2019	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y/N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A		UB-1J748252-18-42-G	03/28/2018	03/28/2019	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
A	Professional/Malpractice/Errors and Omission	Y		40SBATW0896	06/01/2018	06/01/2019	Per occurrence \$1,000,000 Policy Limit \$1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The certificate holder is listed as an additional insured. The certificate holder will receive immediate notice of any changes to policy, including but not limited to, policy cancellation, policy reduction or changes in insurers.

CERTIFICATE HOLDER**CANCELLATION**

West Virginia Department of Education BLDG 6, Room 204 1900 Kanawha Blvd E Charleston WV 25305	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Jenney Wilson</i>
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