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About



Welcome, Lu Anne Cottrill

Procurement

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Solicitation Response(SR)

Dept: 0705

ID: ESR0902200000001425

Ver.: 1

Function: New

Phase: Final

Modified by batch , 09/03/2020

Header @ 1

List View

General Information

Contact

Default Values

Discount

Document Information

Clarification Request

Procurement Folder: 766012

Procurement Type: Central Master Agreement

Vendor ID: VS0000032016

Legal Name: Brian Watkins

Alias/DBA: Catalyst Marketing LLC

Total Bid: \$2,367,200.00

Response Date: 09/02/2020

Response Time: 11:18

Responded By User ID: catalystwv

First Name: Brian

Last Name: Watkins

Email: brian.watkins@catalystm

SO Doc Code: CRFQ

SO Dept: 0705

SO Doc ID: LOT2100000001

Published Date: 8/21/20

Close Date: 9/3/20

Close Time: 13:30

Status: Closed

Solicitation Description: Addendum 3 - MARKETING AND
ADVERTISING SERVICES

Total of Header Attachments: 1

Total of All Attachments: 1



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

**State of West Virginia
 Solicitation Response**

Proc Folder: 766012
Solicitation Description: Addendum 3 - MARKETING AND ADVERTISING SERVICES
Proc Type: Central Master Agreement

Solicitation Closes	Solicitation Response	Version
2020-09-03 13:30	SR 0705 ESR09022000000001425	1

VENDOR
 VS0000032016
 Brian Watkins

Solicitation Number: CRFQ 0705 LOT2100000001
Total Bid: 2367200 **Response Date:** 2020-09-02 **Response Time:** 11:18:29
Comments:

FOR INFORMATION CONTACT THE BUYER
 Linda B Harper
 (304) 558-0468
 linda.b.harper@wv.gov

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

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

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Advertising				2367200.00

Comm Code	Manufacturer	Specification	Model #
82100000			

Commodity Line Comments:

Extended Description:

Vendors should enter the TOTAL BID AMOUNT from the Exhibit A Pricing Page and upload the Exhibit A Pricing Page as an attachment.

EXHIBIT A : PRICING PAGE

A.	CATEGORY	CONTRACT SERVICES	Unit of Measure	ESTIMATED HOURS (BASED ON HOURS/ YEAR IN 2020)	VENDOR'S HOURLY RATE Year 1	VENDOR'S HOURLY RATE YEAR 2 OPTIONAL RENEWAL	VENDOR'S HOURLY RATE YEAR 3 OPTIONAL RENEWAL	VENDOR'S HOURLY RATE YEAR 4 OPTIONAL RENEWAL	EXTENDED COST PER SERVICE
	ACCOUNT MANAGEMENT	1. Account Services	Hour(s)	1,200	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 528,000.00
		2. General Account Management	Hour(s)	200	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 88,000.00
		3. Public Relations	Hour(s)	40	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 17,600.00
		4. Research Services	Hour(s)	40	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 17,600.00
	MEDIA	5. Media Planning and Buying of Radio and Streaming Services	Hour(s)	100	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 44,000.00
		6. Media Planning and Buying of Television and Streaming Services	Hour(s)	300	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 132,000.00
		7. Media Planning and Buying of Newspaper	Hour(s)	100	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 44,000.00
		8. Media Planning and Buying of Outdoor Ads	Hour(s)	80	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 35,200.00
		9. Media Planning and Buying of Social Media	Hour(s)	80	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 35,200.00
	CREATIVE	10. Illust/Layout/Design and Copywriting Adv.	Hour(s)	200	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 88,000.00
		11. Creative/Art Direction or Planning	Hour(s)	500	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 220,000.00
		12. Computer Graphics	Hour(s)	500	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 220,000.00
	WEBSITE	13. Web Site Development and Maintenance	Hour(s)	700	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 308,000.00
		14. Web Hosting & Domain	Hour(s)	100	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 44,000.00
	PRODUCTION	15. Printing	Hour(s)	200	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 88,000.00
		16. Film Production	Hour(s)	500	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 220,000.00
		17. Audio Production	Hour(s)	200	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 88,000.00
		18. Music Rights/ Trademark	Hour(s)	5	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 2,200.00
	PROMOTIONS/ EVENTS	19. Sponsorships- Collegiate/ Fairs & Festivals	Hour(s)	35	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 15,400.00
		20. Marketing Promotions Planning, Materials, Prizes, Trips, and Accommodations	Hour(s)	200	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 88,000.00
		21. Promotion and Events Field Support	Hour(s)	100	\$ 110.00	\$ 110.00	\$ 110.00	\$ 110.00	\$ 44,000.00
TOTAL EXTENDED HOURLY COST									\$ 2,367,200.00

The sum of ESTIMATED HOURS (CONTRACT SERVICES 1-21) IS 5380 HOURS. The quantities shown are estimates only and may be more or less.

- B. Media Buying Add-on Years (Year one (1) plus optional renewals Years two (2) - four (4)):
 All Vendors responding to this RFQ must provide a percentage of add-on media buying activities (not to exceed 5%).
 This percentage will be multiplied by \$2,500,000 and added to that total.
The total media buy of \$2,500,000 is arbitrary and the actual amount may not reach or may exceed this amount.

VENDOR'S ADD-ON FOR MEDIA BUYING TOTAL:

0%

x \$2,500,000

\$0.00

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

TOTAL BID AMOUNT:

\$2,367,200.00