



memo

Memo to: Paul Reynolds, WV Purchasing
Memo from: Chris Michael, Bulldog Creative Services
Date: 11/07/11
RE: RFQ 95120001
cc:

Please find enclosed our response to RFQ #95120001.

The attached document includes the original RFQ, all the addendums and the response to the mandatory requirements at the end of the document.

Due to the repeating nature of the addendums, there are multiple indications of various data requested in the RFQ.

I apologize in advance for the duplicity.

Respectfully submitted,

Chris Michael

RECEIVED

2011 NOV -8 AM 11:48

WV PURCHASING
DIVISION



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

Request for Quotation

RFQ NUMBER
 95120001

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
 PAUL REYNOLDS
 304-558-0468

RFQ COPY

TYPE NAME/ADDRESS HERE
 Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
|--------------|---------------|----------|--------|---------------|
| 08/29/2011 | | | | |

BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|---|----------|-----|----------|-------------|------------|--------|
| 0001 | | LS | | 915-03 | | |
| COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER OPEN END CONTRACT THE WEST VIRGINIA STATE PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF HIGHWAYS IS SOLICITING BIDS FOR AND OPEN END CONTRACT TO PROVIDE COMPREHENSIVE PROFESSIONAL ADVERTISING AND MARKETING SERVICES FOR THE WEST VIRGINIA DEPARTMENT OF TRANSPORTATION PER THE ATTACHED SPECIFICATIONS. TECHNICAL QUESTIONS CONCERNING THIS SOLICITATION MUST BE SUBMITTED IN WRITING TO PAUL REYNOLDS IN THE WEST VIRGINIA STATE PURCHASING DIVISION VIA MAIL AT THE ADDRESS SHOWN IN THE BODY OF THIS RFQ, VIA FAX AT 304-558-4115, OR VIA EMAIL AT PAUL.REYNOLDS@WV.GOV. A WORD DOCUMENT FOR SUBMITTING TECHNICAL QUESTIONS IS ATTACHED. DEADLINE FOR ALL TECHNICAL QUESTIONS 09/09/11 AT THE CLOSE OF BUSINESS. ANY TECHNICAL QUESTIONS RECEIVED WILL BE ANSWERED BY FORMAL ADDENDUM TO BE ISSUED BY THE PURCHASING DIVISION AFTER THE DEADLINE HAS LAPSED. EXHIBIT 3 LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS | | | | | | |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

| | | |
|------------------------------|------------------------|-----------------------------------|
| SIGNATURE <i>[Signature]</i> | TELEPHONE 304 525 9600 | DATE 11/7/11 |
| TITLE member | FEIN 27-0086421 | ADDRESS CHANGES TO BE NOTED ABOVE |

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

RFQ NUMBER
 95120001

PAGE
 2

ADDRESS CORRESPONDENCE TO ATTENTION OF:
 PAUL REYNOLDS
 304-558-0468

RFQ COPY

TYPE NAME/ADDRESS HERE

Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
|--------------|---------------|----------|--------|---------------|
| 08/29/2011 | | | | |

BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|--|----------|-----|----------|-------------|------------|--------|
| <p>NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.</p> <p>UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.</p> <p>RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.</p> <p>CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.</p> <p>OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK.)</p> <p>QUANTITIES: QUANTITIES LISTED IN THE REQUISITION ARE</p> | | | | | | |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

| | | |
|---------------------------------|---------------------------|-----------------------------------|
| SIGNATURE <i>[Signature]</i> | TELEPHONE 304 525 9600 | DATE 11/7/11 |
| TITLE MANAGER | FERN 27-0086421 | ADDRESS CHANGES TO BE NOTED ABOVE |

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

RFQ NUMBER
 95120001

PAGE
 3

ADDRESS CORRESPONDENCE TO ATTENTION OF:
 PAUL REYNOLDS
 304-558-0468

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE
 Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

SHIP TO

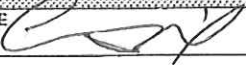
DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
|--------------|---------------|----------|--------|---------------|
| 08/29/2011 | | | | |

BID OPENING DATE: 09/14/2011 BID OPENING TIME: 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|---|----------|-----|----------|-------------|------------|--------|
| <p>APPROXIMATIONS ONLY, BASED ON ESTIMATES SUPPLIED BY THE STATE SPENDING UNIT. IT IS UNDERSTOOD AND AGREED THAT THE CONTRACT SHALL COVER THE QUANTITIES ACTUALLY ORDERED FOR DELIVERY DURING THE TERM OF THE CONTRACT, WHETHER MORE OR LESS THAN THE QUANTITIES SHOWN.</p> <p>ORDERING PROCEDURE: SPENDING UNIT(S) SHALL ISSUE A WRITTEN STATE CONTRACT ORDER (FORM NUMBER WV-39) TO THE VENDOR FOR COMMODITIES COVERED BY THIS CONTRACT. THE ORIGINAL COPY OF THE WV-39 SHALL BE MAILED TO THE VENDOR AS AUTHORIZATION FOR SHIPMENT, A SECOND COPY MAILED TO THE PURCHASING DIVISION, AND A THIRD COPY RETAINED BY THE SPENDING UNIT.</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THE STATE MAY DEEM THE CONTRACT NULL AND VOID, AND TERMINATE SUCH CONTRACT WITHOUT FURTHER ORDER.</p> <p>THE TERMS AND CONDITIONS CONTAINED IN THIS CONTRACT SHALL SUPERSEDE ANY AND ALL SUBSEQUENT TERMS AND CONDITIONS WHICH MAY APPEAR ON ANY ATTACHED PRINTED DOCUMENTS SUCH AS PRICE LISTS, ORDER FORMS, SALES AGREEMENTS OR MAINTENANCE AGREEMENTS, INCLUDING ANY ELECTRONIC MEDIUM SUCH AS CD-ROM.</p> <p>REV. 05/26/2009</p> <p style="text-align: center;">NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p style="text-align: center;">DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST</p> | | | | | | |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

| | | |
|---|----------------------|-----------------------------------|
| SIGNATURE  | TELEPHONE 3045259600 | DATE 11/7/11 |
| TITLE M. M. BAIR | FEIN 27-0086421 | ADDRESS CHANGES TO BE NOTED ABOVE |

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

RFQ NUMBER
 95120001

PAGE
 4

ADDRESS CORRESPONDENCE TO ATTENTION OF:
 PAUL REYNOLDS
 304-558-0468

RFQ COPY

TYPE NAME/ADDRESS HERE
 Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
|--------------|---------------|----------|--------|---------------|
| 08/29/2011 | | | | |

BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|--|----------|-----|----------|-------------|------------|--------|
| CHARLESTON, WV 25305-0130 THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED: SEALED BID BUYER: PAUL REYNOLDS FILE 33 RFQ. NO.: 95120001 BID OPENING DATE: 09/14/2011 BID OPENING TIME: 01:30 P.M. PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID: ----- (304) 525-4043 ----- CONTACT PERSON (PLEASE PRINT CLEARLY): ----- CHRIS MICHAEL ----- ***** THIS IS THE END OF RFQ 95120001 ***** TOTAL: <u>\$30,315.00</u> | | | | | | |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

| | | |
|------------------------------|------------------------|-----------------------------------|
| SIGNATURE <i>[Signature]</i> | TELEPHONE 304 525 9600 | DATE 11/7/11 |
| TITLE MEMBERS | FEIN 27-0086421 | ADDRESS CHANGES TO BE NOTED ABOVE |

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

Department of Transportation

ADVERTISING SERVICES

The West Virginia Department of Transportation, hereinafter referred to as "DOT", is soliciting bids for professional advertising services for the DOT Divisions of Highways; Motor Vehicles; Office of Administrative Hearings; Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. An open-end contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements contained in this Request for Quotation for a one year period with options to renew such contract for two additional one year periods.

Mandatory Requirements & Bid Evaluation

Mandatory requirements included herein are intended to establish the minimum required qualification and experience criteria and required scope of services. Any specification containing the word "**must**", "**shall**" or "**will**" is mandatory. Failure to meet any mandatory requirement shall result in disqualification of the bid.

Written questions will be accepted and must be submitted to the Purchasing Division as follows no later than See Page 1:

Questions will be addressed and a formal addendum will be issued accordingly.

Part 1.0 BACKGROUND

The West Virginia Department of Transportation (DOT) is comprised of more than 6,000 men and women who work in the Division of Highways; Division of Motor Vehicles; Office of Administrative Hearings; Division of Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. It is the mission of the DOT to create and maintain a multi-modal and inter-modal transportation system that supports the safe, effective and efficient movement of people and to provide information and goods that enhances the opportunity for people and communities to enjoy environmentally sensitive and economically sound development. WV DOT provides essential services in transportation, tourism and economic development including but not limited to the following:

- **Safety and protection** for citizens through modern operating standards for our highways, rail and airport facilities and licensing and permitting of drivers and motor

- vehicles;
- **Transportation services** including public transit, railway operation and maintenance, airport and river port development, and highway construction and maintenance;
- **Community and economic development** through accessible roads, rivers, railways and airports and support for the artisan community through Tamarack and other development initiatives;
- **Revenue generation** through the highway trust fund; air, railway and waterway fuel funds, and tolls and concession fees; and
- **Information and education** through driver education, travel information, safety guidance, public involvement in transportation planning and continuing education.
-

Part 2.0 Mandatory Qualifications and Experience Requirements

The WV DOT requires a professional advertising and marketing vendor capable of providing a full range of services. Professional services include but may not be limited to creative public relations, media and consultation, research analysis, outreach and education and technical assistance in development and implementing comprehensive marketing, advertising and public relation campaigns.

Vendors must be properly licensed with the State and all other applicable governmental entities to provide advertising and marketing services covered under the contract.

Vendors must have been in business a minimum of five years and shall have completed and/or are engaged in a minimum of five projects similar in size and scope within the last five year period in other comparable work environments. Please provide the names of businesses, addresses, contact person name and phone number, dates and description of services. It is preferred that vendors provide all applicable information to evidence compliance with mandatory qualification and experience criteria with the bid. Vendors who fail to provide the required information upon written request by the Purchasing Division by the established deadline may be immediately disqualified.

Part 3.0 Scope of Services and Contract Performance Requirements

The successful vendor shall be solely responsible for providing all material, labor and professional services required to provide all specified advertising and marketing services described herein. Services shall be provided with input and approval from DOT and shall include:

- Market Analysis;
- Theme development;
- Creative concepts and art direction;
- Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same;
- Statewide coverage for multi-media advertising placement and/or outreach through various media avenues including television, radio, billboards, posters, outdoor and bus signage, internet/worldwide web, and other promotional materials;

inclusive of expenses. Vendors **shall** provide an all inclusive hourly rate for completion of indicated service categories. Such hourly rates shall be firm, fixed all-inclusive hourly rates for the life of the contract. **Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT.**

Costs for subcontracted services shall be paid as a pass-through cost and must be approved prior to completion. A copy of the invoice for any subcontracted service shall be attached to the successful Vendor's invoice for services. The DOT shall pay the approved subcontracted cost and the successful Vendor's hours based on the appropriate service category hourly rate established in the contract and stipulated on the WV-39 Release for each service request.

Any cost that is not specifically listed on the WV-39 shall not be approved for payment.

It is preferred that Vendors utilize the attached Bid Form. Should a Vendor opt not to use the attached Bid Form and fails to provide all required bid quote information, the bid shall be declared fatally flawed and will be disqualified.

ADVERTISING & MARKETING SERVICES

A. Advertising & Marketing Services

| Service | Estimated Hours | All Inclusive Hourly Rate | Extended Cost |
|--------------------------------------|-----------------|---------------------------|---------------------|
| Television Production | 50 | \$ 45.00 | \$ 2,250.00 |
| Radio Production | 25 | \$ 45.00 | \$ 1,125.00 |
| Media Buys | 300 | \$ 45.00 | \$ 13,500.00 |
| Outdoor Advertising | 25 | \$ 45.00 | \$ 1,125.00 |
| Print Media | 25 | \$ 45.00 | \$ 1,125.00 |
| Internet/Worldwide Web | 25 | \$ 45.00 | \$ 1,125.00 |
| Survey, Analysis, Evaluation | 200 | \$ 45.00 | \$ 9,000.00 |
| Contract Administration/Consultation | 25 | \$ 45.00 | \$ 1,125.00 |
| | | | |
| Grand Total | | | \$ 30,375.00 |

Note: Bids shall be evaluated on the basis of the lowest Grand Total Cost following confirmation of compliance with all mandatory specification requirements. Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT. The contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements.

FISHKNEE COMPANY I, LLC dba BULLDOG CREATIVE SERVICES
Vendor

By:  CHRIS MICHAEL

Title: MEMBER

Date: 11/07/11

Address:

916 5TH AVENUE SUITE 305
HUNTINGTON, WV 25701

Business Phone No 304-525-9600

RFQ No. 95120001

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

West Virginia Code §5A-3-10a states: 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 the debt owned is an amount greater than one thousand dollars in the aggregate

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.

"Debtor" means any individual, corporation, partnership, association, Limited Liability Company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "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.

EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this 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.

Under penalty of law for false swearing (*West Virginia Code §61-5-3*), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: FISHKNEE COMPANY I, LLC dba BULLDOG CREATIVE SERVICES

Authorized Signature: [Signature] Date: 11/7/11

State of West Virginia

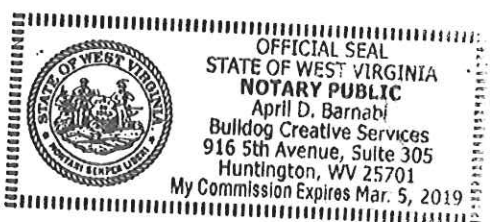
County of Cabell, to-wit:

Taken, subscribed, and sworn to before me this 7th day of November 2011

My Commission expires March 05, 2019

AFFIX SEAL HERE

NOTARY PUBLIC April D. Barnabi





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

Request for Quotation

| |
|------------|
| RFQ NUMBER |
| 95120001 |

| |
|------|
| PAGE |
| 1 |

| |
|---|
| ADDRESS CORRESPONDENCE TO ATTENTION OF: |
| PAUL REYNOLDS 304-558-0468 |

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE
 Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| | | | | |
|--------------|---------------|----------|--------|---------------|
| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
| 09/12/2011 | | | | |

BID OPENING DATE: 09/21/2011 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|------|----------|-----|----------|---|------------|--------------|
| | | | | ADDENDUM NO. 1 | | |
| | | | | REVISED SPECIFICATIONS ATTACHED. | | |
| | | | | ADD: VENDOR PREFERENCE CERTIFICATE | | |
| | | | | ADDITIONAL TECHNICAL QUESTIONS WILL BE ACCEPTED UNTIL 4:30 P.M. SEPTEMBER 15, 2011. | | |
| | | | | BID OPENING DATE CHANGED | | |
| | | | | FROM: 09/14/11 @1:30 P.M. | | |
| | | | | TO: 09/21/11 @1:30 P.M. | | |
| | | | | NO OTHER CHANGES | | |
| 0001 | | LS | 915-03 | COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER | | |
| | | | | ***** THIS IS THE END OF RFQ 95120001 ***** TOTAL: | | \$ 30,375.00 |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

| | | |
|--------------------|--------------|-----------------------------------|
| SIGNATURE | TELEPHONE | DATE |
| <i>[Signature]</i> | 304 525 9600 | 11/7/11 |
| TITLE | FEIN | ADDRESS CHANGES TO BE NOTED ABOVE |
| MEMBER | 27-0086421 | |

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

ADDENDUM NO. 1
Department of Transportation

ADVERTISING SERVICES
RFQ DOH95120001

The West Virginia Department of Transportation, hereinafter referred to as "DOT", is soliciting bids for professional advertising services for the DOT Divisions of Highways; Motor Vehicles; Office of Administrative Hearings; Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. An open-end contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements contained in this Request for Quotation for a one year period with options to renew such contract for two additional one year periods.

Mandatory Requirements & Bid Evaluation

Mandatory requirements included herein are intended to establish the minimum required qualification and experience criteria and required scope of services. Any specification containing the word "**must**", "**shall**" or "**will**" is mandatory. Failure to meet any mandatory requirement shall result in disqualification of the bid.

Written questions will be accepted and must be submitted to the Purchasing Division as follows no later than See Page 1: of the Addendum.

Paul Reynolds, Senior Buyer
WV Purchasing Division
(e-mail address)
2019 Washington Street, East
Charleston, WV 25305

Questions will be addressed and a formal addendum will be issued accordingly.

Part 1.0 BACKGROUND

The West Virginia Department of Transportation (DOT) is comprised of more than 6,000 men and women who work in the Division of Highways; Division of Motor Vehicles; Office of Administrative Hearings; Division of Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. It is the mission of the DOT to create and maintain a multi-modal and inter-modal transportation system that supports the safe, effective and efficient movement of people and to provide information and goods that enhances the opportunity for people and communities to enjoy environmentally sensitive and economically sound development. WV DOT provides essential services in transportation, tourism and economic development including but not limited to the following:

- **Safety and protection** for citizens through modern operating standards for our highways, rail and airport facilities and licensing and permitting of drivers and motor

- vehicles;
- **Transportation services** including public transit, railway operation and maintenance, airport and river port development, and highway construction and maintenance;
- **Community and economic development** through accessible roads, rivers, railways and airports and support for the artisan community through Tamarack and other development initiatives;
- **Revenue generation** through the highway trust fund; air, railway and waterway fuel funds, and tolls and concession fees; and
- **Information and education** through driver education, travel information, safety guidance, public involvement in transportation planning and continuing education.
-

Part 2.0 Mandatory Qualifications and Experience Requirements

The WV DOT requires a professional advertising and marketing vendor capable of providing a full range of services. Professional services include but may not be limited to creative public relations, media and consultation, research analysis, outreach and education and technical assistance in development and implementing comprehensive marketing, advertising and public relation campaigns.

Vendors must be properly licensed with the State and all other applicable governmental entities to provide advertising and marketing services covered under the contract.

Vendors must have been in business a minimum of five years and shall have completed and/or are engaged in a minimum of five projects similar in size and scope within the last five year period in other comparable work environments. Please provide the names of businesses, addresses, contact person name and phone number, dates and description of services. It is preferred that vendors provide all applicable information to evidence compliance with mandatory qualification and experience criteria with the bid. Vendors who fail to provide the required information upon written request by the Purchasing Division by the established deadline may be immediately disqualified.

Part 3.0 Scope of Services and Contract Performance Requirements

The successful vendor shall be solely responsible for providing all material, labor and professional services required to provide all specified advertising and marketing services described herein. Services shall be provided with input and approval from DOT and shall include:

- Market Analysis;
- Theme development;
- Creative concepts and art direction;
- Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same;
- Statewide coverage for multi-media advertising placement and/or outreach through various media avenues including television, radio, billboards, posters, outdoor and bus signage, internet/worldwide web, and other promotional materials;

- Incorporating appropriate logos and taglines into all campaign materials;
- Detailed media placement reports and other reporting including summary and effectiveness reporting; results, analysis and survey reporting and recommendations;
- Measuring effectiveness/outcome studies;
- Working under short timeframes and deadlines; and
- Television Public Service Announcement (PSA) production.

The successful Vendor shall provide all necessary resources to ensure successful completion of tasks within short time frames when warranted.

The successful Vendor shall provide the expertise, experience and resources necessary to ensure reaching target audiences on a statewide basis.

Vendors must understand and utilize current advertising and marketing trends and work on multiple agency projects concurrently.

The WV DOT shall notify the Vendor of required services in writing, which may be formal or informal at the agency's discretion.

All requests for services under the contract for any DOT Division shall be approved and originated through the DOT Office of Communications. DOT shall not be responsible for payment of any services rendered that are not requested and approved by appropriate DOT Office of Communications staff. Written authorization and approval contact information for the DOT Office of Communications shall be provided the successful vendor immediately following contract award.

The successful Vendor must provide written acknowledgement for receipt of any service request within one business day. The scope of requirements shall be discussed and formalized and a WV-39 Release Order shall be issued by the DOT and will include:

- A detailed description of services needs and requirements;
- Deadline for completion of services;
- Pricing inclusive of hours for completion based on the hourly rates established in the contract for the appropriate service category and any subcontracted services;
- and
- Any reporting requirements and deadlines for receipt.

Services that cannot be provided by the successful vendor that must be subcontracted shall be disclosed to the DOT at the time of the service request acknowledgement. Pricing for any subcontracted service must be approved by the DOT. The DOT has the right to reject proposed subcontractor proposals and require the Vendor to seek other sources.

Part 4.0 Pricing Requirements:

Vendors **shall** be required to submit cost bids based on the information contained in the attached Bid Form. The total **shall** reflect all costs associated with meeting the requirements and services listed in the RFQ being offered by the Vendor as part of the Vendor's response,

inclusive of expenses. Vendors **shall** provide an all inclusive hourly rate for completion of indicated service categories. Such hourly rates shall be firm, fixed all-inclusive hourly rates for the life of the contract. **Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT.**

Costs for subcontracted services shall be paid as a pass-through cost and must be approved prior to completion. A copy of the invoice for any subcontracted service shall be attached to the successful Vendor's invoice for services. The DOT shall pay the approved subcontracted cost and the successful Vendor's hours based on the appropriate service category hourly rate established in the contract and stipulated on the WV-39 Release for each service request.

Any cost that is not specifically listed on the WV-39 shall not be approved for payment. .

It is preferred that Vendors utilize the attached Bid Form. Should a Vendor opt not to use the attached Bid Form and fails to provide all required bid quote information, the bid shall be declared fatally flawed and will be disqualified.


**ADVERTISING & MARKETING SERVICES
DOH95120001 BID FORM**

A. Advertising & Marketing Services

| Service | Estimated Hours | All Inclusive Hourly Rate | Extended Cost |
|--------------------------------------|-----------------|---------------------------|---------------------|
| Television Production | 50 | \$ 45.00 | \$ 2,250.00 |
| Radio Production | 25 | \$ 45.00 | \$ 1,125.00 |
| Media Buys | 300 | \$ 45.00 | \$ 13,500.00 |
| Outdoor Advertising | 25 | \$ 45.00 | \$ 1,125.00 |
| Print Media | 25 | \$ 45.00 | \$ 1,125.00 |
| Internet/Worldwide Web | 25 | \$ 45.00 | \$ 1,125.00 |
| Survey, Analysis, Evaluation | 200 | \$ 45.00 | \$ 9,000.00 |
| Contract Administration/Consultation | 25 | \$ 45.00 | \$ 1,125.00 |
| | | | |
| Grand Total | | | \$ 30,375.00 |

Note: Bids shall be evaluated on the basis of the lowest Grand Total Cost following confirmation of compliance with all mandatory specification requirements. Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT. The contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements.

FINANCE COMPANY I, LLC dba BULLDOG CREATIVE SERVICES
Vendor

By:  CHRIS MICHAEL

Title: MEMBER

Date: 11/7/11

Address:

916 5th AVE. SUITE 305

HUNTINGTON, WV 25701

Business Phone No. (304) 525-9600

State of West Virginia VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with *West Virginia Code*, §5A-3-37. (Does not apply to construction contracts). *West Virginia Code*, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the *West Virginia Code*. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

1. **Application is made for 2.5% resident vendor preference for the reason checked:**
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
2. **Application is made for 2.5% resident vendor preference for the reason checked:**
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
3. **Application is made for 2.5% resident vendor preference for the reason checked:**
 Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
4. **Application is made for 5% resident vendor preference for the reason checked:**
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
5. **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
6. **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (*West Virginia Code*, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: FISHKNEE COMPANY I, LLC dba BULLDOG CREATIVE SERVICES Signed: [Signature]
 Date: 11/7/11 Title: MEMBER

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

RFQ No. _____

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

West Virginia Code §5A-3-10a states: 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 the debt owned is an amount greater than one thousand dollars in the aggregate

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.

"Debtor" means any individual, corporation, partnership, association, Limited Liability Company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "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.

EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this 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.

Under penalty of law for false swearing (West Virginia Code §61-5-3), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: FISHKREE COMPANY I, LLC dba BULLDOG CREATIVE SERVICES

Authorized Signature: [Signature] Date: 11/7/11

State of West Virginia

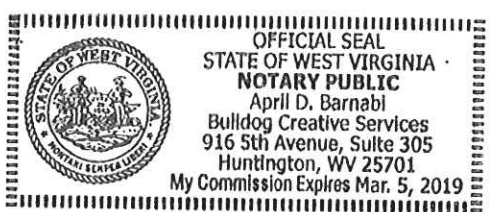
County of Cabell, to-wit:

Taken, subscribed, and sworn to before me this 7th day of November 20 11

My Commission expires March 05, 20 19

AFFIX SEAL HERE

NOTARY PUBLIC April D. Barnabi





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

Request for Quotation

| |
|------------|
| RFQ NUMBER |
| 95120001 |

| |
|------|
| PAGE |
| 1 |

| |
|---|
| ADDRESS CORRESPONDENCE TO ATTENTION OF: |
| PAUL REYNOLDS 304-558-0468 |

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE
 Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| | | | | |
|--------------|---------------|----------|--------|---------------|
| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
| 09/20/2011 | | | | |

BID OPENING DATE: 09/28/2011 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|------|----------|-----|----------|--|------------|--------------|
| | | | | ADDENDUM NO. 2 | | |
| | | | | BID OPENING DATE CHANGED | | |
| | | | | FROM: 09/21/11 @1:30 P.M. | | |
| | | | | TO: 09/28/11 @1:30 P.M. | | |
| | | | | NO OTHER CHANGES | | |
| 0001 | | LS | | 915-03 | | |
| | | | | COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER | | |
| | | | | ***** THIS IS THE END OF RFQ 95120001 ***** TOTAL: | | \$ 20,375.00 |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

| | | |
|------------------------------|------------------------|-----------------------------------|
| SIGNATURE <i>[Signature]</i> | TELEPHONE 304-525-9600 | DATE 11/7/11 |
| TITLE <i>mcmblar</i> | FEIN 27-0086421 | ADDRESS CHANGES TO BE NOTED ABOVE |

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

| |
|------------|
| RFQ NUMBER |
| 95120001 |

| |
|------|
| PAGE |
| 1 |

| |
|---|
| ADDRESS CORRESPONDENCE TO ATTENTION OF: |
| PAUL REYNOLDS 304-558-0468 |

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE
 Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
|--------------|---------------|----------|--------|---------------|
| 09/26/2011 | | | | |

BID OPENING DATE: 10/12/2011 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|------|----------|-----|----------|--|------------|--------------|
| | | | | ADDENDUM NO. 3 | | |
| | | | | BID OPENING DATE CHANGED | | |
| | | | | FROM: 09/28/11 @1:30 P.M. | | |
| | | | | TO: 10/12/11 @1:30 P.M. | | |
| | | | | NO OTHER CHANGES | | |
| 0001 | | LS | | 915-03 | | |
| | | | | COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER | | |
| | | | | ***** THIS IS THE END OF RFQ 95120001 ***** | | |
| | | | | TOTAL: | | \$ 30,375.00 |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

| | | |
|------------------------------|------------------------|-----------------------------------|
| SIGNATURE <i>[Signature]</i> | TELEPHONE 304-525-9600 | DATE 11/2/11 |
| TITLE <i>Manager</i> | FEIN 27-0086421 | ADDRESS CHANGES TO BE NOTED ABOVE |

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

| |
|------------|
| RFQ NUMBER |
| 95120001 |

| |
|------|
| PAGE |
| 1 |

| |
|---|
| ADDRESS CORRESPONDENCE TO ATTENTION OF: |
| PAUL REYNOLDS 304-558-0468 |

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE
 Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| | | | | |
|--------------|---------------|----------|--------|---------------|
| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
| 10/06/2011 | | | | |

BID OPENING DATE: 10/18/2011 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|------|----------|-----|----------|--|------------|--------------|
| | | | | ADDENDUM NO. 4 | | |
| | | | | BID OPENING DATE CHANGED | | |
| | | | | FROM: 10/12/11 @ 1:30 P.M. | | |
| | | | | TO: 10/18/11 @ 1:30 P.M. | | |
| | | | | NO OTHER CHANGES | | |
| 0001 | | LS | | 915-03 | | |
| | | | | COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER | | |
| | | | | ***** THIS IS THE END OF RFQ 95120001 ***** | | |
| | | | | TOTAL: | | \$ 30,375.00 |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

| | | |
|------------------------------|------------------------|-----------------------------------|
| SIGNATURE <i>[Signature]</i> | TELEPHONE 304 525 9600 | DATE 11/7/11 |
| TITLE MEMBER | FEIN 27-0086421 | ADDRESS CHANGES TO BE NOTED ABOVE |

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

| |
|------------|
| RFQ NUMBER |
| 95120001 |

| |
|------|
| PAGE |
| 1 |

| |
|---|
| ADDRESS CORRESPONDENCE TO ATTENTION OF: |
| PAUL REYNOLDS 304-558-0468 |

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE
 Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| | | | | |
|--------------|---------------|----------|--------|---------------|
| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
| 10/13/2011 | | | | |

BID OPENING DATE: 11/09/2011 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT. NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|------|----------|-----|----------|--|------------|--------------|
| | | | | ADDENDUM NO. 5 | | |
| | | | | BID OPENING DATE CHANGED | | |
| | | | | FROM: 10/18/11 @ 1:30 P.M. | | |
| | | | | TO: 11/09/11 @ 1:30 P.M. | | |
| | | | | NO OTHER CHANGES | | |
| 0001 | | LS | | 915-03 | | |
| | | | | COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER | | |
| | | | | ***** THIS IS THE END OF RFQ 95120001 ***** TOTAL: | | \$ 30,375.00 |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

| | | |
|--------------------|--------------|-----------------------------------|
| SIGNATURE | TELEPHONE | DATE |
| <i>[Signature]</i> | 304-525-9600 | 11/7/11 |
| TITLE | FEIN | ADDRESS CHANGES TO BE NOTED ABOVE |
| M. M. BAR | 27-0086421 | |

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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

Request for Quotation

RFQ NUMBER
 95120001

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
 PAUL REYNOLDS
 304-558-0468

RFQ COPY
 TYPE NAME/ADDRESS HERE
VENDOR
 Fishknee Company I, LLC
 dba Bulldog Creative Services
 916 5th Avenue Suite 305
 Huntington, WV 25701

SHIP TO
 DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
|--------------|---------------|----------|--------|---------------|
| 10/24/2011 | | | | |

BID OPENING DATE: 11/09/2011 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT NO | ITEM NUMBER | UNIT PRICE | AMOUNT |
|------|----------|-----|--------|--|------------|-------------|
| | | | | ADDENDUM NO. 6 | | |
| | | | | VENDOR'S QUESTIONS AND ANSWERS ATTACHED. | | |
| | | | | BID OPENING DATE REMAINS 11/09/11 @1:30 P.M. | | |
| | | | | NO OTHER CHANGES. | | |
| 0001 | | LS | | 915-03 | | |
| | | | | COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER | | |
| | | | | ***** THIS IS THE END OF RFQ 95120001 ***** TOTAL: | | \$30,375.00 |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *[Signature]* TELEPHONE 304-525-9600 DATE 11/2/11
 TITLE member FEIN 27-0086421 ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

ADDENDUM NO. 6

VENDOR QUESTIONS AND ANSWERS

95120001

- QUESTION ONE: No bid evaluation criteria is described with the RFQ. Will points be given for technical proposal, experience, cost, etc. as it typical to State RFQ's? Please describe the evaluation criteria.
- ANSWER ONE: Please refer to the bid specifications. An open-end contract will be awarded to the lowest, responsible bidder meeting all mandatory requirements.
- QUESTION TWO: Who will judge responses to the RFQ? Will a committee from the WVDOH be assembled to judge the responses or will the state purchasing division evaluate the responses?
- ANSWER TWO: This is a Request for Quotation and as such, evaluation is based on the lowest, responsible bidder meeting all mandatory requirements.
- QUESTION THREE: Part 2.0/paragraph 3 of the RFQ requires that bidders "shall have completed and/or are engaged in a minimum office projects similar in size and scope within the last five year period in other comparable work environments"
- Since no work plan or scope of work is describe in the RFQ that could help us understand what is meant by " projects similar in size and scope" what minimum size and scope criteria should be used to help vendors ensure they meet this requirement?
- For example: Is the WVDOH criteria for "projects similar in size and scope" a 12 week, statewide awareness campaign consisting TV, radio, outdoor, print and online media elements versus a two week, statewide print campaign?
- ANSWER THREE: DOT projects may vary in size from a \$10k project to projects valued at \$250k. Typically, an average value project would be \$150k. DOT projects can vary in scope, from a 2-week specific highway construction project to a 90-day awareness campaign such as Work Zone Safety. All of the projects will be media buys with limited creative services.
- QUESTION FOUR: With regard to research:
- a. What is the goal of the market analysis?
 - b. What specific information is to be gathered through the process?
 - c. What audiences are to be researched? (Internal/external publics, residents, state workers, elected officials?)
 - e. What issues/populations have been researched in the past four years?
 - f. What research methodologies are you considering to support the creative works?

VENDOR QUESTIONS AND ANSWERS

95120001

ANSWER FOUR:

- a. Market analysis is the information provided to assist the DOT in determining which advertising medium(s) are best for the agency's desired demographics, i.e. teen texting.
- b. See response above (a.)
- c. The target audience for projects may vary. For some projects, the target audience may be all inclusive, i.e. the traveling public. Other projects may target specific or project-related demographics.
- e. Some of the recent projects have been:
 - Snow & Ice Control Awareness Campaign
 - Click It or Ticket Awareness Campaign
 - Motor Cycle Safety Campaign
 - Work Zone Safety Campaign
- f. Market consulting and focus groups.



Part 2.0 Mandatory Qualifications and Experience Requirements

Bulldog Creative Services is a professional advertising and marketing agency capable of providing a full range of services to the West Virginia Division of Highways. The agency has been in business since 1999 when it was started as a sole proprietorship. In 2004, the company became a limited liability corporation in the State of West Virginia. The agency operates under the legal name of:

Fishknee Company I, LLC dba Bulldog Creative Services
916 5th Avenue Suite 305
Huntington, WV 25701

The agency, through its professional, experienced and talented staff, regularly engages in and completes projects utilizing:

- Public Relations
- Marketing research and consultation
- Design, development and implementation of comprehensive marketing and advertising campaigns
- Graphic design in all areas of advertising
- Interactive campaign design and management
- Media management including research, negotiation, buying and administrative management
- Outreach and promotion utilizing traditional and non-traditional advertising and marketing avenues with the intention of promoting, educating, advertising and influencing opinion from target audiences and stakeholders.
- Event planning, coordination and management services.
- Professional web design and development
- Professional broadcast design and production



As an additional supplement to the experience of our experience and scope of services, please reference our agency profile below.

Business Information:

| | |
|----------------------|--|
| Company Name: | Fishknee Company I, LLC dba Bulldog Creative Services |
| Address: | 916 5 th Avenue • Suite 305 Huntington, WV 25701 |
| Phone: | (304) 525-9600 |
| Fax: | (304) 525-4043 |
| Website: | www.bulldogcreative.com |
| Email: | info@bulldogcreative.com |

General Information

| | |
|---------------------------|--|
| Federal Tax ID: | 27-0086421 |
| Company Type: | LLC |
| State of: | West Virginia |
| In business since: | January, 1999 |
| Real Estate: | In present location since 11/2002 – Lease premises |
| Owner: | Chris Michael, President |
| Email: | cmichael@bulldogcreative.com |
| SIC Code: | 7311; Advertising Agencies |
| Bank Information: | First Sentry Bank, Huntington, WV |
| Bank Contact: | Mr. Geoff Sheils; (304) 522-6400 |
| Bank Account #: | 0117013 |

References:

| | |
|----------------|--|
| Client: | Dr. Keith Coltroneo, President - Mountwest Community & Technical College (304) 696-4623 |
| Client: | Todd Fry, Senior Vice President and CFO; Champion Industries, Inc. (304) 528-5492 |
| Client: | Geoff Sheils, President; First Sentry Bancshares, Inc. (304) 399-6440 |

Representative Clients:

- | | |
|---|-------------------------------------|
| Huntington Internal Medicine Group (HIMG) | Physicians' Clinic of Iowa |
| Saint Mary's Medical Center | Region 2 WORKFORCE Investment Board |
| Huddleston Bolen, LLP | Bloss & Dillard, Inc. |
| Rubberlite, Inc. | First Sentry Bank |
| West Virginia State Treasurer's Office | Champion Industries, Inc. |
| Nemo Tile, Inc. | Hess, Stewart & Campbell |
| Mountwest Community & Technical College | Marshall University Athletics |

Bulldog Creative Services is an advertising agency headquartered in Huntington, WV. The business engages in the design, procurement and management of advertising solutions for clients throughout the United States. These services include, but are not limited to, media buying for which business credit is typically required.



Bulldog Creative Services is a properly licensed company in the State of West Virginia and the United States government. The company is able to provide all the services listed in the RFQ for the West Virginia Division of Highways.

As required in the RFQ for the West Virginia Division of Highways, we submit five (5) projects of similar size and scope within the last five year period in comparable work environments

Mountwest Community and Technical College: (Annual marketing expenditures with Bulldog: >\$500,000.00)

Engagement Period: 2006 to present

Services provided:

- Media Planning and Buying
- Graphic Design Services
- Broadcast Production
- Event Planning and Consultation
- Public Relations
- Website Services including design, programming and development
- Premium and Promotional Item review and purchasing
- Research and Analysis

Since 2006 Bulldog Creative Services has been engaged by Mountwest Community and Technical College (formerly Marshall Community & Technical College) for full service advertising and design services. In 2008, due to an act by the West Virginia Legislation, the college began creating its own identity, separate from Marshall University and Bulldog Creative Services assisted every step of the way by creating a new brand and identity.

By engaging all levels of stakeholders including the public, the staff, the faculty, students, and the community, Bulldog Creative Services developed an aggressive campaign that allowed for input and suggestions through multimedia vehicles of potential name and subsequent identity choices. The choices were narrowed down and Bulldog Creative Services developed some sample designs for approval by the Institutional Board of Governors. Following the adoption of the new identity Bulldog Creative Services developed a very cost-effective, yet aggressive advertising and public relations campaign that quickly established the new brand and identity.

Since the inception of the relationship, Bulldog Creative Services has performed all agency services for the college. Creative and effective advertising and marketing campaigns have been developed, designed, implemented and reviewed since 2006. We have adapted to the changing needs of the community, student population and workforce.

Due to the collaboration and strong efforts of Bulldog Creative Services, Mountwest Community and Technical College has achieved record enrollment for three years running. The new brand is highly recognizable and continues to gain momentum through the region largely in part to strong marketing and advertising efforts.

CONTACT INFORMATION: Mountwest Community & Technical College

One John Marshall Drive

Huntington, WV 25755

Contact: Shirley Dyer, Marketing Director

(304) 696-3783

dyer@mctc.edu

First Sentry Bank: (Annual marketing expenditures with Bulldog: >\$400,000.00)

Engagement Period: 2006 to present

Services provided:

- Media Planning and Buying
- Graphic Design Services
- Broadcast Production
- Event Planning and Consultation
- Public Relations
- Website Services including design, programming and development
- Premium and Promotional Item review and purchasing
- Research and Analysis

Since 2006, Bulldog Creative Services has been the advertising agency of record for First Sentry Bank, headquartered in Huntington, West Virginia. In the five years that the company has represented the bank, the bank has grown to the largest bank, in terms of deposit, in Cabell County, West Virginia.

In addition to the major advertising and marketing campaigns that the bank engages in, the agency assisted in the promotion, education and marketing of the acquisition of Guaranty Bank and Trust in 2009. As the advertising agency of record for First Sentry, Bulldog was tasked with engaging in advertising and marketing activities that introduced the merger, presented features and benefits of the same and created a positive image for the transaction. Through aggressive, creative and carefully placed media vehicles, the acquisition was positioned as a merger and the community embraced the change.

The bank continues to engage Bulldog as the agency of record and – despite an incredibly difficult economy – continues to thrive.

CONTACT INFORMATION: First Sentry Bank

823 8th Avenue

Huntington, WV 25701

Contact: Geoffrey Sheils, President

(304) 399-6440

geoff.sheils@firstsentry.com

Huntington Internal Medicine Group (HIMG) (Annual marketing expenditures with Bulldog: >\$500,000.00)

Engagement Period: 2003 to present

Services:

- Media Planning and Buying
- Graphic Design Services
- Broadcast Production
- Event Planning and Consultation
- Public Relations
- Website Services including design, programming and development
- Premium and Promotional Item review and purchasing
- Research and Analysis

In 2003, Bulldog Creative Services was engaged by HIMG to provide project-based services for the healthcare organization. Since that time, the relationship has grown to encompass all advertising and marketing services for the



organization. As agency of record for the group, Bulldog Creative provides research, administrative support and all agency-related services necessary to design, launch, track and implement numerous advertising campaigns throughout the year.

It should be noted that HIMG is the largest, multi-specialty medical group in the State of West Virginia. HIMG employs more than fifty physicians and numerous mid-level providers across more than twenty specialties. Bulldog was instrumental in the successful launch and opening of the new HIMG Regional Medical Center in 2006. This former Wal-Mart facility allowed HIMG to consolidate numerous locations into one large, new facility. The HIMG Regional Medical Center now serves as a cornerstone location for healthcare and community events in our region.

CONTACT INFORMATION: HIMG

HIMG

5170 U.S. Route 60 East

Huntington, WV 25705

Contact: Floyd Metzger, CEO

(304) 528-4600

fmetzger@uhswv.com

West Virginia State Treasurer's Office (Annual marketing expenditures with Bulldog: >\$300,000.00)

Engagement Period: 2008 to present

Services provided:

- Media Planning and Buying
- Event Planning Consultation
- Broadcast and Corporate Production
- Public Relations
- Graphic Design Services
- Premium Items

In 2008, Bulldog Creative Services was awarded the Advertising and Promotional contract for the West Virginia State Treasurer's Office. Since that time Bulldog Creative services has designed and developed a multitude of collateral pieces, researched and purchased promotional items, engaged in broadcast production, assisted with event planning, and has given one of the major communications pieces known throughout the State of West Virginia, the West Virginia State Treasurer's Office Unclaimed Properties tabloid, a new, more effective and desirable design. In addition to the design, Bulldog was able to research, review and apply media buying methods to the media placement of the piece that reduced cost while not decreasing effective distribution.

Bulldog Creative Services works directly with the WVSTO Communications team on a regular basis and assists with any media planning and buying necessary for various areas within the Office, which includes SMART529, Unclaimed Properties, the West Virginia Board of Treasury Investments, Financial Education and many more initiatives through the WVSTO.

CONTACT INFORMATION: West Virginia State Treasurer's Office

1900 Kanawha Boulevard
Capitol Complex Building #1, Room E-122
Charleston, West Virginia 25301

Contact: Gina Joynes, Deputy Treasurer, Director of Communications

(304) 558-5000

gina.joynes@wvsto.com

Nick Joe Rahall Appalachian Transportation Institute (Annual marketing expenditures with Bulldog: >\$25,000.00)

Engagement Period: 2009 to present

Services provided:

- Media Planning and Buying
- Event Planning Consultation
- Graphic Design Services
- Website Design Services
- Email Blast Services

Since early 2009, Bulldog Creative has teamed with the Rahall Transportation Institute (RTI) to provide services that include the promotion of their brand recognition, education and promotion of efforts and initiatives, development and implantation of projects and services, assistance in event planning and execution and the overall improvement of the awareness and image of the organization.

Working alongside Senator Robert Plymale, Frank Betz and their team of professionals, Bulldog has accomplished major initiatives in a relatively short amount of time. An entirely new image, including branding efforts, a new and improved functional web presence, numerous collateral pieces, focused public relations efforts and more have contributed to the success of the engagement.

CONTACT INFORMATION: Rahall Transportation Institute

P.O. Box 5425

Huntington, WV 25703-5425

(304) 696-7098

Frank Betz, COO – fbetz@njrati.org

Robert H. Plymale, CEO – rplymale@njrati.org

In addition to the engagements noted, Bulldog Creative Services manages over seventy-five active clients. We will be more than willing to provide additional references and narrative should the West Virginia Division of Highways desire.



Part 3.0 Scope of Services and Contract Performance Requirements

Bulldog Creative Services regularly engages in each and every one of the noted professional services noted in the RFQ.

Please see the attached bid form for costs related to service categories noted in the RFP. As stated in the RFQ, Bulldog Creative Services affirms that any and all subcontracted services will first be approved by the West Virginia Division of Highways and passed through at-cost.