Department of Administration, Purchasing Division 2019 Washington Street East P.O. Box 50130 Charleston, WV 25305-0130

> Sealed Bid Buyer: Krista Ferrell Solicitation No.: TOR4512 Bid Opening Date: November 21, 2013 Bid Opening Time: 1:30 PM EST Fax Number: 740-373-2334

Stonewall Retail Marketing, Inc. 154 ½ Loft Front Street Marietta, OH 45750 740-373-2334 (P) 740-373-3105 (F)

Authorized Contact: Thomas J. Crooks, Chairman tcrooks@stonewallgroup.com
November 21, 2013

BID TYPE: TECHNICAL

ORIGINAL TECHNICAL PROPOSAL

11/21/13 11:53:45AM West Virginia Purchasing Division



November 21, 2013

Mr. Mike Sheets **Assistant Director WV Purchasing Division** 2019 Washington Street, E Charleston, WV 25305

Dear Mr. Sheets,

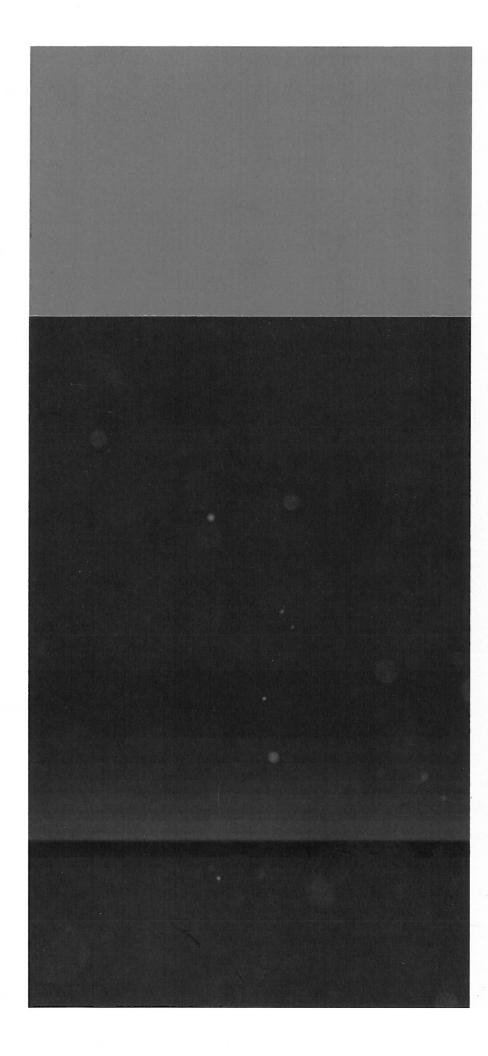
Stonewall Retail Marketing is pleased to submit one original technical and one original cost proposal plus 9 convenience copies of each to the Purchasing Division for West Virginia Division of Tourism TOR4512- Ad Agency.

Sincerely,

Thomas J. Crooks

Chairman

Stonewall Retail Marketing



WEST VIRGINIA DIVISION OF TOURISM

RFP Number TOR4512

Buyer: Krista Ferrell

Req#: TOR4512

Opening Date: November 21, 2013

Opening Time: 1:30 PM EST

Stonewall Retail Marketing, Inc. 154 1/2 Loft Front Street

Marietta, OH 45750

Charleston Office 90 MacCorkle Ave. SW Charleston, WV 25303

740-373-2334 (P) 740-373-3105 (F) www.stonewallgroup.com

Authorized Contact: Thomas J. Crooks, Chairman tcrooks@stonewallgroup.com
November 21, 2013

Stonewall



REQUEST FOR PROPOSAL (West Virginia Division of Tourism TOR4512 - Ad Agency)

Attachment A: Vendor Response Sheet

Provide a response regarding the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plans; descriptions of past projects completed entailing the location of the project; project manager name and contact information, type of project, and what the project goals and objectives where and how they were met.

Qualifications and Experience: Vendors will provide in Attachment A: Vendor Response information regarding their firm and the proposed project team. Specifically, the vendor will provide the following as listed in Section 4, Subsection 3:

3.1 Company description, history and years of experience related to Advertising Services.

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3.2 An Organizational Chart, listing names, title and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded with this RFP.

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3.3	Subcontractor company information and references. Provide a potential list of all related subcontracted services that may be needed for work associated with RFP.
	Subcontracted Services17
3.4	A list of annual gross billing for the last two years, a list of all accounts gained and lost in the last 12 months with a description of why accounts were lost, and a list of memberships in any local, national, or international advertising, marketing or public relations associations.
	Stonewall Annual Gross Billings
3.5	Contact names, telephone, email and fax of two additional clients, who may be contacted by the Agency as references, for which similar services have been provided as referenced in this RFP.
	Client References
3.6	Provide details of the complexity of projects performed and the volume of the services provided that may include specific examples, tracking, monitoring, comprehensive evaluation of the project, public relations, placement and the effectiveness of the project.
	Adventures On The Gorge
3.7	Provide a listing of clients whom you have provided advertising services to, with a budget of \$1 million or more.
	Clients with a Budget of \$1 Million or More34
3.8	The vendor should have experience in Tourism Marketing.
	Stonewall Tourism Marketing Experience34

The vendor should have sufficient financial stability to pledge and place commitments with advertising media without hesitation on behalf of the Agency. The Vendor should be commonly recognized throughout the industry as a Vendor with a solid financial foundation to meet its commitments on behalf of itself and its clients. At the Agencies request, the Vendor should pay Advertising Services invoices that may come through the Agency, at no additional cost to the Agency. Stonewall Financial Stability......35 Bank Affiliations.......35 Credit References......35 Statement of Arrears for Taxes......35 Physical Location......35 The Vendor should provide an advertising proposal that demonstrates the most effective use of a fixed budget in providing Advertising Services and returns the best value on investment. This proposal should encompass: research analysis and research data supporting an advertising and promotional campaign; cooperative and sales promotional ideas that will allow the tourism industry to buy into specified media opportunities; using promotional materials in advertising, marketing and public relations activities; and how all levels of media will be integrated into the current trends of marketing and advertising. 37-83 In detail, provide a budget of a multi-million dollar ad campaign and outline the media mix you would suggest and why......61-63 4.1.2 The Vendor should provide an Advertising plan for promotional materials that may be used in advertising, marketing and 4.1.3 Present a profile of the target markets for West Virginia and how you would propose to package and sell West Virginia that would include elements such as promotions, value-added cooperative advertising, marketing and media relations.....

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4.1.4	A development plan for promotional materials and a logo design that may be used in advertising, marketing, and public relations activities with a sampling of your logo portfolio being used for the plan. Describe the capacity to access, reproduce, store, manipulate, and index existing promotional materials developed or created by the Agency		
4.1.5	Describe how you would analyze and evaluate tourism research and current marketing trends and incorporate them into an Advertising Campaign to get the best value on the investment		
	ndor should have a designated person to this account and be respond promptly to the Agency at the Agency's request.		
4.2.1	The Vendor should respond to the Agency within 24 hours of the request via some means of communications which may include but not limited to telephone, computer or face to face communications. One account executive should be assigned to the Agency. Vendor should provide name and qualifications for the account executive and the method and timeframe in which the account executive will respond to the Agency		
Attach	ments85		
RFP Ite	em 8 Required Documents Proof of Workers Compensation Insurance Proof of Commercial General Liability Insurance		
Attachment B: Mandatory Specification Checklist			
Purcha	sing Affidavit		
Vendo	Preference Certificate		
Adden	dum Acknowledgment Form Addendum No. 1 Acknowledgment Addendum No. 2 Acknowledgment Addendum No. 3 Acknowledgment		
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4.2

3.1 Company description, history and years of experience related to Advertising Services

STONEWALL OVERVIEW

Stonewall Retail Marketing, Inc. (dba Stonewall Group) a full service marketing/communications company, was founded in September 2000. Hallmarks of The Stonewall Group are big agency experience combined with small agency intimacy and agility. Our ideas challenge convention, delight our clients and transform businesses, brands and reputations.

Our lines of business include advertising, media planning and buying (offline and online creative and media), public relations, direct marketing, sales promotion, event management, strategic branding, collateral design, graphic design, copywriting, digital marketing, interactive/website design, social media, and research/analysis. The company has grown from three employees in 2000 to fourteen full-time employees in 2013.

HOW WE WORK

We invest our hearts, minds and souls into the client relationship, maintaining a heartfelt stake in the client's business as if it were our own.

We passionately strive to deliver a superior creative product—whether it is advertising, strategy, sales promotion, public relations, digital marketing, media, website design or one-on-one relationship marketing—that builds brands and sells products and services at a value to our clients.

Strong relationships with our clients are based on trust, integrity, and a common mission to exceed expectations. Unlike many companies, our goal is to grow in a controlled fashion that allows us to stay intimately involved with our clients. We are equally committed to delivering fresh perspectives and marketing communications solutions, operating with a sense of urgency while focusing on building brand equity, sales and revenue.

Our success comes from chemistry, teamwork, a strong sense of trust, and a shared and unrelenting passion to win. We provide a value to our clients by keeping our overhead low, providing superior thinking and creativity, and most importantly, developing programs that generate results. We believe that our work speaks for itself and defines who and what we are all about.

ACCOUNT SERVICES

We believe that listening is one of the most powerful forms of communications and we are very good at it. We listen and we ask questions with open hearts and minds. We listen to what is said and what is not said. We listen to our clients, to the market and to each other.

We are committed to providing the latest in technology to assist in communications efforts and would be on-site for weekly meetings with the West Virginia Division of Tourism. To assure sound communications and responsive service, we will maintain the Stonewall Group Charleston office located at the Division of Tourism building in South Charleston and will provide staff presence approximately three days a week.

The Stonewall Group account service team will coordinate all aspects of the West Virginia Division of Tourism's marketing initiatives, ensuring that creative and technical resources intersect at established critical milestones so that each assignment is on time and within budget.

Prior to the development of a campaign or project for the West Virginia Division of Tourism, we will work to establish budget parameters that reflect a cost-effective approach to meeting your budgets, goals and objectives. Estimates will be prepared for all jobs detailing anticipated costs.



MEDIA PLANNING AND BUYING

The Stonewall Group provides clients with effective media solutions by offering a unique mix of experience and negotiating skills. We understand that in today's economy, media is volatile and fragmented. That's why we approach media from a focused and disciplined standpoint. We believe that knowledge is essential to the negotiation and purchase of media to best serve the needs of the West Virginia Division of Tourism.

Media Goals

- To ensure that the West Virginia Division of Tourism's message reaches its intended target(s) at the right times, the right places, and the right frequency.
- To design a blueprint for a cost-effective plan.
- To ensure an efficient, accurate, and accountable investment of dollars on behalf of the West Virginia Division of Tourism.

Media Principles

Media development requires adherence to basic principles:

- Who Target audience (demographics, psychographics, geo-targeting)
- What Media options
- Where Target markets
- When Campaign flights, day part mix, seasonal considerations
- How much Reach and frequency analysis
- Test, test, test Always learn, stay flexible and adjust

Integrated Media

- Digital has immediate and targeted reach with direct links to wvtourism.com
- Radio generates frequency
- Spot Broadcast TV generates reach
- Local Cable supports primary markets with targeted programming
- Outdoor reinforces awareness
- Social Media drives traffic to web and stimulates engagement
- Newspaper reaches more mature demographics
- Direct Mail reaches targeted prospects
- Sales Promotion provides engaging messages and stimulates response
- Public Relations extends messaging and lends third-party credibility
- Special Events generate excitement and one-on-one communications

Stonewall has negotiated and placed media buys for the following clients, investing over \$7,000,000 in gross billings annually:

West Virginia Division of Tourism

West Virginia Department of Commerce

The Kroger Company

The Wilds

TAMARACK: The Best of West Virginia

Smoker Friendly Retail Stores

Simonton Windows®

Peoples Bank

Greater Parkersburg Convention & Visitors Bureau

Adventures on the Gorge

Cambridge/Guernsey County Visitors & Convention Bureau

The Ohio State Fair

Greenleaf Landscapes

3.1 Qualifications Criteria

CREATIVE SERVICES

Insight is the seed, the foundation and the inspiration for our creative ideas. Insight is not necessarily a fact, but it can come from a fact. It's not just information, but it can come from information. Most likely it is discovered through unbridled curiosity, open-minded and intense listening, and smart marketing research combined with instinct that comes from years of experience.

This is not "hocus-pocus black box magic." It takes skilled strategic planning and disciplined execution. We believe that the strategy is everything and execution is everything else.

The Components of Strategy:

- Principal Competition: A clear statement of the arena in which the West Virginia Division of Tourism brand competes.
- Market Dynamics: What are the trends and variables in the market that influence consumer behavior.
- Target Audience Profile: The Stonewall Group defines the target audience in terms of demographics, psychographics, and attitudinal attributes.
- Promise: The functional or emotional benefit a customer can expect once experiencing the product or service.
- Reason to Believe: Facts that directly support the promise.

We believe the most powerful creative ideas are the ones that connect with their audiences in a deep and compelling way. And, the deepest connections are emotional, especially when it comes to tourism. Tourism in West Virginia is about wonderfully memorable experiences. It has an attitude, an excitement, pleasure, thrills and wonder—powerful emotions that the most powerful advertising captures, conveys and connects with its audiences.

The Stonewall Group has a track record of developing fresh, compelling, award-winning tourism and destination marketing programs across a number of advertising disciplines including: Graphic Design Brochure Design Copywriting Trade Show Booth Design Website Design Multi-Media Online Advertising Broadcast Social Media **Turn-Key Newsletters** Collateral Design **Sales Promotion Print Advertising Special Events Packaging Design** e-Newsletters **Public Relations Publication Design** Logo Design **Event Management**



PRODUCTION SERVICES

The Stonewall Group utilizes outside vendors for printing, photography, and broadcast production. This approach allows us to keep our overhead low while having access to a number of companies, each with different capabilities, to meet the unique needs of a particular project. We believe it is important to receive a minimum of three competitive bids for all client production work.

PUBLIC RELATIONS

We take a strategic approach to public relations based on skillful use of research and detailed planning resulting in comprehensive, effective and accountable plans. Our team for the West Virginia Division of Tourism business includes Kari Thompson, Stonewall's Vice President and Public Relations Director, along with Tom Crooks and Katie Wise, who all have experience working within the travel and tourism industry.

RESEARCH/ANALYSIS

We believe in utilizing and evaluating all available data and information prior to embarking on the development of a new brand or marketing campaign for a client. We review all previous research conducted and develop a strategy for gathering missing information. Our first priority is to review all existing secondary research available from the client, through associated industry organizations and the Internet. If it is determined that additional information is required, we work with a number of industry-leading research firms to explore different methodologies based upon specific goals and objectives relevant to the client. In previous research initiatives, we have worked with Randall Travel Marketing, a noted travel research firm that specializes in conducting research for travel destinations. We have also utilized the professional services of R.L. Repass and Partners located in Cincinnati, Ohio and Persuadable Research Corporation of Overland Park, Kansas. On an annualized basis, The Stonewall Group invests approximately \$150,000 per year in primary market research on behalf of our clients.

We conduct research in a responsible and practical manner that maximizes the investment of the client and eliminates wasted time and effort. Our approach is an interactive process with the client. Over the past 24 months we have worked with Nielsen Corporation for several clients conducting audience segmentation and media relevancy research. In addition we have worked with R.L. Repass conducting qualitative focus group research and quantitative online research.

In regard to the West Virginia Division of Tourism, we take great advantage of market research information and insight from Dean Runyan and Associates, Longwood's International, The American Bus Association, WV Welcome Centers and other market research sources to inform marketing and communications strategy and execution.

COOPERATIVE ENDEAVORS

We have extensive experience in the travel and tourism industry working on cooperative advertising programs. We have worked in partnership with the following clients in developing cost-effective, cooperative advertising programs including: The West Virginia Division of Tourism, The Greenbrier County CVB; Loudoun County Virginia CVB; Southern West Virginia CVB; Ohio Association of CVBs; Ohio Appalachian Country; Cambridge/Guernsey County, Ohio VCB; Greater Parkersburg CVB; Licking County, Ohio CVB, Tucker County CVB; Mercer County CVB and the Marietta/Washington County, Ohio CVB. We understand the value to members in dollars saved and exposure gained that is derived from effective and targeted cooperative programs.

SALES PROMOTION

Unlike advertising, where specific results can be challenging to measure, sales promotion is immediate. We believe that promotional programs must add value to the brand and deliver an integrated consumer message. In today's very competitive marketplace, sales promotion plays an increasingly important role in enhancing a marketing program with specific short term objectives that are measurable.

3.1 Qualifications Criteria

CREATIVE RECOGNITION

Since 2010, The Stonewall Group has been honored to receive 37 creative awards in recognition of our work with West Virginia Tourism. This recognition has been for our creative work in television, print, online, public relations, and multi-media campaigns. It includes awards such as Telly, Summit International, Travel Weekly's Magellan, Davey, Hermes, MarCom, WV PRSA Crystal, WV Addy, Communicator, Pixie, and AVA.

Overall, we have been recognized with more than 400 regional and national awards including The MarCom Awards, Ohio Hospitality Association, The West Virginia Division of Tourism, The Telly Awards, The Davey Awards, The Columbus Addy Awards, the 5th District Addy Awards, The Millennium Awards, the Service Industry Awards, Financial Advertising Review, Healthcare Marketing Annual Awards, and the Crystal Awards.

CLIENT LIST

Stonewall is the Agency of Record for the following companies and organizations:

- West Virginia Division of Tourism
- West Virginia Department of Commerce (Projects)
- Tucker County Convention & Visitors Bureau
- Adventures On The Gorge, Adventure Vacation Resort
- Winterplace Ski Resort
- Southern Ohio Port Authority
- Ohio State Fair
- Simonton Windows
- TAMARACK: The Best of West Virginia
- The Wilds
- Greater Parkersburg Convention and Visitors Bureau
- Area Roundtable of Wood County
- Brickler & Eckler Law Firm
- Peoples Bank
- Ohio Valley University
- Dimex Manufacturing

- Greenleaf Retail Stores
- Southeastern Medical Center
- Marietta Main Street
- S & P Harley-Davidson
- Cambridge/Guernsey County Visitors and Convention Bureau
- Wood County Solid Waste Authority
- Mid-Ohio Valley Regional Airport (serving the Mid-Ohio Valley)
- CAS Cable
- Smoker Friendly retail stores in Ohio, West Virginia and Maryland
- Friends of the Museum, Inc. (Pro Bono)
- The Colony Theater, Marietta, Ohio (Pro Bono)
- Adventure Pursuit, West Virginia (Pro Bono)
- O'Neil Senior Citizen Center, Marietta, Ohio (Pro Bono)
- The Tamarack Foundation, Charleston, West Virginia (Pro Bono)
- The Kroger Company, Atlanta, Georgia (Projects)

3.2 Qualifications Criteria

3.2 An Organizational Chart, listing names, title and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded with this RFP.

AGENCY PRINCIPALS

The Stonewall Group was founded in 2000 by Tom and Leslie Crooks.

Prior to founding Stonewall, Tom Crooks was President of Fahlgren Advertising, one of the leading independent agencies in the U.S. His client experience includes McDonald's, The Greenbrier Resort, Cadillac, The Kroger Co., Simonton Windows, GE Plastics, The Tampa Tribune, WV Tourism, Florida Tourism and the West Virginia Lottery.

Leslie Crooks was a Senior Vice President with Fahlgren in charge of operations in West Virginia and Virginia where she supervised client business including Kroger, McDonald's, United National Bank, West Virginia Tourism and the West Virginia Lottery.

ACCOUNT TEAM FOR THE WEST VIRGINIA DIVISION OF TOURISM

Stonewall has the staff, experience and operational systems in place to start working on the West Virginia Division of Tourism account immediately.

Tom Crooks will serve as Account Manager, dedicating 45% of his time to the West Virginia Division of Tourism.

Katie Wise will serve as the Assistant Account Executive, dedicating 60% of her time to the business. Katie will spend approximately three days a week in The Stonewall Group Charleston office located at the Division of Tourism building in South Charleston.

Kari Thompson will serve as the PR Account Manager on the business with 10% of her time allocated to planning and managing PR projects.

Leslie Crooks will provide strategic media planning and buying expertise with 40% of her time.

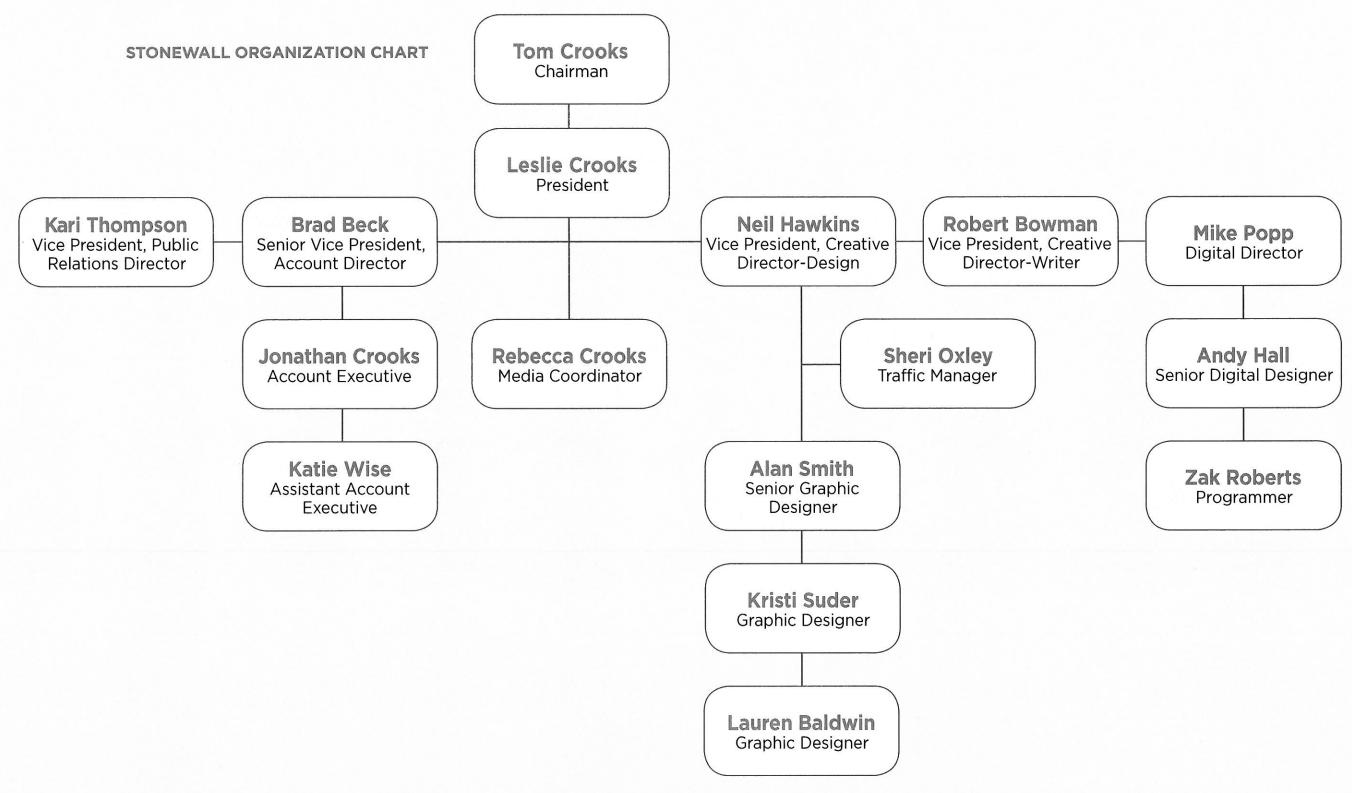
Rebecca Crooks will assist with media buying execution and post buys, allocating 15% of her time.

Sheri Oxley will dedicate 15% of her time coordinating all internal jobs, trafficking and print production coordination.

Vice presidents and co-creative directors Neil Hawkins and Robert Bowman will provide creative oversight and concept development, with a time commitment of 25% each.

Time will also be allocated for creative support from senior designer Alan Smith (10%), web designer Andy Hall (15%), and graphic designers Kristi Suder (10%) and Lauren Baldwin (5%).





STONEWALL STAFF PROFILES

Thomas J. Crooks - Chairman

Tom will provide strategic planning oversight and will be responsible for attainment of campaign goals and objectives for the West Virginia Division of Tourism.

Tom Crooks has spent most of his career working on building relationships with consumer-driven accounts. His career has been focused on building brands and driving sales for some of the country's most prestigious corporations and businesses including Cadillac, General Electric Plastics, The Kroger Co., McDonald's Restaurants, Simonton Windows, The Greenbrier Resort, The Tampa Tribune, Florida Tourism, West Virginia Tourism, and The West Virginia Lottery, to name a few. He served as President and Chief Operating Officer of Fahlgren Advertising before taking time off to be with his family and to pursue his dream of writing a historical novel. Prior to his time with Fahlgren, Tom worked with Ketchum Advertising in Pittsburgh, Pennsylvania.

Tom is a founder and the Chairman of The Stonewall Group. He is a graduate of the University of Richmond.

Leslie A. Crooks - President

Leslie will supervise all media planning and placement and will share in the overall responsibility for the attainment of program goals and objectives on the business.

Leslie Crooks built her advertising career at Fahlgren Advertising where she served in a variety of account service and marketing roles including Senior-Vice President/Account Management Director. She managed the West Virginia and Virginia operations of the company and provided marketing leadership for a number of companies including United National Bank (West Virginia and northern Virginia), Peoples Bank, The Kroger Co. (Mid-Atlantic KMA, headquartered in Roanoke, Virginia), McDonald's Restaurants, The West Virginia Lottery, West Virginia Tourism, and Cadillac.

Leslie is a founding partner of The Stonewall Group and serves as President. She also leads media planning and buying. Leslie is intimately involved with strategic brand development for all Stonewall clients. She holds a bachelor's degree in marketing from Marshall University and served on the Marshall University School of Business Board.

Brad Beck - Senior Vice President, Account Director

A creative team-builder, Brad sparks organizations and customers to build, manage, protect and ultimately love brands through innovative marketing and communications ideas. Having managed brands at DuPont like Tyvek®, Kevlar®, Nomex® and Corian®, he has also collaborated with organizations such as Saatchi & Saatchi Worldwide, Johnson & Johnson, Kodak, Ogilvy & Mather, Razorfish, Google, Cornell University, World Business Council and a range of talented small businesses and nonprofits. He has extensive experience in strategic planning, brand architecture, positioning, advertising, digital marketing, social media, PR, brand metrics, marketing research, licensing, brand protection, internal communications and public affairs. Brad has spent more than twenty years working in top management positions for Saatchi & Saatchi Worldwide, one of the world's leading ad agencies, and for DuPont, one of the leaders in science and innovation.

Brad graduated from The Ohio State University with a bachelor of arts degree and an MBA.

Katie Wise - Assistant Account Executive

Katie works closely with Tom Crooks, assisting him with management of the West Virginia Tourism account. She also assists Kari Thompson with PR endeavors. Katie worked at the West Virginia Legislature as Legislative Information Journalism Intern at the Charleston office of Senator Jay Rockefeller. She graduated Magna Cum Laude from Marshall University, having received her bachelor of arts degree in public relations with a minor in political science.



Jonathan Crooks - Account Executive

Jonathan is an account manager with Stonewall, working on a variety of retail and business-to-business accounts. He also serves as project manager for all Stonewall digital clients, and as the operations administrator—coordinating information systems flow and facility set up. Jonathan attended West Virginia Wesleyan College and West Virginia University where he studied business management.

Michael Popp - Digital Director

Mike has more than 15 years of experience in Web design and programming. He specializes in developing for LAMP environments with a strong working knowledge of Linux Servers, Apache Web Servers, MySQL Databases, and PHP programming. He enjoys coding HTML, CSS, and JavaScript to support modern web browsers and mobile sites. Mike also works on Flash projects and is proficient in ActionScript 3 coding. He shares his knowledge by teaching Web Programming courses at a local community college. Mike graduated from The Ohio State University with a degree in engineering.

Andy Hall - Senior Digital Designer

Andy will serve as the web media designer on the West Virginia Division of Tourism account with a focus on web solutions.

Andy Hall is a senior digital designer at Stonewall. Prior to joining Stonewall, Andy had a successful career as an independent graphic designer, serving many industries, including healthcare, alternative healthcare, music, and events and festivals. He has a strong background in web design/implementation and corporate identity and logo design. Prior to his freelance career, Andy was the Chief Designer and Webmaster for Salem International University.

Andy is a graduate of Salem International University with a bachelor's degree in Religion and a Philosophy minor.

Zachary Roberts - Programmer

Zachary has been building websites professionally for three years since completing his first associates degree in Web Programming from Washington State Community College. He specializes in Front-End development, focusing around advanced HTML 5 semantics and CSS3 selectors, along with building full responsive, fluid websites.

In addition to a degree in Web Programming, Zachary also has an associates degree in computer support, and is currently working online towards a Bachelors in Science for Computer Science from the University of Illinois, Springfield campus.

3.2 Qualifications Criteria

Neil Hawkins - Vice President-Creative, Design

Neil will assume primary responsibility for creative direction on the business overseeing all graphic design elements.

Neil has worked in a creative environment with a background that includes over twenty years of experience with local, regional and national clients. He combines practical knowledge with innovative ideas to create memorable design that commands attention. Neil's proficiencies in design varies from print and interactive design to package and environmental disciplines. He has worked with clients from diverse industries including Hunter Fan, Ames True Temper, Lee Middleton Original Dolls, Rossi Pasta and various record labels in Nashville including RCA Records and Fypon, a national building industry leader. Neil has years of experience working with travel and tourism destination products throughout West Virginia and Ohio. He has won many awards for print, interactive and broadcast work.

A graduate of West Virginia University with bachelor of Fine Arts in Art, Neil is a member of American Institute of Graphic Arts, Pittsburgh (AIGA) and Advertising Association of Charleston (AAC).

Robert Bowman - Vice President-Creative, Copy

Robert will assume primary responsibility for the creative direction on the account overseeing all copy and messaging development.

Having nearly 15 years of experience, Robert has won numerous local and regional awards for both print and broadcast work. He has extensive experience with convention and visitors bureaus and travel destinations throughout West Virginia and Ohio. Robert worked as a freelance copywriter in Atlanta for J. Walter Thompson, Orkin, Netb@nk, USWeb/CKS, March First Corporation, Tooth and Nail Records and the Piedmont Park Conservancy. He worked as a copywriter with SBR Creative Group in Parkersburg, West Virginia, an in-house creative department serving national building products companies, including Simonton Windows, Inc. and Fypon, Inc. He also worked as a freelance copywriter for Charleston Area Medical Center, Cabell Huntington Hospital, Joan C. Edwards Comprehensive Cancer Center, Ntelos, the West Virginia Lottery and the West Virginia Chemical Alliance Zone. He is a member of the American Copy Editors Society (ACES) and the Advertising Association of Charleston (AAC).

Robert graduated from West Virginia State University with a B.A. in Business Administration, and received a Certificate of Copywriting from the Creative Circus School of Advertising in Atlanta, Georgia.

Kari Thompson - Vice President, Public Relations Director

Kari will serve as the public relations account manager for the West Virginia Division of Tourism, handling public relations and event coordination.

Kari Thompson has served as a communications/public relations point person for the past 15 years in both the non-profit and for-profit business sectors. She has organized and implemented public relations plans and communication needs internally and externally for Habitat for Humanity International, General Electric Plastics, Ohio Valley University, and several Ohio and West Virginia convention & visitors bureaus. In conjunction with her communications background, she has also has extensive experience in organizing and promoting special events. She worked with the Smithsonian Institution and West Virginia Humanities Council in hosting a traveling exhibit regarding the American Home Front during World War II.

A graduate of the University of Mississippi with a bachelor's degree in journalism, Kari is a member of the Public Relations Society of America and the Mid-Atlantic Tourism Public Relations Alliance. She works to connect travel writers with their tourism destinations throughout West Virginia and Ohio. Kari has won regional and national awards for several CVB projects.



Alan Smith - Senior Designer

Alan will serve as senior graphic designer for the West Virginia Division of Tourism.

Alan Smith has been doing graphic design work for 16 years. He spent 14 of those years working for Simonton Windows and their parent company, SBR, Inc. During Alan's tenure with SBR, its creative group won hundreds of design awards and helped SBR grow several companies into strong national brands. Alan's responsibilities at Stonewall include idea conceptualization, layout design, proofreading, art direction, photo retouching, 3-D illustration, final mechanical production, and press checks.

Alan is a graduate of Concord College with a bachelor's degree in commercial art and advertising.

Kristi Suder - Graphic Designer

Having been a graphic designer for nearly 10 years, Kristi has extensive experience with travel, tourism, and destination products. Her talent has helped Stonewall garner many awards. Kristi also specializes in designing magazine layouts. Prior to joining Stonewall, she worked in the graphics department at the Bureau of Public Debt in Parkersburg, West Virginia.

Kristi is a graduate of Marshall University with a bachelor's degree in Graphic Design.

Lauren Baldwin - Graphic Designer

Lauren is a communication designer with a fine arts background. She earned a B.F.A. in Communication Arts from Virginia Commonwealth University in Richmond, Virginia. Her major emphasized critical analysis of images and traditional drawing and painting techniques and their relation to newer fields such as illustration and graphic design. By bringing this background into the design process, Lauren is able to create unique, thought-provoking solutions for identity and advertising development as well as layout and print projects. She has worked closely with local professionals, such as Bodylogic in Parkersburg, West Virginia and the Hippodrome/Colony Historical Theatre Association in Marietta, Ohio, to help give a special touch to their identity.

Sheri Oxley - Traffic Manager

Sheri has an extensive background of organizational and sales-related experience. She previously worked for 10 years in finance at Trader's Federal, and 16 years collectively as a traffic manager with Fahlgren Advertising and SBR, Inc. Sheri's organizational and multi-tasking skills enable her to keep things moving quickly and efficiently.

Rebecca Crooks - Media Coordinator

Rebecca is Stonewall's media coordinator, providing support and assistance to Leslie Crooks in the development of media plans, negotiations and buying. In addition, she also provides accounting support for Stonewall. Rebecca attended the University of Richmond and graduated Magna Cum Laude from Washington State with a degree in Business Management.

3.3 Subcontractor company information and references. Provide a potential list of all related subcontracted services that may be needed for work associated with this RFP.

SUBCONTRACTED SERVICES

The Stonewall Group utilizes the services of a number of specialized vendors on an as-needed basis. The list of vendors below represents key Stonewall partners in the fields of research, broadcast production, and printing. We have strong, efficient relationships with many vendors and the list below represents our most trusted partners.

Pikewood Creative

1085 Van Voorhis Road, Suite 325 Morgantown, WV 26505 Phone: 304.554.3910 Fax: 304.554.3924 Tony Caridi

Dean Runyon Associates

tcaridi@pikewoodcreative.com

833 SW 11th Avenue, Suite 920 Portland, OR 97205 Phone: 503.226.2973 Fax: 503.226.2984 Dean Runyon dean.runyon@deanrunyon.com

CBS Outdoor

185 US Highway 46 Fairfield, NJ 07004 Phone: 973.575.6900 Nancy Fisher Nancy.Fisher@CBSOutdoor.com

Chapman Printing Co.

405 Ann Street
Parkersburg, WV 26101
Phone: 304.485.8596
Fax: 304.485.4793
John Husion
jhusion@champion-industries.com

Internetjock.com, Corp.

13875 SW Burlwood St. Beaverton, OR 97005-9104 Phone: 877.646.4163 info@internetjock.com

Longwoods International

Toronto, ON M5E 1P8
Phone: 416.861.9880 x204
Fax: 416.861.9530
Tom Curtis
tcurtis@longwoods-intl.com

47 Colborne St., Suite 301

National Print Group, Inc.

2464 Amnicola Highway Chattanooga, TN 37406 Phone: 800.624.0408 sales@tnpg.com

Nielsen Claritas

PO Box 553028 Charlotte, NC 28290-3028 Phone: 866.563.2804 #7330 Fax: 607.348.1528 Amy Tebo amy.tebo@nielsen.com



3.4 A list of annual gross billing for the last two years, a list of all accounts gained and lost in the last 12 months with a description of why accounts were lost, and a list of memberships in any local, national, or international advertising, marketing or public relations associations.

STONEWALL ANNUAL GROSS BILLINGS

Stonewall annual gross billings for 2011 and 2012 are as follows:

2011 Annual Gross Billings = \$7,616,573.88 2012 Annual Gross Billings = \$8,005,297.25

ACCOUNTS GAINED IN THE LAST 12 MONTHS

The following accounts were gained over the last 12 months:

- Bricker & Eckler Law Firm
- Ohio State Fair
- Southeast Ohio Port Authority
- Area Roundtable of Wood County
- CAS Cable
- DuPont
- Greenleaf Landscapes
- Southeastern Ohio Medical Center
- Homespun Media
- Ohio University College of Fine Arts
- Schwendeman Insurance Website

ACCOUNTS LOST IN THE LAST 12 MONTHS

The following accounts were lost in the last 12 months:

- Southern West Virginia CVB Budget pressure, due in part to grant uncertainty, led the client to seek other support resources.
- Bridge Walk Budget reductions and diverging creative alignment led the client to seek other support resources.

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

Stonewall is a member of the following professional organizations:

American Institute of Graphic Arts, Pittsburgh (AIGA)

Advertising Association of Charleston (AAC)

American Marketing Association

Ohio Travel Association

West Virginia Hospitality & Travel Association

International Academy of the Visual Arts
Advertising Federation of Columbus, Ohio
Public Relations Society of America (PRSA)
Mid-Atlantic Tourism Public Relation Alliance (MATPRA)
Southeast Tourism Society

3.5 Contact names, telephone, email and fax of two additional clients, who may be contacted by the Agency as references, for which similar services have been provided as referenced in this RFP.

CLIENT REFERENCES

We are proud and honored that the following Stonewall clients have willingly agreed to serve as references for our performance.

Adventures On The Gorge

Adventures on the Gorge (AOTG) is an all-inclusive adventure resort nestled on the rim of the scenic New River Gorge in West Virginia. We have been working with the founders of this company for eight years.

Contact:

Dave Arnold, Managing Partner Adventures On The Gorge 304.574.4909 x12 (P) 304.574.4906 (F) d.arnold@onthegorge.com adventurewestvirginia.com

3.4 & 3.5 Qualifications Criteria



219 Chestnutburg Road P.O. Box 78 Lansing, WV 25862 October 28, 2013

To Whom It May Concern,

The Stonewall Group asked me to write a recommendation on their behalf. This is a letter I am happy to write as I can recommend Stonewall wholeheartedly. I have worked with Stonewall since 2003. When our company merged to create Adventures On The Gorge in 2008, we maintained a great relationship with Stonewall and work hand in hand today.

As I am sure you are aware, the genesis of this company comes from Tom and Leslie working for a large advertising firm in the past. They came together to form Stonewall with a big firm background and small firm attention to detail. This is what Tom described to me from the very beginning and I can tell you this has been one of their guiding lights from day one. They have designed catalogs, brochures, advertisements, rack cards, and so much more while also assisting with public relations, strategic planning, and television campaigns. During this process, they have always looked at us as a partner. When it came down to working long hours, that's what they did. When it came down to planning upcoming projects, they worked with our management group. Stonewall has been an integral part in helping us develop a brand for Adventures On The Gorge.

Each year we make a decision to select our marketing agency. This has nothing to do with Stonewall's performance; it's simply a matter of us looking deeper. The decision to keep working with Stonewall is driven by several factors: chemistry, cost, creativity, and experience. They offer a big agency expertise with small agency comfort.

If there is one statement that aptly describes why we selected The Stonewall Group, it would be their desire to raise the bar. They have consistently demonstrated superior skills and customer service that is a reflection of their wealth of knowledge. Anyone should be happy to work with them.

Sincerely,

Dave Arnold Managing Partner, Adventures On The Gorge 304-574-4909 x 12 d.arnold@onthegorge.com

888.650.1931 (phone) • 304.574.4906 (fax) • www.onthegorge.com

19



Greater Parkersburg Convention & Visitors Bureau

The Greater Parkersburg Convention & Visitors Bureau works to generate economic growth for the Greater Parkersburg area through effective sales and marketing to the leisure, sports, group tour and meeting and conference markets. We have been helping them achieve this mission for more than a decade.

Contact:

Mark Lewis, President & CEO Greater Parkersburg CVB 304.428.1130 (P) 304.428.8117 (F) mlewis@greaterparkersburg.com GreaterParkersburg.com



350 7th Street, Parkersburg, WV 26101 304.428.1130 * 800.752.4982 Fax: 304.428.8117 www.GreaterParkersburg.com

To Whom It May Concern:

For over a decade, The Stonewall Group has provided a wide variety of advertising, marketing and PR services to the Greater Parkersburg CVB. Those services have included the production of print and online ads, print and e-newsletters, and videos. In addition they have provided the creative component and production expertise on a wide variety of special projects.

Their efforts on our behalf have resulted in numerous awards for creative excellence. That recognition is important, but of equal importance to our organization is their ability to meet deadlines (sometimes with little advance notice) and the attention to detail and process which they provide. They are great to work with. As one of the most respected flagship CVB's in West Virginia, we set a high standard for our advertising and marketing efforts, and Stonewall has truly been a partner in those efforts. They have consistently met and exceeded our expectations.

Working with The Stonewall Group has been one of the distinct pleasures I have experienced in my position as the head of our destination marketing organization. They deliver – on time, on budget, and on target. I have great confidence in their ability to provide those same services to you and I am happy to recommend them without reservation.

Sincerely,

Mark Lewis President & CEO Greater Parkersburg CVB (304) 428-1130 mlewis@greaterparkersburg.com

3.5 Qualifications Criteria

CLIENT TESTIMONIALS

Perhaps the most important evidence of our firm's qualifications, experience and capability comes from our clients. Following is a partial listing of comments from our key client contacts regarding our contribution and performance.

Simonton Windows®

A Fortune Brands Home & Security Company

"Stonewall understands it's more than just producing great creative. They focus on understanding our core business challenges, bringing a unique approach and executable ideas that meet our objectives and help grow our business."

Matthew Minerd, Director, Marketing Communications, Simonton Windows

Southeastern Ohio Port Authority

"Stonewall has a unique feel for the cultural dynamic which undergirds our communities. When it comes to interpreting the connectedness of contemporary life, Stonewall gets it."

Terry Tamburini, Executive Director, Southeastern Ohio Port Authority

TAMARACK: The Best of West Virginia

"Having the Stonewall Group in the mix is like adding to the Tamarack family. They don't sit on the outside, look in, and hand off advice. They get involved with us, know our world, our challenges, our strengths, and help us execute a multifaceted marketing approach within a budget."

Cindy Whitlock, Marketing Director, TAMARACK: The Best of West Virginia

Mid-Ohio Valley Regional Airport

"The Mid-Ohio Valley Regional Airport has seen a dramatic increase in the number of passengers over the past several years. This increase is due in large part to the innovative and creative marketing campaigns developed and produced by Stonewall. Their expertise in knowing how to reach our target audience has been invaluable."

Terry Moore, Airport Manager, Mid-Ohio Valley Regional Airport

Ohio Valley University

"The superior quality of Stonewall's work amazes me, but what amazes me even more is the way the Stonewall team functions. My work takes me to their offices quite often and without fail I find a team of experts who respect one another, respect their client, and work together to provide the best experience and the best product for everyone."

Christine Parker, Marketing Director, Ohio Valley University



Dimex

A world-class manufacturer of extruded products for diverse markets

"Stonewall has played a vital role in how others view our company, through their creativity and expertise in web design, merchandising, advertising and overall brand identity. We consider Stonewall more than a business partner; they are an extension of our organization."

Patrick Amrine, Corporate Sales Director, Dimex

Greater Parkersburg CVB

"Working with the Stonewall Group has been one of the distinct pleasures I have experienced in my position as the head of our destination marketing organization. They deliver—on time, on budget, and on target."

Mark Lewis, President & CEO, Greater Parkersburg CVB

Wood County Commission and the Wood County Solid Waste Authority

"We have had a great relationship with Stonewall Marketing. They provide a professional product, understand the needs of a governmental unit and respond rapidly to any changes we need."

Blair Couch, Wood County Commissioner

Area Roundtable of Wood County

"Stonewall Marketing is not only professional but forward thinking. They make things happen quickly, beautifully and within budget every time."

Cam Huffman, President & CEO, The Burdette Group

Smoker Friendly

Retailer with 39 stores in WV, OH, PA and VA

"Working with Stonewall is always such a joy. They are inventive, knowledgeable and professional. I've had the pleasure of working with them for over 10 years and not only have they helped make our business a success they have taken the time to learn it so that they can truly understand our customers. It's a relationship that we value dearly.

Regan Bartley, Director of Marketing, Smoker Friendly

Ohio State Fair

"Stonewall Retail Marketing provided media planning and purchasing services for the 2012 and 2013 Ohio State Fair. These services have included, but are not limited to, conducting meetings with media partners, analyzing media proposals, crafting a media strategy and negotiating added-value promotions."

Alicia Shoults, Marketing Director, Ohio State Fair

Adventures On The Gorge

"Adventures On The Gorge is in the business of fun and adventure. We are experts at it. We use our equipment, our experience and our passion for the outdoors to take individuals and families out into the wilderness to do things they could never do on their own. We are not experts at Marketing and Advertising. The prospect of taking on an expensive and risky marketing research project was as scary for us as going down the Gauley River for the first time is for one of our guests. Tom Crooks and his team at Stonewall Marketing provided the expert guidance to help us navigate the maze of the two marketing research projects. We have done a number of smaller research projects in the past without the assistance of Stonewall. The problem was that we didn't know how to use the data after the project was completed. The Stonewall Team was able to explain the meaning of the research. They were able to help us craft a new messaging and advertising strategy that put the right message to the right target using the most efficient media to maximize our advertising dollars. The Stonewall Team has always been a valued partner in the growth of our business. I highly recommend their services."

Brian Campbell, Vice President of Sales and Marketing, Adventures On The Gorge

Southern West Virginia CVB

"Stonewall was our agency of record for seven years. We very much enjoyed working with Stonewall and were more than pleased with the results that they delivered over the years. Southern West Virginia won many awards for our advertising and collateral pieces that were designed and managed by Stonewall."

Doug Maddy, CEO, Southern West Virginia CVB

The Wilds

"Your enthusiasm and ability to help promote the WildZFest in May, 2013 has resulted in a significant increase in our foot traffic and overall attendance at The Wilds. We appreciate your superior creative, detail on deadlines and meeting our budget. You and Stonewall are to be highly commended. Please accept my sincerest gratitude for your superior work in marketing this 2013 season's opening event, WildZFest."

Pete Fingerhut, Vice President - Marketing and Sales, The Columbus Zoo and The Wilds

Cambridge/Guernsey County VCB

"As a client of Stonewall for almost 10 years, the Cambridge/Guernsey County Visitors & Convention Bureau has seen a great return on investment using their creative designs and strong PR skills to entice visitors to our area. The VCB was just awarded the prestigious RUBY (Recognizing Uncommon Brilliance) Award sponsored by the Ohio Travel Association for both our mobile site and our television commercials. We find their staff both efficient and a pleasure to work with. They continually seek new opportunities for us to promote our area and stay top of mind with our visitors."

Debbie Robinson, Executive Director, Cambridge/Guernsey County VCB

3.6 Qualifications Criteria

3.6 Provide details of the complexity of projects performed and the volume of the services provided that may include specific examples, tracking, monitoring, comprehensive evaluation of the project, public relations, placement and the effectiveness of the project.

STONEWALL PERFORMANCE EXAMPLES

Following are three examples of our work. These are representative of the complexity of projects that we are involved with daily for our clients.

Stonewall



ADVENTURES ON THE GORGE

Building Brand Awareness, Lead Generation, Visitation

Challenge:

Adventures On the Gorge (AOTG) is an all-inclusive adventure resort nestled on the rim of the scenic New River Gorge in West Virginia. The AOTG resort was born from the same desire to explore and discover that has inspired journeys and great expeditions throughout history. At AOTG there's literally an activity for everyone, of any age, with experiences customized for any budget. The DNA of four legendary whitewater rafting outfitters—Class VI, Mountain River Tours, the Rivermen and Songer—is still an integral part of AOTG.

The strategic shift from being premier white water rafting companies on the New and Gauley River to being a world-class outdoor adventure resort was driven, in part, as a result of declining rafting numbers for all West Virginia outfitters over the past 10 years. To offset the lost revenue, the management at AOTG had the vision to consolidate rafting companies while expanding into new adventure activities such as zip lines, expanded camp grounds, cabins, amenities, and more. The primary goal of these investments has been to increase daily revenue per person.

Market Research:

Over the past 5 years AOTG has repositioned and rebranded itself as an all-inclusive world premier outdoor adventure resort. As a part of its 2013 strategic branding initiatives AOTG and Stonewall conducted qualitative (focus groups) and quantitative research (online survey of past customers and prospects) to gain important insights in terms of attracting new customers and engaging past customers to return.

A series of mini-focus groups was conducted to provide an understanding of the consumer perspective of family outdoor adventure vacations, as well as to illuminate and humanize the second phase online quantitative research allowing the team to uncover underlying, unrecognized opportunities and concerns. This phase was used as a tool to enhance insights, understanding, and acceptance. The online study was conducted to expand on the learning from the qualitative research and provide conclusive and actionable results to the management team of AOTG that informed strategies, helped prioritize audiences and markets, and set the tone for positioning the resort as "American's Premier Outdoor Adventure Resort."

At the same time the market research was being conducted, AOTG invested in a Nielsen PRIZM market audience segmentation analysis to determine prospect profiles in terms of demographics, lifestyles, psychographics and market opportunities for growth. In addition Scarborough Media Services was incorporated to match up with the Nielsen Segmentation study results to pinpoint media most frequently relied upon by the audience segments.

Findings:

Focus group results supported AOTG's branding strategy of product/service expansion indicating that consumers considering an outdoor adventure trip place great value on the ability to relax, unwind, and get away from the stresses of life while participating in a number of experiences and activities...experiencing something new and different. Key sentiments for adventure travel that emerged from the focus groups were the ability to experience natural beauty, find relaxation by disconnecting from daily stresses, and connect with family and friends.

Quantitative research confirmed much of the focus group conclusions including the favorable consideration for outdoor, nature-based getaways. From a messaging standpoint, it was determined that importance needed to be placed upon the many new amenities, activities and offerings at AOTG, including less adventurous options while communicating the emotive reasons for choosing an outdoor getaway over a traditional beach vacation.

The Nielsen PRIZM segmentation study confirmed key audience segments and markets offering the greatest potential for visiting AOTG from a lifestyle standpoint.

Solution:

Consumers cherish their traditional weeklong beach vacations and outdoor adventure trips are considered alternatives over shorter getaways throughout the summer. Unique communications and offerings were provided to target audiences throughout AOTG's primary markets with a greater emphasis on leisure and social activities. Targeted efforts were also developed for various market segments to attract families, couples getaways and adventure enthusiasts.

Quantitative and qualitative research was important in understanding market trends and developing messaging while Nielsen PRIZM provided greater definition of audience segments, markets and the most efficient media options for reaching targeted audiences.

Television and radio were incorporated into the 2013 plan to target the key feeder markets of Cincinnati and Columbus. Direct mailings of an award-winning and professional "coffee table" catalog was mailed to past customers along with new prospect names from Nielsen PRIZM that conformed to the demographic, lifestyle and psychographic characteristics of the AOTG customer. Direct mailings were utilized throughout the year to past customers and prospects.

AOTG utilized NetSeer technology to allow AOTG to deliver the right message, to the right target prospects, in the right frame of mind with virtually zero waste. NetSeer technology was employed in the important target market of Washington, DC, Baltimore and northern Virginia. NetSeer is an advanced media buying solution that uses concepts, not keywords, to find the best ad placements. Using concepts instead of keywords, NetSeer scans the content of web pages to understand their true meaning to find the best ad placements for brand campaigns across the web.

In addition, Facebook paid advertising, print advertising, email blasts, SEO, social media and other media venues were incorporated throughout the year to build awareness, understanding, acceptance and visitation.

Impact:

AOTG captured market share from the competition, increasing sales between 3% to 5% while growing profitability in the double digits.

Client Commentary:

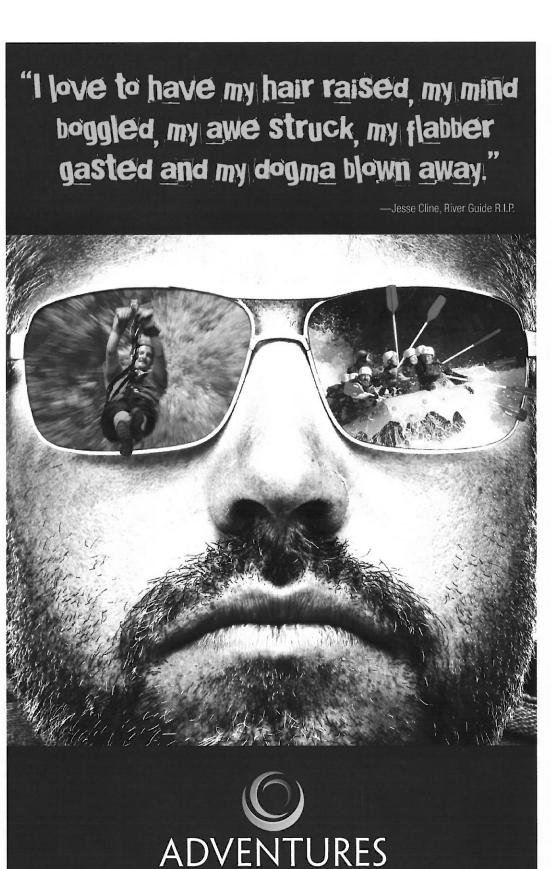
"Adventures on the Gorge is in the business of fun and adventure. We are experts at it. We use our equipment, our experience and our passion for the outdoors to take individuals and families out into the wilderness to do things they could never do on their own. We are not experts at Marketing and Advertising. The prospect of taking on an expensive and risky marketing research project was as scary for us as going down the Gauley River for the first time is for one of our guests. Tom Crooks and his team at Stonewall Marketing provided the expert guidance to help us navigate the maze of the two marketing research projects. We have done a number of smaller research projects in the past without the assistance of Stonewall. The problem was that we didn't know how to use the data after the project was completed. The Stonewall Team was able to explain the meaning of the research. They were able to help us craft a new messaging and advertising strategy that put the right message to the right target using the most efficient media to maximize our advertising dollars. The Stonewall Team has always been a valued partner in the growth of our business. I highly recommend their services."

> Brian Campbell Vice President of Sales and Marketing Adventures On The Gorge









"One of the Best Adventure Travel Companies on Earth" National Geographic Adventure

"Best New Adventure Product" Garden & Gun Magazine

"One of the Top Ten Ziplines in the World" Travel & Leisure Magazine

AdventureWestVirginia.com | 888-287-4480

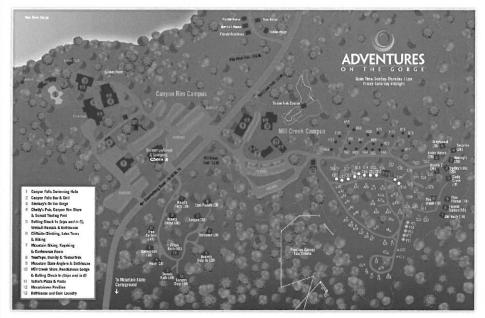








3.6 Qualifications Criteria





Stonewall







THE WILDS

Building Brand Awareness, Visitation and Trial

Challenge:

The Wilds is a private, non-profit safari park and conservation center that combines cutting-edge conservation science and education programs with hands-on experiences and one-of-a-kind adventures that include ziplining, horseback riding, fishing and more. Located in southeast Ohio, The Wilds is home to rare and endangered species from around the globe living in natural, open-range habitats. Creating awareness of this park continues to be a challenge as it often takes a back seat to the Columbus Zoo when it comes to visitation, camping, and science learning. Stonewall's task was to increase awareness and encourage visits to The Wilds and trial of the many adventures offered at the park. The challenge also included reaching out to markets within a 150 mile radius of this attraction site.

Solution:

Stonewall created a campaign to promote the fun, learning experience at The Wilds as well as generating awareness of The Wilds and it's close proximity for a "day trip". The campaign included print ads in Ohio publications including newspaper and magazines; television buys in larger markets, Facebook promotion, insert coupon for trial offer and discounts blow-in cards in print publications and outreaching digital efforts with The Weather Channel as well as content management targeted digital ads. Messages were four- fold: Promote the park, the overnight stays, the camps and the adventure.

impact:

115,000 Guests. Exceeded every monthly attendance record during the 2013 season.

233 camp attendees. Highest in the history of The Wilds.

Nearly \$590,000 in concession sales. Highest in the history of The Wilds.

WildZFest opening promotion event recorded the single highest daily attendance ever at 3,032 guests.

Client Commentary:

"Your enthusiasm and ability to help promote the WildZFest in May, 2013 has resulted in a significant increase in our foot traffic and overall attendance at The Wilds. We appreciate your superior creative, detail on deadlines and meeting our budget. You and Stonewall are to be highly commended. Please accept my sincerest gratitude for your superior work in marketing this 2013 season's opening event, WildZFest."

Pete Fingerhut Vice President - Marketing and Sales The Columbus Zoo and The Wilds







14000 International Road ♦ Cumberland, OH 43732 ♦ 740.638.5030





OHIO'S SAFARI

A Columbus Zoo Partner







Wide frames aren't always better. ASUITE you'll love what you see Beauty is in the eye of the is coming from Simonton, and we Asure" you you'll see crisp clean, contemporary lines. Be looking for it, because it's coming very soon.

SIMONTON WINDOWS®

New Product Launch

Challenge:

Simonton Windows, one of the nation's leading suppliers of quality vinyl windows and patio doors, wanted to introduce a new line of energy-efficient replacement windows and patio doors. These windows would be designed to maximize the amount of natural daylight that enters the home with a frame that is narrower than most standard windows. This line allowed Simonton to be more competitive on both quality and price for the discerning homeowner which positions them well against two of their toughest competitors.

Solution:

Stonewall developed the brand name, created the logo and theme line—Asure™ "See more. Get More." A campaign was created to reinforce the primary selling points of bringing the outside in which was far more "consumer-friendly" than the traditional campaigns Simonton had in the past. It brought a smile to the viewer. Campaign elements included selling tools for the builders and remodelers, social media, print, distributor selling materials, packaging, e-Newletters, landing page, distributor microsites, co-op newspaper and print ads, on-hold messaging, promotional items, public relations items including releases and a ground guerilla marketing effort to all distributors.

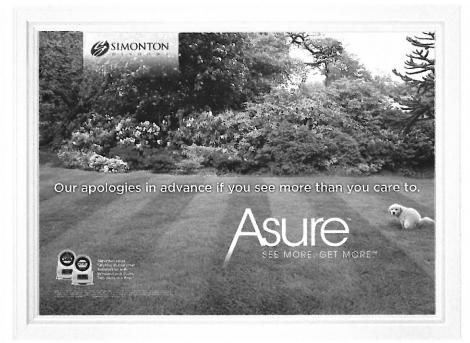
Impact:

193,000 units sold in 2012. \$22.4 million in revenue in 2012. Simonton Windows® was awarded JD Power and Associates for highest in customer satisfaction with windows and doors for four years in a row.

Client Commentary:

"Stonewall understands it's more than just producing great creative. They focus on understanding our core business challenges, bringing a unique approach and executable ideas that meet our objectives and help grow our business."

> Matthew Minerd Director, Marketing Communications Simonton Windows®



Replacing your windows? We have Asure way to transform your home.

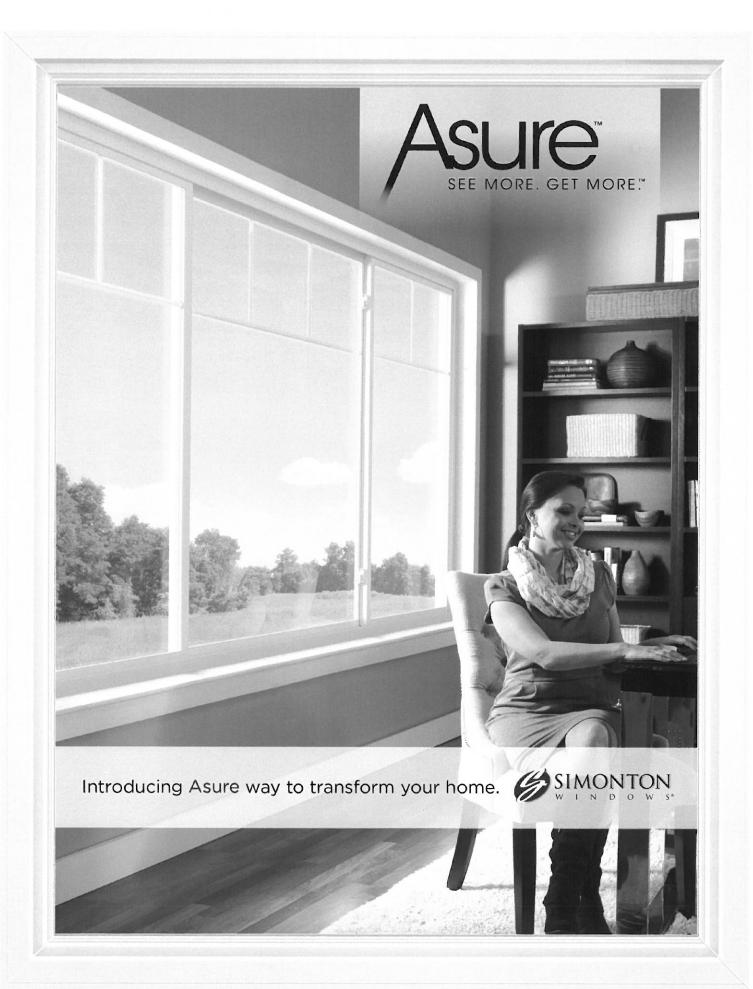
Simonton Asure™ windows feature a narrow frame to allow more natural light inside your home. They also provide excellent energy efficiency and require virtually no maintenance. Call today







DEALER/CONTRACTOR NAME **ADDRESS** PHONE WEB



3.6 Qualifications Criteria







3.7 Provide a listing of clients whom you have provided advertising services to, with a budget of \$1 million or more.

STONEWALL HAS PROVIDED ADVERTISING TO THE FOLLOWING CLIENTS THAT HAVE HAD A BUDGET OF \$1 MILLION OR MORE:

- Adventures On The Gorge
- DuPont
- JD Byrider
- Louden County, VA Convention and Visitors Bureau
- Peoples Bank
- Simonton Windows
- Smoker Friendly
- Visit Southern West Virginia Convention and Visitors Bureau
- St. Joseph's Hospital
- The Kroger Company
- The Ohio State Fair
- West Virginia Department of Commerce
- West Virginia Division of Tourism

3.8 The vendor should have experience in Tourism Marketing.

STONEWALL TOURISM MARKETING EXPERIENCE

The Stonewall team has broad, deep and varied experience in the tourism industry, more than 100 years in total. Working with our tourism clients, we've helped attract visitors to West Virginia, entice skiers to Winterplace and Canaan Valley, and build awareness of historic and cultural attractions like Henderson Hall and Historic Whitehall Manor. Our team has worked with the following tourism organizations:

- West Virginia Division of Tourism
- TAMARACK: The Best of West Virginia
- FLAUSA
- The Greenbrier Resort (Public Relations)
- The Loudon County, Virginia Convention & Visitors Bureau
- Celebrations Catering, Reston, Virginia
- Historic Whitehall Manor, Blue Ridge Mountains of Virginia
- Canaan Valley Resort
- Tucker County Convention & Visitors Bureau
- Greater Parkersburg Convention & Visitors Bureau
- The Greenbrier Valley Convention and Visitors Bureau
- The Ohio Association of Convention and Visitors Bureaus
- Ohio Appalachian Country
- Cambridge/Guernsey County Visitors and Convention Bureau

- Darke County Ohio Convention and Visitors Bureau
- Marietta/Washington County Convention and Visitors Bureau
- The Wilds
- Visit Southern West Virginia Convention and Visitors Bureau
- Adventures On The Gorge
- Winterplace Ski Resort
- West Virginia Mountain Music Trail
- Ohio State Fair
- Appalachian Wildwaters
- The Historic Lafayette Hotel
- Henderson Hall Plantation (pro bono)
- Historic Smoot Theater (pro bono)
- Historic Colony Theater (pro bono)

3.9 The vendor should have sufficient financial stability to pledge and place commitments with advertising media without hesitation on behalf of the Agency. The Vendor should be commonly recognized throughout the industry as a Vendor with a solid financial foundation to meet its commitments on behalf of itself and its clients. At the Agencies request, the Vendor should pay Advertising Services invoices that may come through the Agency, at no additional cost to the Agency.

STONEWALL FINANCIAL STABILITY

Stonewall is financially strong with the highest Dunn and Bradstreet rating for businesses of comparable size.

Stonewall has worked with clients who require payment of media buys be made prior to billing the client. Here's a quick look at the last few years:

In 2010/2011, Stonewall prepaid for \$3,243,415 media, pass-thru's and subcontractors prior to billing the client for these charges. In 2011/2012, Stonewall prepaid for \$4,350,835 media, pass-thru's and subcontractors prior to billing the client for these charges. In 2012/2013, Stonewall prepaid for \$3,000,000 media, pass-thru's and subcontractors prior to billing the client for these charges.

BANK AFFILIATIONS

Chase

Ronald M. Surella Vice President 125 Putnam Street Marietta, OH 45750 740.568.4288

Community Bank

Stephen P. Shaffer Senior Vice President 631 Juliana Street Parkersburg, WV 26101 304.420.5554

Peoples Bank

Tom Betz Vice President, Business Banking 138 Putnam Street Marietta, OH 45750 740.376.7130

CREDIT REFERENCES

American Express

Credit Department Representative Card number available upon request 1.800.528.4800

Pikewood Creative

1085 Van Voorhis Road, Suite 325 Morgantown, WV 26505 Jessica White #234 304.296.0029

CBS Outdoor

185 US Highway 46 Fairfield, NJ 07004 Bill Medel 973.575.6900

Great Lakes Publishing

P O Box 77073 Cleveland, OH 44194-7073 Geli Valley 216.377.3660

STATEMENT OF BANKRUPTCY PROTECTION

Stonewall has never filed for protection under federal bankruptcy laws.

STATEMENT OF ARREARS FOR TAXES

Stonewall is not in arrears for federal, state, and/or local taxes of any type.

PHYSICAL LOCATION

Stonewall is located at 154 1/2 Front Street in Marietta, Ohio. Charleston, WV is approximately a 70 minute drive from Marietta traveling south on Interstate 77. Stonewall currently leases space from the West Virginia Division of Tourism office location at 90 MacCorkle Avenue, SW in South Charleston, WV. Quarterly lease payment is \$810.00.

4.1 The Vendor should provide an advertising proposal that demonstrates the most effective use of a fixed budget in providing Advertising Services and returns the best value on investment. This proposal should encompass: research analysis and research data supporting an advertising and promotional campaign; cooperative and sales promotional ideas that will allow the tourism industry to buy into specified media opportunities; using promotional materials in advertising, marketing and public relations activities; and how all levels of media will be integrated into the current trends of marketing and advertising.





There is a tremendous amount of equity in West Virginia's brand, "Wild and Wonderful." Unlike other major tourism entities that frequently change their identities, West Virginia Tourism has wisely stayed true to the very iconic and memorable "Wild and Wonderful." In developing our campaign, and studying the segmented research, we were convinced that not only is "Wild and Wonderful" more captivating and alluring than ever, it is also stunningly relevant at a time when research tells us travelers are looking for more value, depth, and closeness in their vacation experiences. A rather Yin and Yang quality encapsulates the broad range of destination and experiential products West Virginia offers, from that portion of our target audience who craves the wildest side of adventure, to those who relish the tamest of wonderful. "Wild and Wonderful" compelled us to delve deeper into the wild side of wonderful, and, conversely, the wonderful side of wild. Why is wild wonderful in West Virginia? And why is wonderful wild? These are questions we asked ourselves. Our answers are revealed in our campaign, "Wild is...Wonderful."

Wildis...
wonderful



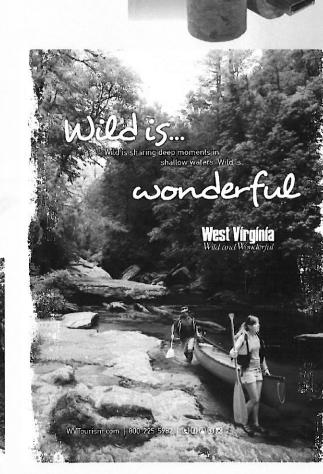
CAMPAIGN INTEGRATION OVERVIEW

INFORMATION, INSIGHT, and INTEGRATION are the foundation and inspiration for this campaign, "Wild is . . . Wonderful."

Our INFORMATION comes from four years of working on the business and in-depth analysis of research. We know the West Virginia Tourism target audiences demographically, psychographically and behaviorally from the comprehensive research study executed by Stonewall with Nielson PRIZM. Not only does this information tell us who our audience is, what they think and what they do, but it also helps us understand how best to reach them and connect with our message. Our information also comes from a range of knowledgeable sources that we engage with every day, such as the spectrum of informed tourism industry clients with which we work, the many tourism media contacts that are our partners, field travel and experience that our staff gains throughout the year, and industry research regularly conducted by the Division of Tourism.

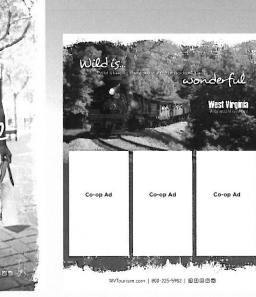
Unique INSIGHT comes from our breadth and depth of information, knowledge, experience and instinct. Wild is...Wonderful is inspired by insight about the emotionally distinct West Virginia experience and attitude, by insight about how to make a fresh and impactful connection with the target audience, and by insight about how to leverage and extend current equity in the West Virginia brand...Wild and Wonderful. The Wild is...Wonderful campaign does all of this.

INTEGRATION of the idea is evident in every element of the campaign mix. Integration drives communications efficiency and effectiveness. It is purposeful and disciplined in our execution.







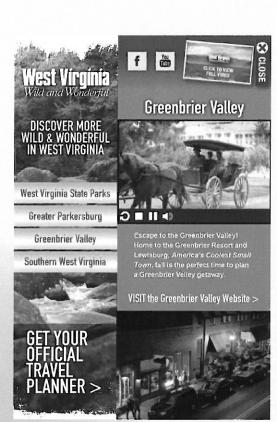




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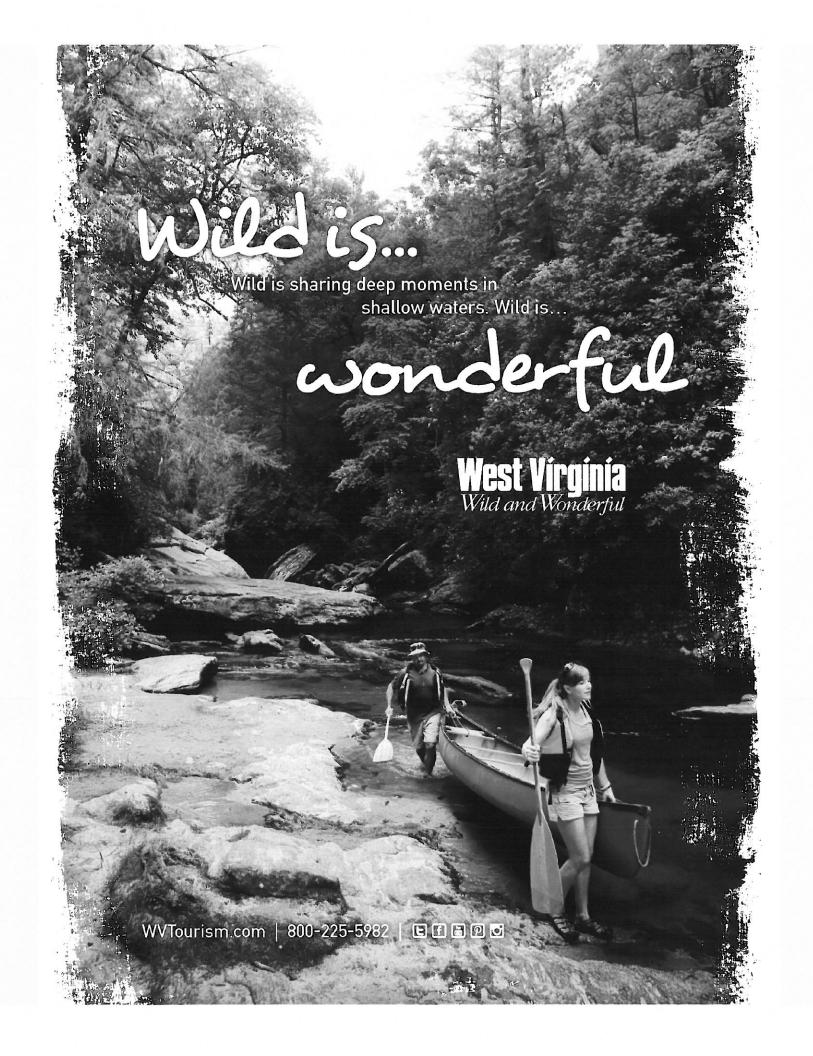


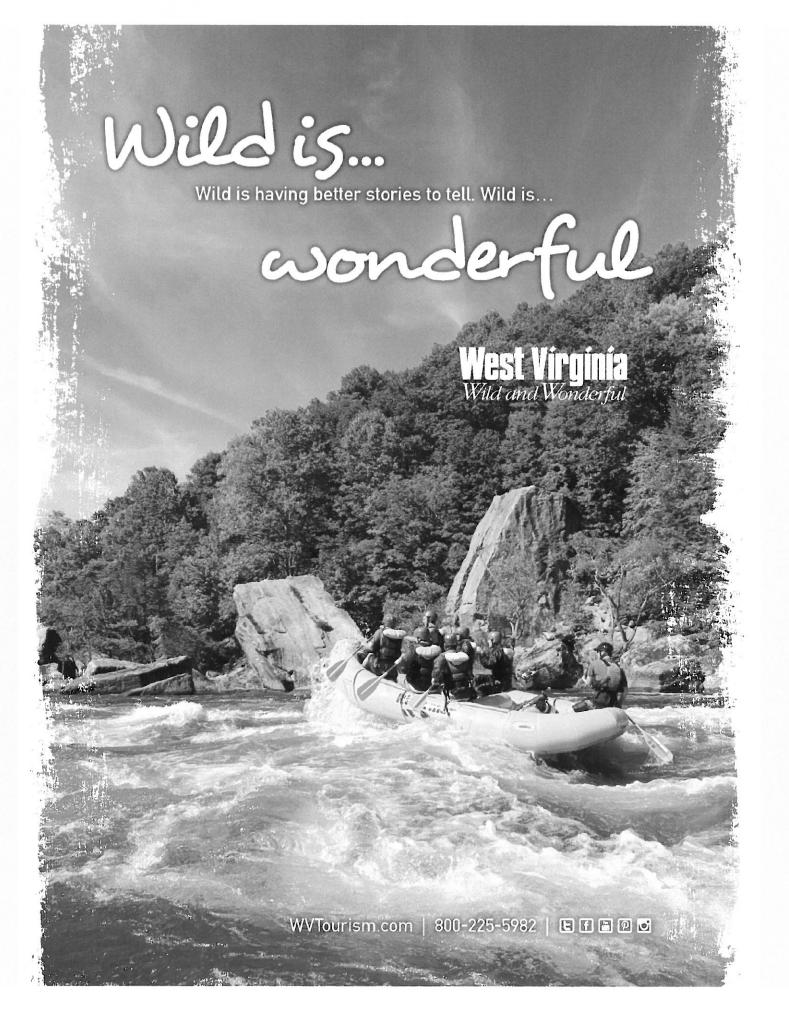




FULL PAGE PRINT

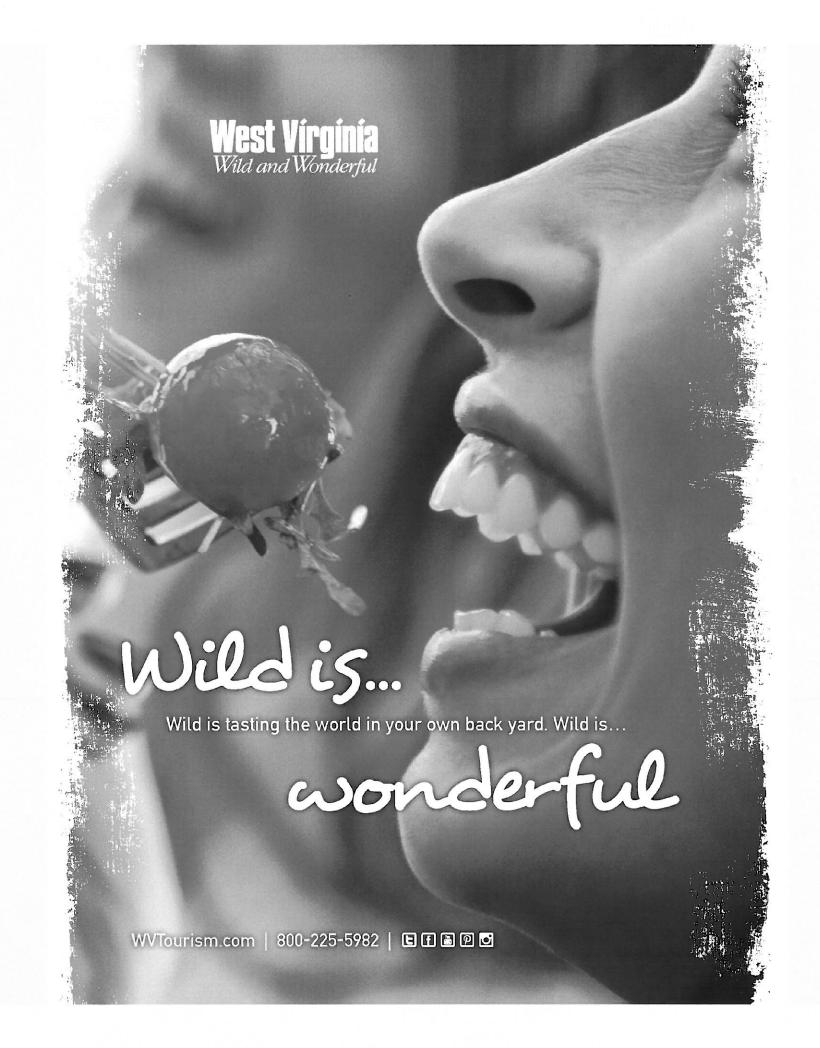
While digital advertising continues to grow, print remains a timeless and enduring medium—and with good reason. It has a typically long shelf life, is tangible, tactile and inviting. Print can be geo-targeted to our markets and audiences and has proven to be a strong source of leads.

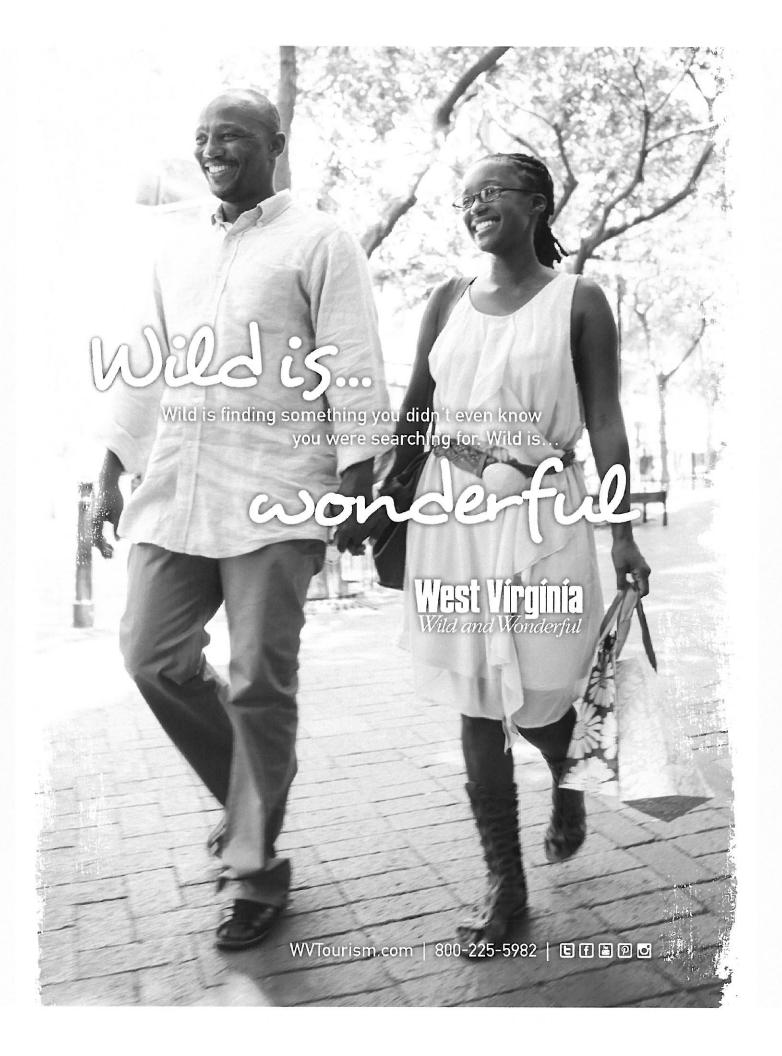




Stonewall

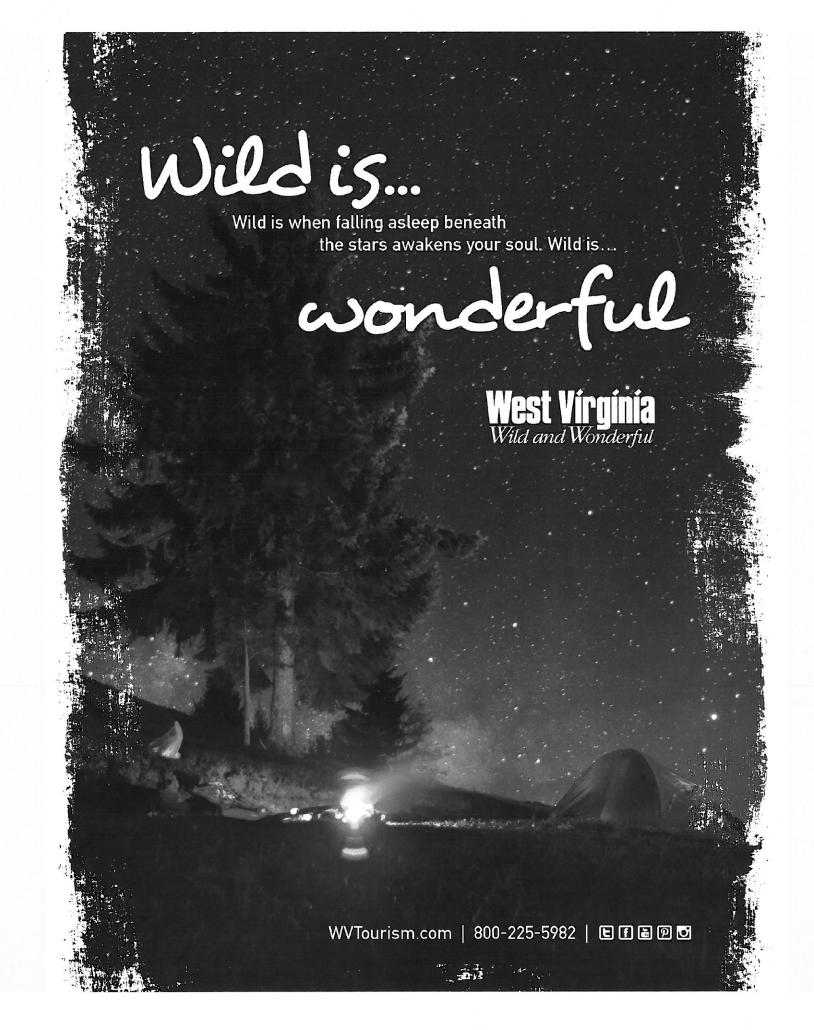
FULL PAGE PRINT



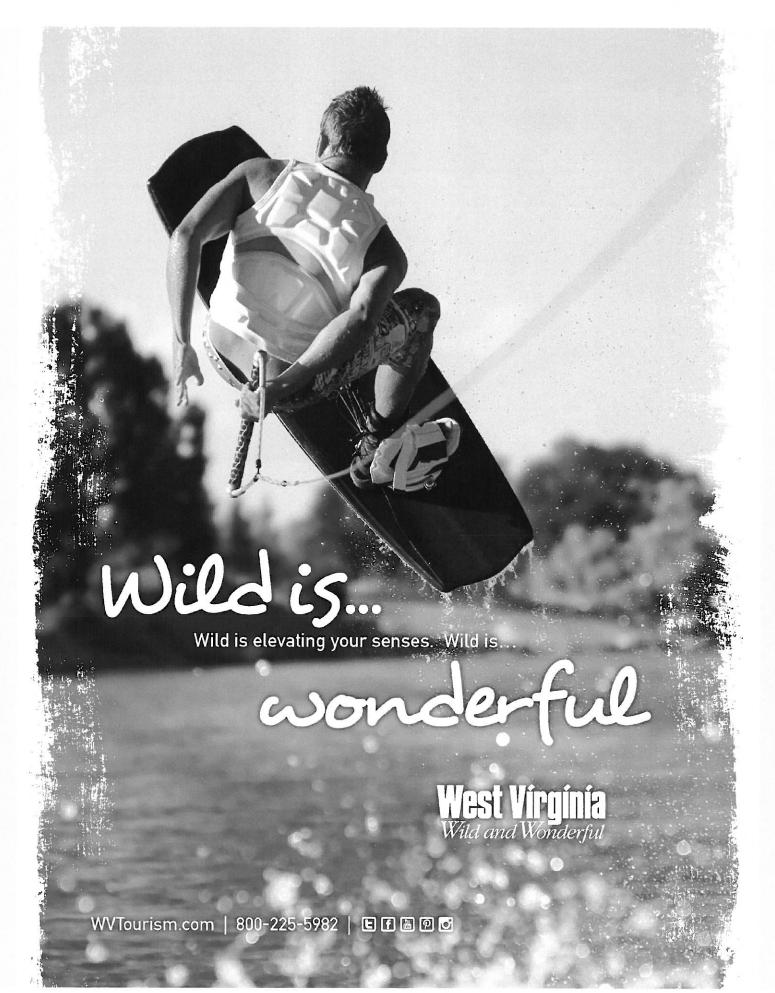


Honewall GROUP

FULL PAGE PRINT



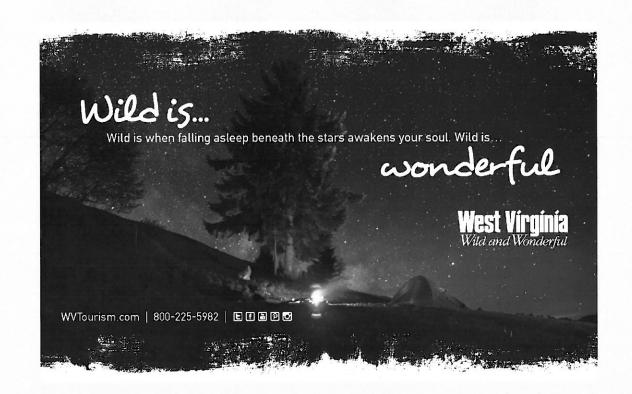






HALF PAGE PRINT

Half page print ads are recommended to provide for greater frequency of message while still providing dominance on a page. Half page ad units allow the West Virginia Division of Tourism to economically take advantage of higher priced nationally prominent publications at a lower cost while still providing exposure for the brand.

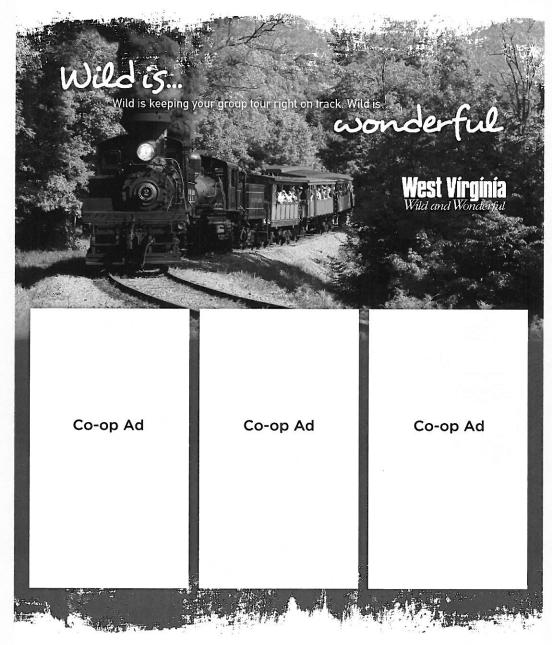






CO-OP ADS

Cooperative advertising efforts are critical to provide industry partners with cost-effective targeted marketing communications. The concepts below and on the following pages illustrate the integration of the campaign brand theme in a variety of formats.



WVTourism.com | 800-225-5982 | **€** 🗗 🖺 🗹



WVTourism.com | 800-225-5982 | **E f a P c**



TELEVISION

Using existing high definition footage filmed in 2012/2013, this television concept would use unique graphic treatments and a lively voiceover to bring the "Wild is Wonderful" campaign to life. Production would be completed by Stonewall to incorporate the new recommended brand positioning line.

"WILD IS WONDERFUL": 30













VO: Wild is sharing deep moments in shallow waters. Wild is when falling asleep beneath the stars awakens your soul. Wild is realizing that 12 is the new 40. Wild is finding something you didn't even know you were looking for. Wild is keeping the campfire going for another generation. In West Virginia, Wild is Wonderful. For your free guide to wild and wonderful visit WVTourism.com West Virginia. Wild and Wonderful.

RADIO

Long-known as the "theater of the mind," radio is an affordable and effective way to reach an often-captive audience. What better way to entice a weary commuter than with the promise of a wild and wonderful escape?

"WILD IS WONDERFUL": 30

NOTES: Seemingly random people casually describe their "Wild and Wonderful." The spot moves quickly, and feels natural,

boisterous and unrehearsed.

SFX: Environmental background noises throughout.

YOUNG MAN: Wild is whitewater rafting on the Upper Gauley. It's intense.

HIS FRIEND: No, it's insane.

YOUNG MAN: Ah, you're just jealous because you can't hang.

OLD

WOMAN: Wild is hitting the games. Black Jack, Black Jack, Black Jack...

HER

HUSBAND: Well, she is going to get lucky.

(Both laugh loudly)

YOUNG

HUSBAND: Wild...that would be a cabin at Watoga State Park.

HIS WIFE: Each year for our anniversary.

HUSBAND AND WIFE AT THE

SAME TIME: It's where I proposed.

It's where he proposed.

(Laughter fades)

V.O.: In West Virginia, Wild is always Wonderful. Get your free travel guide at WVTourism.com or call 800-225-5982.

West Virginia. Wild and Wonderful.



WEB HOME PAGE CONCEPT

A dynamic and engaging website is more important than ever, particularly for an experiential product like a tourism destination. This homepage concept is photographic, immersive, and very easy to navigate.

Stonewall strongly recommends the design and development of a new independent website for The West Virginia Division of Tourism, separate from The West Virginia Department of Commerce site.

The current site "wvtourism.com" is little more than a portal with navigation directing visitors into the Commerce site or microsites.







Discover WV Places To Go Plan Your Trip Fod Castle of paragraph gray your Fod Castle of paragraph gray your

ATMOSPHERIC VIDEO VIGNETTES

These play in main slideshow area accompanied by ambient sounds. A large volume on/off indicator will be easily accessible to turn off sound. The 15-20 second scene vignettes will be divided into chapters that auto play: Scenic Beauty; Summer Adventure, Relaxation & Shopping; Winter Activities; Outdoor Camping and Nighttime Vistas.



4.1 Advertising Proposal

INTERACTIVE MAP & TRIP PLANNER

This link takes the user to a page displaying an oversized map of WV showing topography, major cities & regions, icons denoting adventure activities, historic destinations, etc. Hovering and clicking "Add to Trip Planner" will add a city or destination to a user list of destinations. This would also map out the route via Google Maps and show total mileage, etc.

ACTIVITY CENTRAL

This link takes the user to a page containing groups of adventures and activities highlighted by visual icons. For example the fishing boat icon could show all fishing parks in the database.

Points of Interest South State Stat



Activity Central



West Virginia







FREE VISITORS GUIDE 🔊 🕒 💮 🚇

55 MUST-SEE DESTINATIONS

This link takes the user to a page displaying 55 visual icons denoting destinations grouped by interest. Groups could include Parks, History, Arts & Culture, etc. Clicking on an icon could display a blurb about the destination, show what region of the state it is in, give a link to directions, external websites, etc.

PAID ADVERTISEMENTS

Several pages throughout the site could host WV based business web ads. These ads would provide income to the West Virginia Division of Tourism.

FLOATING FOOTER

The white bar containing a signoff logo, visitors guide link, social icons and a search bar will appear when users scroll down past the video slideshow. It will remain as a free-floating element along the bottom of the monitor for the length of the page.

ROBUST FOOTER

The footer can be expanded to include many links and can act as a "site map."



KEYWORD SEARCH

Stonewall recommends the West Virginia Division of Tourism significantly enhance its Keyword Search Engine Marketing including critical keyword selection to ensure that West Virginia Tourism messaging is prominent in response to active keyword search inquiries related to West Virginia and things to do in West Virginia. What makes Search Engine Marketing so effective is that in order for West Virginia ads to come up, the user must be in active search in some form or fashion of attributes that might be associated with travel to West Virginia, but may fall outside or not be well represented within the results that the user would see in the natural search results. For example, Hiking in West Virginia, Allegheny Mountain Hikes, Skiing in West Virginia, or even from a guerrilla standpoint; we want West Virginia messaging to come up if a user types in Skiing in Virginia, History in Virginia, Small Towns in Virginia and more.

The program would encompass Sponsored Listings that appear above and below the natural search results. Text ads that appear to the right of the search results and the associated display networks. When considering the display networks in this context we are primarily concerned with activity on the Google Display Network and Yahoo/Bing. Best practices include a presence in both—referred to as a ratio between "search" and "display" and then optimized to achieve best results.

A recommended Keyword Search program would cover feeder markets to West Virginia ensuring that all target profiles and markets are covered. The campaign will be evaluated continuously for optimal results, including:

- Review of keyword performance
- SEM keyword optimization
- Addition of new keywords
- Removal of underperforming keywords
- Bid management
- Raising and lowering costs-per-click to balance quality with quantity
- Continuous review of conversion rates
- Competition for popular terms
- Ad position analysis and adjustment
- Content targeting
- Bid management to ensure optimal cost-per click and quality control

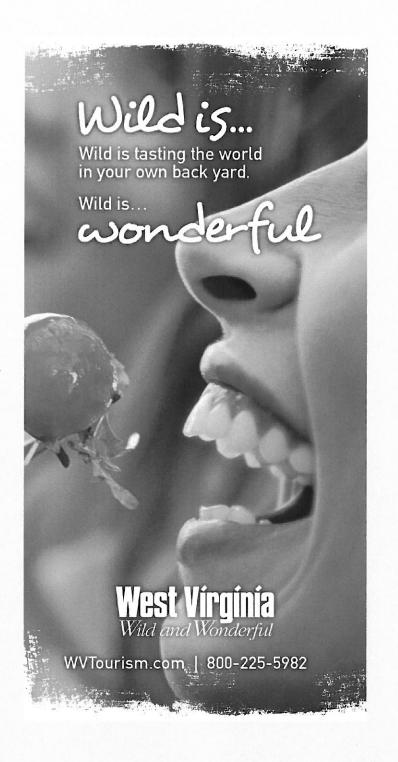
In our review and analysis we did not come across any Google, Yahoo! or Bing Keyword Search Engine marketing initiatives (perhaps dormant right now) from either West Virginia Tourism or Commerce, however they did show up in the natural search results in some cases (but not as high as we would like, often outranked by Snowshoe Mountain, Tripadvisor, Snowshoe Vacation, Log Cabin Rentals, Golden Anchor Cabins, Adventure West Virginia, Adventures On The Gorge, Visit Southern West Virginia, and more).

Stonewall recommends developing an effective initiative to optimize Search Engine Marketing for West Virginia Tourism.

BRAND DIGITAL ADS

Digital advertising can target its audience with stunning accuracy. These web ads extend the concept of "Wild is..." by animating a captivating reveal of what "...is Wonderful" by incorporating Flash and video.











CO-OP DIGITAL ADS

Co-op Digital advertising can target its audience with stunning accuracy while providing value-added opportunities for Tourism partners. These web ads extend the concept of "Wild is..." by animating a captivating reveal of what "...is Wonderful" by incorporating Flash and video.





DC DOMINATION BUS AND METRO CAR SIGNAGE

Washington, D.C. is a critical market for attracting leisure travelers to West Virginia. With the state's close proximity in the Eastern Panhandle, West Virginia offers short getaway opportunities in addition to week long vacations for D.C. area residents. West Virginia's scenic beauty, endless outdoor recreation opportunities and relaxed atmosphere is a marketable escape from the busy life style of those in the nation's capital.

The total campaign is estimated to reach more than 74 million people during the month of June through Metro route buses and Metro rail cars.









DC DOMINATION BUS AND METRO CAR SIGNAGE





Metro Car Header



Metro Car Card

4.1.1 In detail, provide a budget of a multi-million dollar ad campaign and outline the media mix you recommend and why.

Our marketing/communications campaign and recommended media mix are provided in response to RFP items 4.1, 4.1.2 and 4.1.3.



MEDIA OVERVIEW AND RECOMMENDED MIX

Stonewall's recommendation for the 12-month West Virginia Tourism media plan has been prepared based upon a combination of statistical data, industry knowledge and experience. It includes a mix of digital, broadcast and print advertising, as well as public relations and social media campaigns/promotions. Statistical data used for this plan included:

- 1. What has worked in the past LEAD GENERATION REPORTS
- 2. What we know now through research from LONGWOODS and research reports as well as NIELSEN, PRISM and SCARBOROUGH statistical data

Information gained from this research data allows us to target West Virginia Tourism's messages to:

- 1. Effectively reach the West Virginia Tourism audiences and markets
- 2. Influence the targeted audiences to consider West Virginia as a travel destination
- 3. Drive traffic to wvtourism.com

The WV Tourism Lead Generation report is a strong indicator of what media performs best in creating interest/leads at the lowest cost per thousand. Based on this report, over 50% of leads come from the Internet -consistent with national trends. Stonewall has allocated nearly 49% of the media spend to web-related media including usatoday.com, NetSeer, nationalgeographic.com, tripadvisor.com, to name a few, allowing us to specifically target potential WV visitors via web ads, search and content programs in our target markets.

Note: NetSeer provides target messaging using contextual web content. In 2013, NetSeer click thru rates to wvtourism.com were 70% above traditional national averages.

Note: Trip Advisor is the world's largest travel site with 100,000,000 views and opinions and 66,000,000 unique visitors per month. We are projecting over 500,000 WV content pages to be viewed each month. There are over 2,300 WV properties.

Note: USA TODAY.com is the nation's foremost authority on travel, informing and engaging tens of millions of affluent, passionate consumers across multiple platforms with award-winning news, trend, inspiration, destination and experientia content. This plan allows us to geo-target our message to WV, OH, VA, PA, MD, DC, KY and NC with impressions reaching 4,000,000.

Several magazine/print publications also prompted strong lead generation from (mostly read by women) and we recommend the continued use of these publications including **Family Circle** (over 2,800 leads in 2013), **Mid-West Living** (over 2,300 leads in 2013 and **Oprah** (over 2,000 leads in 2013). Interestingly, **Southern Living** posted strongly among all targets in the Nielsen (audience segmentation analysis) research suggesting the need to increase the presence of WV Tourism with this medium. We have recommended both print (over 5,000 leads in 2013) and now an online presence in Southern Living to reach these potential visitors. 26.6% of the budget media spend is allocated to print. Print still allows for very strong targeting of your audience, as we can choose magazine publications that cater to our specific markets or whose editorial content specializes in topics of interest to our targets.

Broadcast media spend is 9% allowing for in-state radio on **Metro News**, encouraging continued visits from WV residents who already make up a large portion of WV Tourism's visitors base. **Cable** is slated to target the DC market during DC Domination in June, 2014. We know from Scarborough research which networks our targets watch on cable and when, as well as when they listen to radio, the most popular formats.

The **DC Domination promotion** in June, 2014 is recommended for continuation to reach this important market. This budget allows for the bus wrap program featuring fully wrapped buses to enhance the impact, along with Metro Rail Car Signage. In 2013 Stone-wall recommended moving advertising out of the Metro Station resulting in an increase of impressions from approximately 1.5 million to well over 50 million impressions through Bus and Metro Car exposure. This recommendation is also made for investment in 2014 supported by broadcast and digital mediums to further increase reach and frequency.

Overall co-op investment accounts for nearly 19% of the budget extending visibility for WV Tourism and our industry partners in print, broadcast and digital media. This is critically important especially now, at a time when the MAPP program funding is in great question. Stonewall's co-op plan is designed to provide West Virginia Tourism's industry partners with value-added ways to reach their audiences. Recommended co-op media is based upon audience/market targeting as well as successful past participation.

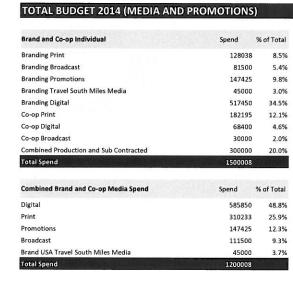
Note: ESCAPE TO WEST VIRGINIA (**Meredith Publications** Promotion) in FAMILY CIRCLE, MIDWEST LIVING & PARENTS. This plan allows for a 4-page custom insert to run in Family Circle, Midwest Living and Parents magazines in the custom targeted region of WV, OH, KY, NC, VA, PA, DC and MD delivering an estimated and combined circulation of 1.15MM. This plan includes a promotion with a retailer throughout the state such as Kroger or Sheets.

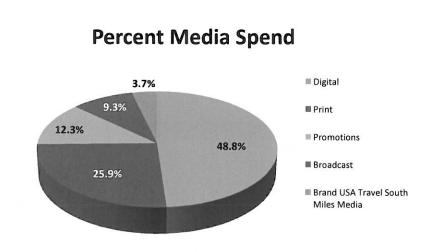
The combination of digital, print and broadcast media will allow WV Tourism's message to be targeted very specifically to travelers who have the propensity to visit West Virginia. The Nielsen and Scarborough research allows us to plan this buy very efficiently as we now know what our targets are watching, listening to, what digital devices they are using, websites they are visiting and what factors prompt them to visit West Virginia.

West Virginia Tourism 2014 Media Planning

		>											
	January	February	March	April	May	June	yluly	August	Sept	October	Nov	Dec	
PRINT													
outh East Society Newspaper Insert										8300			83
Washington Post Magazine									6500				6
Vavigate (FC, MWL, Parents Mags)					61000								610
et's Golf Travel Network	7997									7997			15
outhern Living Full Page					16844								16
Nountainfest Print Ad							1800						1
Oprah - Travel South									17600				17
BROADCAST													
OC Radio									40000				40
DC Domination - Cable TV Buy						41500			40000				41
						41300							41.
PROMOTIONS													
tation Domination						142500							142
Aountainfest Map							3500						3
Contemporary Art Theatre Fest							1425						1
reeders Classic													
NTERNATIONAL													
ravel South USA/Miles Media Brand USA									13400	18200	6700	6700	450
DIGITAL													
satoday.com	30000				19900								499
ationalgeographic.com				12500	12500				12500				375
ollinson Digital					15000	15000	15000	15000	15000				750
Nadden Media - Content				8400	8400	8400							252
outhernliving.com				9000	9000								180
potXchange	15000			15000									300
ipadvisor.com			27450	27450		27450							823
ideoglobetrotter.com	150	150	150	150	150	150	150	150	150	150	150	150	18
Meridith Travel South - eMail					7350			7350					147
C Domination - washingtonpost.com						25000							250
rouptour.com					2000	2000			2000				60
letSeer			38000			38000			38000			28000	1420
ey Word Search			2500			2500			2500			2500	100
UB-TOTAL BRANDING													9194
RODUCTION/SUB CONTRACTED SERVICES													
tation Domination Production						66200							662
elevsion Production		3000											30
adio Production		500											9
ublic Relations			70000										700
/ebsite						100000							1000
liscellaneous			15075			15075			15075			15075	60:

and the second s			2	014 Co-c	р			The still		100000	an h	100	
	January	February	March	April	Мау	June	yluly	August	Sept	October	Nov	Dec	Total
PRINT											_		
BlueRidge Outdoors				5000		5000			5000			5000	2000
BlueRidge Country				5000			5000				5000		1500
Long Weekends								10295					1029
Endless Vacations		11250			11250								2250
Recreation News	3600			3600			3600		3600				1440
Meredith Travel			50000						50000				10000
DIGITAL													
usatoday.com							27400						2740
maddenmedia.com									35000				3500
budgettravel.com									6000				600
BROADCAST													
MetroNews Co-op Radio	5000		5000		5000		5000		5000		5000		3000
SUB-TOTAL CO-OP													28059





4.1.2 The Vendor should provide an Advertising plan for promotional materials that may be used in advertising, marketing and media relations.



2014 PUBLIC RELATIONS OPPORTUNITIES

Public Relations is a strategic engine that aligns with the overall marketing goals and objectives. PR initiatives offer cost effective opportunities to stretch promotional budgets, drive awareness, and engage audiences.

Our PR goal is to encourage travel stories and coverage of West Virginia tourism products/destinations. We want to engage travel media from every angle, including desk-side visits, direct mail, and FAM tours.

We believe "food travel" will continue to be among the top tourism trends during the next few years. West Virginia is well positioned to entertain and educate a variety of foodie palettes.

Earlier this year, the World Food Travel Association in Portland, Oregon, indicated food tourism has grown into a \$150 billion industry annually.*

Think about it. Food is a universal language. What do you discuss with great detail, either during or after a trip?

The answer is often the amazing food adventures or experiences you enjoyed!

CBS News Travel Editor Peter Greenberg said it best, "The question isn't whether culinary tourism is growing—which it is, almost exponentially. It's how it's growing. We've evolved from culinary tourism, where travelers merely watched experts in demonstration kitchens, to full-on participatory travel, where travelers get up close and personal with chefs, the products and the process itself. It's travel that embraces a more genuine, authentic experience."

PROMOTIONAL MATERIALS

Branding elements are always helpful to extend a campaign and help maintain top-of-mind awareness among travel writers, at trade shows and, of course, West Virginia visitors.

*Source: TravelWeekly.com, April 9,2013



TO THIS POINT WE PROPOSE THE FOLLOWING PR INITIATIVES IN 2014 FOCUSED STRATEGICALLY ON FOOD TOURISM:

Project #1: OHIO MEDIA VISITS | WILD IS BEAUTIFUL, QUIRKY AND WONDERFUL

Area/Location: Cleveland, Akron/Canton, Columbus, Cincinnati **Outlets:** Visit Food Bloggers/Print/Broadcast Outlets

Specific Pitches: Scenic Beauty/Quirky Food Festivals & Locations

Winery/Distillery Trail
New Appalachian Cuisine
Influential Regional Chefs

(This is also a great opportunity to weave in West Virginia's Small Town Escapes, scenic drives/overlooks,

Mountain Music Trail, etc.)

Suggested Timing: 3-4 day trip; Winter/Spring 2014

Media Kit: 8.5" x 11" story sheet (4-color, 2-sided)

featuring a brief listing of story pitch ideas (based on list above)

Leave Behind Gifts: Wooden cutting board; apron with WV logo "Wild & Wonderful"; pepperoni roll; jar of honey; chocolate

Project #2: "SAVORY" FAM TOUR | WILD IS WONDERFULLY SAVORY

Area/Location: Central WV - Sutton/Buckhannon/Clarksburg OR Lewisburg/White Sulphur Springs

Outlets: Invite Food Bloggers / Print/Broadcast Outlets

Specific Pitches: Winery/Distillery Trail

Suggested Timing:

101 Unique Places to Dine Trail Culinary Schools/Programs in State

Regional Favorites - Pepperoni rolls, fried green tomatoes, etc. Handcrafted Kitchen/Cooking related items/people behind them

Feature four specific chefs specializing in different cuisine

(Chef Dale Hawkins - CSA; Chef Tim Urbanic @ Café Cimino - Southern

Italian Cuisine and Euro/Mediterranean dishes; Stonewall Resort; The Greenbrier Farm; etc.) 2 nights/3 days; Late Summer/Early Autumn 2014

Tour Activities: Visit 3-4 WV chefs at their restaurants

Cooking demonstrations w/participation by media

Wine & Spirits Tasting

Bring several artists in for demonstrations (pottery/wood turning)

Media Kit: 8.5" x 11" story sheet (4-color, 2-sided) featuring story pitch ideas

Profiles on each chef & restaurant

Leave Behind Gifts: Recipe cards featuring key dishes created by each participating chef; wooden cutting board;

apron with WV logo "Wild & Wonderful"; pepperoni roll; jar of honey



Project #3: DIRECT MAIL CULINARY PITCH | WONDERFUL IS UNCORKING SOMETHING WILD

Area/Location: Ohio; Pittsburgh; Washington, D.C.; Baltimore Send to Print/Broadcast Outlets/Food Bloggers

Media Kit: Design a small kit/box that could be mailed to specific media outlets/culinary contacts in key markets. Each box

would contain a unique jump drive containing story pitch ideas and images. This kit could be used as a precursor/

invitation to a culinary FAM Tour or as a stand-alone piece.

Specific Pitches: Winery/Distillery Trail

101 Unique Places to Dine Trail Culinary Schools/Programs in State

Regional Favorites - Pepperoni rolls, fried green tomatoes, etc. Handcrafted Kitchen/Cooking related items/people behind them

Feature four specific chefs specializing in different cuisine

Suggested Timing: Winter/Spring 2014

OTHER PROMOTIONAL OPPORTUNITIES

Station Domination - Washington, D.C.

Begun in 2004, Station Domination in Washington, D.C. continues to be a tried and true marketing campaign for West Virginia Tourism. The successful campaign entices residents and workers within the D.C. area to leave the city and find out how wild is wonderful and wonderful is wild in West Virginia's open spaces and distinctive destinations.

People walking through the main subway station (Center City Station-Metro Center) will find it hard not to learn more about West Virginia's plethora of outdoor activities, entertainment, luxury accommodations and unique attractions. Backlit signs, banners, platform runners, floor graphics, pillar wraps, escalator runners and more dominate the subway station with the Division's marketing campaign.

Washington, D.C. is a critical market for attracting leisure travelers to West Virginia. With the state's close proximity in the Eastern Panhandle, West Virginia offers short getaway opportunities in addition to week long vacations for D.C. area residents. West Virginia's scenic beauty, endless outdoor recreation opportunities and relaxed atmosphere is a marketable escape from the busy life style of those in the nation's capital.

The total campaign is estimated to reach more than 74 million people during the month of June.

In 2010, 2011, and 2012 Stonewall worked closely with the WV Tourism office to coordinate multi-day visits to national and regional media outlets in the D.C. metro area. Meeting one-on-one with writers/editors, these visits were invaluable and produced earned media coverage for the state.

We believe it is important to incorporate media visits once again in June 2014 Station Domination campaign.

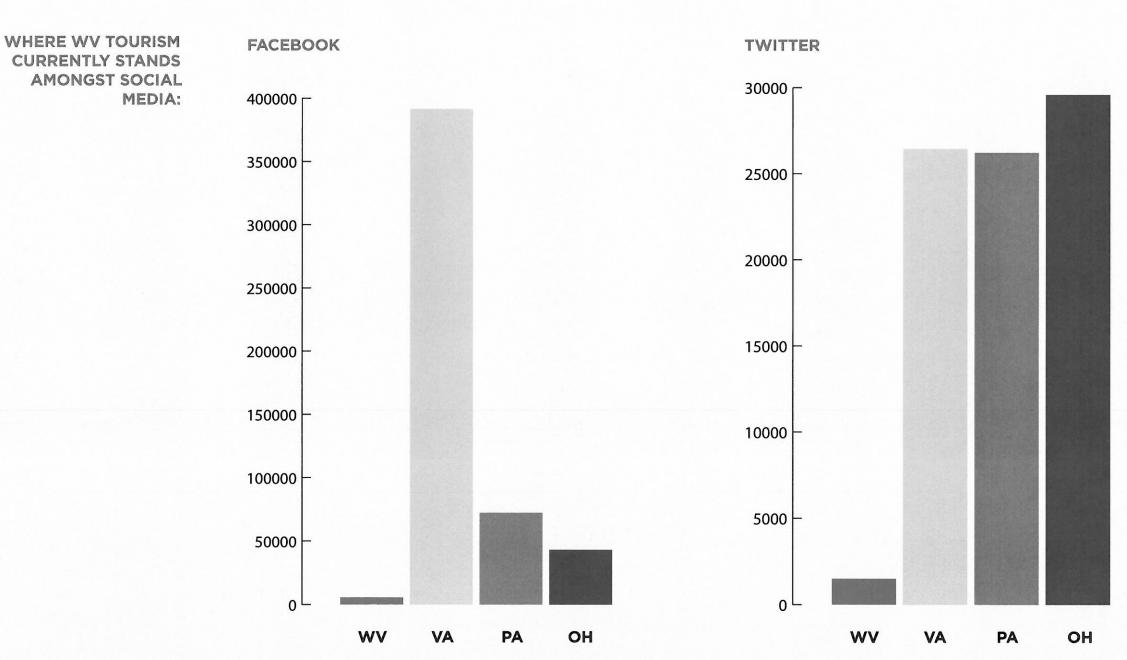
PROFESSIONAL MEMBERSHIPS

Stonewall is a member of the PRSA (Public Relations Society of America) and represents the Greater Parkersburg CVB within MATPRA (Mid-Atlantic Tourism Public Relations Alliance).



SOCIAL MEDIA CAMPAIGNS

Social media has become a powerful and diverse marketing tool, especially within the tourism industry. Social media allows a company or individual to engage and interconnect through multiple platforms at one time, and usually one place. For instance, the use of hash tags has made it incredibly easy to group messages, which amplifies the chance of that message to be discovered. Compared to competitive states that have implemented social media programs, the chart below illustrates the need for The West Virginia Division of Tourism to place greater focus and engagement in social media initiatives.



WHY SOCIAL MEDIA?

Tourism and social media are intertwined. Research has shown that social media is extremely influential when it comes to customer buying decisions, which is exactly what we want to do—encourage people to visit, stay and spend money within West Virginia.

Quick facts*:

- 52 % use social media for summer vacation inspirations
- 92 % of consumers express that they trust the recommendations of their "friends," family and followers over ads
- 59 % of consumers express that they have posted about an upcoming vacation on social media
- 76 % of users share content about their vacation on social media when they get back from vacation
- 55 % have "liked" Facebook pages or followed Twitter accounts related to a recent vacation
- Engagement: Consumers are looking for suggestions, recommendations, inspiration and insight from social media.

 Destinations who engage are destinations that attract visitors
- Build Rapport: Using Twitter to "favorite" or reply to relevant and timely tweets gives destinations an opportunity to build trust and rapport

^{*}Source: Data retrieved from The World Travel Market (WTM) Industry Report and Global Trends Report, Nielsen: Global Consumers' Trust in 'Earned' Advertising Grows in importance, Lab 42: Techie Traveler, Facebook Key Facts, TripAdvisor Fact Sheet and LeadShift Travel Opportunities Report- (July 29-Aug. 2, 2013)



YOUTUBE, PINTEREST, & INSTAGRAM

We believe through a mixture of engaging and interactive photographs, sweepstakes, contests and general comments West Virginia can boost participation on social media sites, thus increasing visitors to the WV Tourism website and driving inquiries for the state travel guide.

Stonewall strongly recommends WV Tourism launch and actively use Pinterest and Instagram social media platforms. Both social media outlets capture WV Tourism's primary female-driven audience of decision makers and vacation planners.

WHY PINTEREST?**

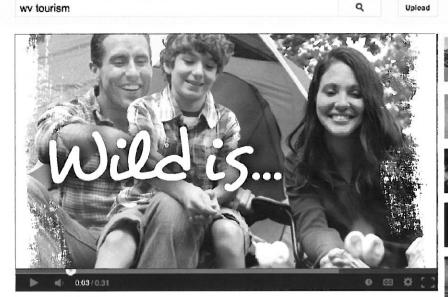
- It is the third largest social media site in the world. (Facebook #1 and Twitter #2)
- 70 million users
- Pins have a longer relevancy than any other social outlet, meaning users come back to images they pinned as a point of reference or inspiration
- 80% of Pinterest users are women
- 20% of the U.S. female population has a Pinterest account

WHY INSTAGRAM?***

- 16 % of female Internet users have an Instagram account
- 42% of Instagram users are age 18-49

	Pinterest	Instagram	YouTube
WV			~
VA	~	~	V
PA	~	~	V
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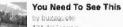




WV Tourism Wild is... Wonderful (:30 TV spot)











Big Trouble in Tourist Thailand +18) Full Episode [8/8] Final



(Putnam County, WV) Former Winfield Police Chief Harrison Lucas & the Great



The Unforgiven - (It was never about my children) - Putnam County, WV edition



Escape - Arkansas Department of Parks and Tourism

y Arkansas Parks & Tourism



Driving from Bradley, West Virginia through Mount Hope to WOAY TV near y Jeffery Birchfield



Gauley Mountain, WV: the town of



Appalachian Coal Mining Towns





West Virginia Vacation (HD)



The Final Countdown (Putnam County, WV Edition)

WV Tourism Spring-Summer Family (:30 TV Spot)



Business At The Speed of Life - WV Commerce Dept.

STONEWALL IS PROPOSING TWO UNIQUE SOCIAL MEDIA CAMPAIGNS FOR 2014:

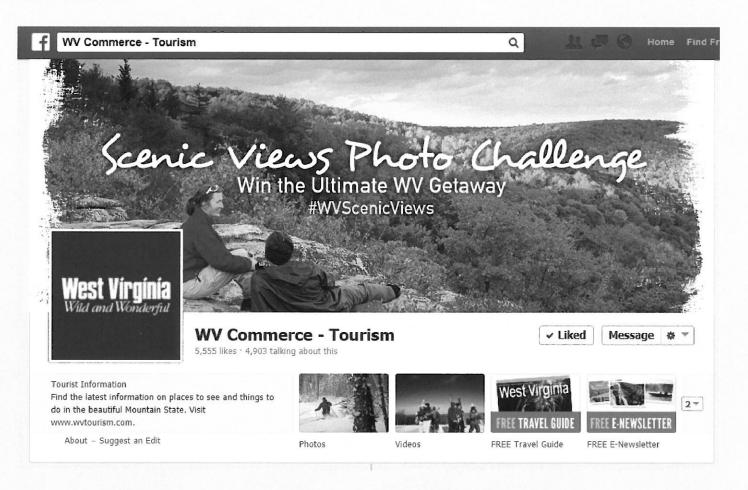
Scenic Views Photo Challenge

We propose WV Tourism launch a "Top 100 WV Scenic Views" photo challenge via Facebook and Instagram, using the hashtag #WVScenicViews to easily connect and collect images from fans. The photo with the most "likes" could win. Or a panel of judges may vote on the best image. The winner would have his or her image used in a WV Tourism ad, as well as receive a digital camera. This photo challenge will provide the WV Tourism with a number of images for future marketing needs.

Wild is Wonderful Collector's Challenge

People love to collect keepsakes from their travels! For this promotion we would encourage visitors to collect a series of 10 wooden coins. The coins, designed by Stonewall, would be handcrafted by a West Virginia artist (www.almostheavenwoodcraft.com). Each coin would depict an iconic point of interest in each of the nine travel regions in West Virginia, plus the initial "Wild is Wonderful" campaign coin. Visitors would travel to each point of interest, one in each of the nine regions, to pick-up their free coin.

In addition, a collector's book would be created for visitors to proudly save and display their keepsake coins. Facebook and the Division's website would serve as the primary outlets for the campaign. A tab page would be established on the Division's Facebook page detailing the campaign and driving people to request a state travel guide. A wooden coin would then be mailed with each requested guide. The campaign would run January through October; or until all coins have been distributed. Individuals who collect all 10 coins may enter to win a sweep-stakes drawing of a rustic pull-camper.







We love this campaign for several reasons:

- It increases interaction with social media fans
- It drives peoples to the Division's website, thus increasing web traffic
- It helps increase travel guide requests
- It's fun!

4.1.3 Present a profile of the target markets for West Virginia and how you would propose to package and sell West Virginia that would include elements such as promotions, value-added cooperative advertising, marketing and media relations.

Promotions – See page 65 Value-added cooperative advertising – See page 49 Marketing – See section 4.1, pages 37-59 Media relations – See pages 66-71

PROFILE OF TARGET AUDIENCE AND MARKETS

Who are the targets? | What are they like? | Where do they live? | How do we reach them?

These questions are an essential step in crafting a well-focused target-marketing campaign to maximize the effectiveness of West Virginia Tourism's marketing investment/spend. Nielsen Segmentation enables us to know who West Virginia Tourism's best prospects are.

- This segmentation links West Virginia Tourism's prospect data with household-level and neighborhood-level demographics, syndicated survey and primary research data to reveal exactly what types of consumers are currently visiting West Virginia.
- With Nielsen Segmentation, West Virginia Tourism can find out what prospect segments visit and how to make more informed and effective marketing decisions.
- Nielsen Segmentation allows West Virginia Tourism to profile prospect files and locate similar people like them anywhere in our primary market areas to find untapped opportunities for market expansion and growth.
- With Nielsen, data is also provided for effective media strategies, allowing WV Tourism to identify what magazines and newspapers your best segments read; what TV, cable or radio programs they prefer; and which Internet websites they visit and more. With the insights gained from understanding Tourism's best prospects' media habits, we can develop media strategies to reach them at the right place and the right time.

The strategy for identifying your marketing targets is based on two observations:

The best way to garner more visitors to WV is by looking back at the ones who have been here before:

The people who have already used your product or a similar one or other people like your existing customers are most likely your best customers.

Birds of a feather flock together.

In choosing a place to live, people tend to seek out neighborhoods compatible with their lifestyles, where they find others in similar circumstances with similar consumer behavior patterns. Once established, the character of a neighborhood tends to persist over time, even though individual residents come and go.

By identifying the types of neighborhoods in which you find these existing customers, we can accurately predict the types of neighborhoods where we will find them customers in the future and develop target-marketing plans that will focus on those areas.

Audience profiles have been established from the markets below that were identified by the Longwoods study as being the TOP "DMA's Origin of Trip". By using existing WV visitors past data and cross-referencing with populations in the markets outlined below we were able to learn richer detail of the demographics, behaviors and lifestyles of the proposed four audience segments (outlined on the next page).

Charlotte, NC Cincinnati, OH Cleveland, OH Greensboro, NC Lexington, KY Pittsburgh, PA

Richmond, VA Roanoke, VA Washington, DC



West Virginia Division of Tourism - Target Audience **Segments**

	Upscale Without Kids	Low to Midscale Boomers	Upscale With Kids	Families With Kids
Demographics	Older, married couples, empty nesters/no kids. Mid to upscale homes with middle to high income. Some college and post college. Mostly white and professionals. Likely 45-64.	Singles and couples aged 45+ without kids at home. They make abut \$30-\$50K and have HS and some college education. Homes are modest. Mostly white and have blue collar jobs or are retired.	Wealthy, married and have kids at home. Income of \$150K+. Value of their home is \$500K+. Highly educated and mostly White and Asian. They are professionals, architects, engineers, Military, Legal, Management. They are 35-64.	Younger couples with kids aged 25-54ish. Income is mid to upper mid level with a home value of \$50K-\$200K. They have high school and college educations. They are White, Hispanic and work in construction, maintenance, repair, Military, healthcare, food service, office admin.
Lifestyles	Very active in church, conservative, enjoy family meal time, nutrition important. Enjoy country clubs, PBS/NPR contributors. Dine out weekly at higher end chains. Like low-impact exercise, golf, ski, boat, sail, gun owner. Collectors. Go to galleries, classical, operas on a monthly basis. Buy American made. Buy Blue Mountain greeting cards.	Involved in church. Belong to Fraternity Order, VA, Civic Clubs. Dine out often at Bob Evan's, Perkins, Shoney's, Ponderosa, Cracker Barrel. They needlepoint, play bingo, garden, ride a stationary bike, collect coins, own a gun and attend classicals and/or operas monthly. They are conservative. Buy American greeting cards.	Strong faith, family-oriented, daily family dinner, nutrition focused, sophisticated, social. They are pioneers, leaders among friends, dialogue with others before buying. Brand loyal, quality drives purchase, not price – Ad skeptic. No time for coupons. They eat at Dunkin Donuts, CA Pizza Kitchen and Chipotle. They like Birthday in a Box for convenience.	Lots of family-type chain restaurants and the kids decide. Regularly attend religious services. Buys lots of kid toys, price-sensitive and motivated by discounts and coupons. They like country, rap, 80's, soft-rock music. They are heavy book buyers and readers. They belong to unions and are conservatives.
Travel Highlights	Frequent travelers at 3+x per year, prefer domestic travel and spend about \$3K per year. They own vacation-weekend-home, timeshare or RV. They would stay at a Radisson, Comfort Inn, Best Western, Holiday Inn.	Prefer domestic travel and vacation 2+ weeks annually. Camp with their own campers. They bird-watch, go power- boating	Domestic travelers spending \$3K annually. They golf, go to museums, like all-inclusive, theme and national parks, higher end hotels and use a travel agent. Kids help with decision on vacations and where to dine. Travel and hotel discounts impact decision. They are active and very "outdoorsy". They ski, bike, canoe, hike, raft, camp.	Arrange their own vacations. Stay at Days Inn, Motel 6. Like destinations geared toward kids. Active, outdoor families who fish, camp, bike, canoe, play pool, have bbq's.
What gets their attention?	Print and radio. They don't like TV and Internet for information. They are mobile minimalists and online occasionalists.	They trust TV for information. They are mobile minimalists. Newspapers give good information on products and services.	They are very cell-phone and technology driven. Multiple daily use of all technology.	Very cell-phone adept and APP happy. Rely on Internet and are savvy with it. They are social media pioneers and leaders among their friends with technology.

West Virginia Division of Tourism - Target Audience Media Behaviors

	Upscale Without Kids	Low to Midscale Boomers	Upscale With Kids	Families With Kids
TV Programs watched	National/network news, Local news - evening, Science Fiction, Documentaries	Daytime soap operas, Religious programs, Court shows, Daytime Talk shows, Local evening news	Reality-adventure, Music videos, Kids shows, Comedies, Sports, Science Fiction	Reality-talent-adventure shows, Music videos, Kids shows, Local news - late, Local news - morning
Cable networks watched	Galavision, FOX, Gold, MASN, National GEO, HLN, Speed, TCM, ESPN, MSNBC, CNN, HGTV, History, TWC, CNBC	ESPN, Golf, CNN, MLB, MASN, FOX, CNBC, TCM, History, CMT, ESPN, GSN, National GEO, Boomerang, LMN, TWC	FOX, Galavision, NHL, MLB, NBC Sports, Boomerang, Comedy Central, HLN, Animal Planet, ESPN, National GEO, CMT, HGTV, Nick at Nite, MASN, NFL	Disney Channel, FOX, MTV, CMT, Nick Jr., Food Network, TV Land, Nick, Style, TLC, NBA, VH1, HLN, ESPN, FX, Bravo, Nick at Nite, TV Guide
Radio formats preferred	Classic Rock, Christian Talk, Country, News Talk, News, Oldies, Classical, Classic Hits, Contemporary Hits and NPR.	Classic Hits, NPR, Top 40, Contemporary Hits, Country, Southern Gospel, Religious, News Talk.	Country, Contemporary Hits, Active Rock, Classic Rock.	Classic Rock, Country, Contemporary Hits, Top 40, Active Rock, NPR.
Magazines and newspapers	State and City magazines, Local newspapers, Southern Living, Smithsonian, Home and Design	State and City magazines, Local newspapers, Southern Living, Home and Design	State and City magazines, Local newspapers, Local business newspapers, Southern Living	City magazines and Local newspapers

4.1.4 A development plan for promotional materials and a logo design that may be used in advertising, marketing, and public relations activities with a sampling of your logo portfolio being used for the plan. Describe the capacity to access, reproduce, store, manipulate, and index existing promotional materials developed or created by the Agency.

Promotional materials - See page 65

LOGO DESIGN CAPABILITY

Stonewall has extensive experience in brand identity, having created logos for a diversity of industries including building and construction, tourism and destination products, healthcare and more.













DIGITAL ASSET MANAGEMENT CAPACITY

Stonewall utilizes a secure web based platform that allows the creative process to be tracked utilizing dates, client codes and job numbers. The site is accessible through an IP address on an internal server stored locally within the agency. Although the server is stored on-site, we do have the ability to setup access to off-site computers.

Once a job number is opened within the system, we track the multiple stages of the creative process and update the job according to its status.

Stonewall uses multiple on-site servers to store creative assets ranging from creative layouts, logos, photography and video. We currently have over 15 terabytes worth of storage on our internal servers.

Files are saved and filed on our servers by the client ID (job number/job name) that was assigned to it within our web based traffic system. This allows the user/users to locate the correct file quickly.

Understanding that the creative process can undergo many rounds of changes and revisions, Stonewall assures that even the smallest manipulation to an asset is saved independently by job number and filed on our on-site servers.

Files are indexed on our on-site servers and can accessed by both PC and MAC-based computer platforms.

4.1.5 Describe how you would analyze and evaluate tourism research and current marketing trends and incorporate them into an Advertising Campaign to get the best value on the investment.

TOURISM RESEARCH ANALYSIS

Stonewall believes that research is invaluable for the purpose of learning. It is also a critical component needed to make smart forward-thinking decisions. Market research does this by giving marketers like the West Virginia Division of Tourism a picture of what is occurring (or likely to occur) and, when done well, offers alternative choices. While research is key to marketing decision making, it does not always need to be elaborate to be effective. Sometimes small efforts, such as doing a quick search on the Internet, will provide the needed information. However, for most marketers there are times when more elaborate research work is needed and understanding the right way to conduct research can increase the effectiveness of these projects.

Stonewall invests approximately \$150,000 annually in research for our clients. These efforts range from qualitative focus groups to quantitative studies with larger sample bases and higher reliability factors. We often work with our clients in developing the goals, objectives, methodology, survey questionnaire, implementation, findings and the resulting strategic action plans.

In working with the West Virginia Division of Tourism, Stonewall regularly reviews findings from Division commissioned research including:

- Longwood's International Travel USA West Virginia Overnight Visitor Report
- Dean Runyan Associates Economic Impact of Travel on West Virginia
- The Economic Impact of Motor coach Tourism in West Virginia Study prepared for the American Bus Association Foundation
- West Virginia Welcome Center Reports
- The West Virginia Ten Year Tourism Plan submitted by AECOM Mary Means & Associates
- Public domain research available through the Internet
- Tourism Conferences and Seminars

This information proves invaluable in account planning regarding a number of factors including visitor demographics, states of origin, length of stay, drivers for visitation, mode of travel, proximity of travel, dollars spent, and economic impact on West Virginia.

In terms of economic impact on West Virginia, in particular during the time period in which Stonewall has had the honor to work with the West Virginia Division of Tourism, we were pleased to have played a role in the positive numbers reported by the Dean Runyan Associates Economic Impact of Travel on West Virginia October 2013 Report:

- West Virginia's \$5.1 billion in travel-generated spending in 2012 is a vital part of the state and local economies.
- Dean Runyan Associates Economic Impact of Travel on West Virginia October 2013
- Travel spending in West Virginia has increased by 6.3% per year since 2000.

 Dean Runyan Associates Economic Impact of Travel on West Virginia October 2013



- During 2012, visitor spending in West Virginia directly supported about 46,400 jobs with earnings of \$1.1 billion. Dean Runyan Associates *Economic Impact of Travel on West Virginia October 2013*
- Local and state government revenues generated by travel spending were \$707 million in 2012 (does not include property taxes).

 Dean Runyan Associates Economic Impact of Travel on West Virginia October 2013
- Without local and state government revenues generated by travel spending, each household in West Virginia would have had to pay an additional \$924 in state and local taxes to maintain current service levels.

 Dean Runyan Associates Economic Impact of Travel on West Virginia October 2013
- State revenue from the impact of direct travel grew by 10.8% in fiscal year 2011/12 over the previous year. Dean Runyan Associates *Economic Impact of Travel on West Virginia October 2013*
- For West Virginia, travel industry GDP represents about 3.2% of total state GDP. By way of comparison, the U.S. travel industry comprises about 2.5% of national GDP. Dean Runyan Associates *Economic Impact of Travel on West Virginia October 2013*

Stonewall recommended and coordinated the implementation of a Nielsen PRIZM Segmentation Study in 2013 on behalf of the West Virginia Division of Tourism that we believe will have profoundly positive strategic impact on future marketing planning.

The Nielsen consumer lifestyle segmentation (based upon analysis of 100,000 leads submitted by the West Virginia Division of Tourism) is yielding rich information about prospective travelers to West Virginia including:

- Enable tailored messages from the West Virginia Division of Tourism that resonate with prospects
- Will allow for tailored messages from the West Virginia Division of Tourism that resonate with prospects
- Provides the opportunity to group similar West Virginia Tourism segments together to maximize marketing efficiency and reach
- Creates the opportunity to discover best prospects to visit West Virginia and where they are located

NIELSEN URBANIZATION

A distinctive feature of Nielsen PRIZM is the Nielsen Urbanization Model. Urbanization classes and socioeconomic rank are used to define PRIZM® segments and Social Groups. There are four distinct urbanization classes—Urban, Suburban, Second City and Town Rural:

Urban areas have high population density scores (based on density centiles) mostly between 85 and 99. They include both the downtowns of major cities and surrounding neighborhoods. Households within this classification live within the classic high-density neighborhoods found in the heart of America's largest cities. While almost always anchored by the downtown central business district, these areas often extend beyond city limits and into surrounding jurisdictions to encompass many of America's earliest suburban expansions.

Suburban areas have population density scores between 40 and 90, and are clearly dependent on urban areas or second cities. Unlike second cities (defined below), they are not the population center of their surrounding community, but rather a continuation of the density decline radiating from the city center. While some suburbs may be employment centers, their lifestyles and commuting patterns will be more tied to one another, or to the urban or second city core, than within themselves.

Second City regions are less densely populated than urban areas, with population density scores typically between 40 and 85. While similar to suburbs in their densities, second cities are the population centers of their surrounding communities. As such, many are concentrated within America's larger towns and smaller cities. This class also includes thousands of satellite cities, which are higher density suburbs encircling major metropolitan centers, typically with far greater affluence than their small city cousins.

Town & Rural areas have low population density scores under 40. This category includes exurbs, towns, farming communities and a wide range of other rural areas. The town aspect of this class covers the thousands of small towns and villages scattered throughout the rural heartland, as well as the low density areas far beyond the outer beltways and suburban rings of America's major metros. Households in the exurban segments have slightly higher densities and are more affluent than their rural neighbors.

WHO ARE WEST VIRGINIA TOURISM'S BEST PROSPECTS?

Segmentation links West Virginia Tourism's prospect data with household-level and neighborhood-level demographics, syndicated survey and primary research data to reveal exactly what types of consumers are currently visiting West Virginia.

What are West Virginia Tourism's best prospects like?

With Nielsen Segmentation, West Virginia Tourism can find out what prospect segments visit and how to make more informed and effective marketing decisions.

Where can West Virginia Tourism find its best prospects?

Nielsen Segmentation allows the West Virginia Division of Tourism to profile prospect files and locate similar people like them anywhere in our primary market areas to find untapped opportunities for market expansion and growth.

How West Virginia Tourism reach its best customers?

With Nielsen, data is also provided for effective media strategies, allowing the Division of Tourism to identify what magazines and newspapers your best segments read; what TV, cable or radio programs they prefer; and which Internet websites they visit and more. With the insights gained from understanding Tourism's best prospects' media habits, we can develop media strategies to reach them at the right place and the right time.

4.2 The Vendor should have a designated person to this account and be able to respond promptly to the Agency at the Agency's request.

ACCOUNT MANAGEMENT STAFF

Tom Crooks will serve as Account Manager for the West Virginia Division of Tourism account dedicating 45% of his time to the account. Katie Wise will serve as the Assistant Account Executive dedicating 60% of her time to the business. For sound communications and responsive service, we will maintain the Stonewall Charleston office located at the Division of Tourism building in South Charleston and assure staff presence approximately three days a week. Our staffing plan and physical presence at the Division of Tourism in Charleston will ensure fast, efficient and effective response to the Agency within 24 hours of a request.

4.2.1 The Vendor should respond to the Agency within 24 hours of the request via some means of communications which may include but not limited to telephone, computer or face to face communications. One account executive should be assigned to the Agency. Vendor should provide name and qualifications for the account executive and the method and timeframe in which the account executive will respond to the Agency.

STONEWALL COMMUNICATIONS

We believe that regular, responsive and clear communications enhance understanding of client goals and solidifies alignment on desired outcomes. Stonewall is committed to providing the latest in technology to assist in communications efforts and would be on-site for weekly meetings with the West Virginia Division of Tourism. To assure sound communications and responsive service, we will maintain the Stonewall Charleston office located at the Division of Tourism building in South Charleston and have staff presence approximately three days a week. Our staffing plan and physical presence at the Division of Tourism in Charleston will ensure fast, efficient and effective response to the Agency within 24 hours of a request.

ACCOUNT MANAGEMENT STAFF

Tom Crooks will serve as Account Manager for the West Virginia Division of Tourism account, dedicating 45% of his time to the account. Katie Wise will serve as the Assistant Account Executive dedicating 60% of her time to the business. Katie will spend approximately three days a week in the Stonewall Charleston office located at the Division of Tourism building in South Charleston. Following is background and qualifications for Tom and Katie:

Thomas J. Crooks

Tom will serve as Account Manager for the West Virginia Division of Tourism providing day-to-day coordination and strategic planning oversight. He will be responsible for attainment of campaign goals and objectives on the business.

Tom has spent most of his career working on building relationships with consumer-driven accounts. His career has been focused on building brands and driving sales for some of the country's most prestigious corporations and businesses including Cadillac, General Electric Plastics, The Kroger Co., McDonald's Restaurants, Simonton Windows, The Greenbrier Resort, The Tampa Tribune, Florida Tourism, West Virginia Tourism, and The West Virginia Lottery, to name a few. He served as President and Chief Operating Officer of Fahlgren advertising before taking time off to be with his family and to pursue his dream of writing a historical novel. Prior to his time with Fahlgren, Tom worked with Ketchum Advertising in Pittsburgh, Pennsylvania.

Tom is the founder and Chairman of Stonewall Retail Marketing. He is a graduate of the University of Richmond.

Katie Wise

Katie will be Assistant Account Manager for the West Virginia Division of Tourism. She will work closely with Tom Crooks in managing the account. She will also work with Kari Thompson in PR endeavors. Katie worked at the West Virginia Legislature as Legislative Information Journalism Intern at the Charleston office of Senator Jay Rockefeller. She graduated Magna Cum Laude from Marshall University, having received her bachelor of arts degree in public relations with a minor in political science.

Attachments

RFP Item 8 Required Documents

Proof of Workers Compensation Insurance
Proof of Commercial General Liability Insurance

Attachment B: Mandatory Specification Checklist

Purchasing Affidavit

Vendor Preference Certificate

Addendum Acknowledgment Form

Addendum No. 1 Acknowledgment Addendum No. 2 Acknowledgment Addendum No. 3 Acknowledgment

Creative Addendum

Wild is...

Wild is leaving your itinerary and inhibitions behind. Wild is...

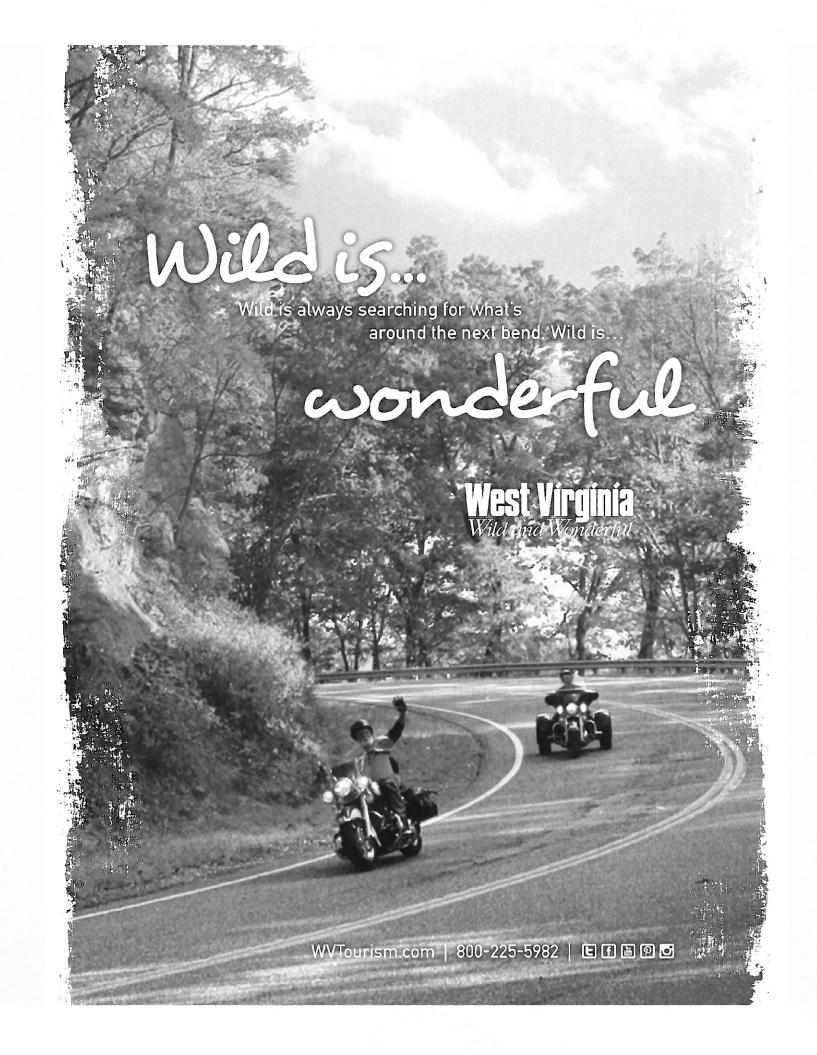
wonderful

West Virginia Wild and Wonderful

WVTourism.com | 800-225-5982 | **및 ፲ 및 ፴** ☑

Honewall GROUP

FULL PAGE PRINT



Creative Addendum



Wild is soul-warming luxury that's only a stone's throw away. Wild is...

wonderful

West Virginia
Wild and Wonderful

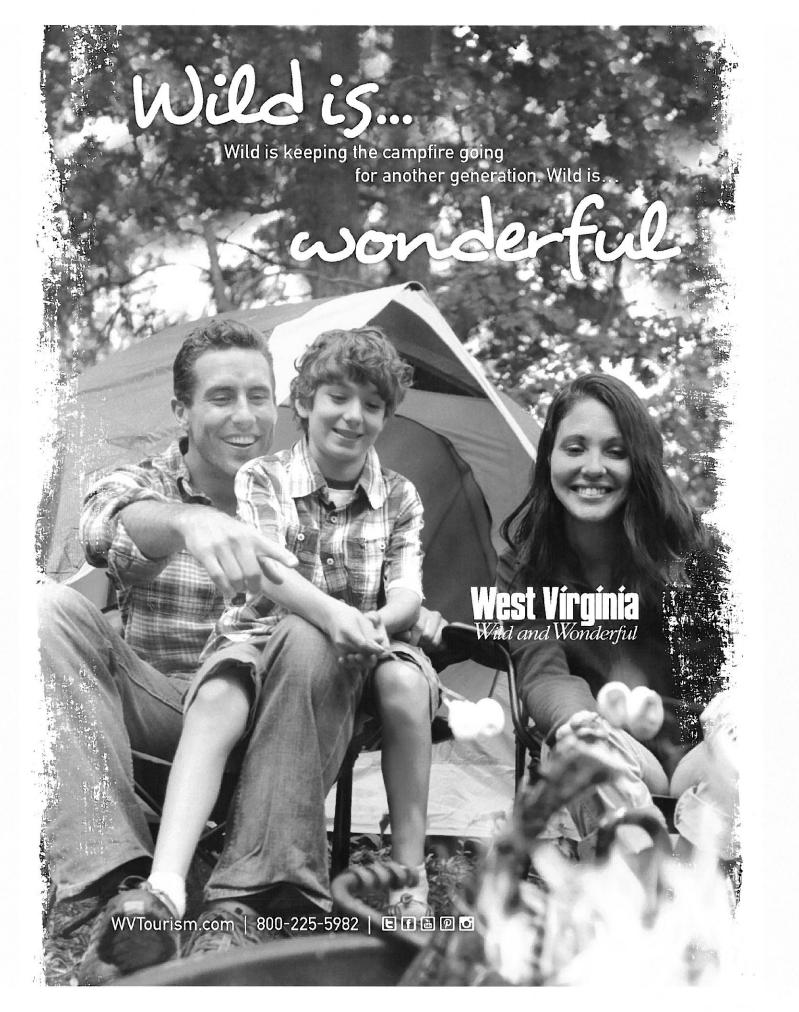
WVTourism.com | 800-225-5982 | **E f B D C**

Stonewall GROUP

FULL PAGE PRINT

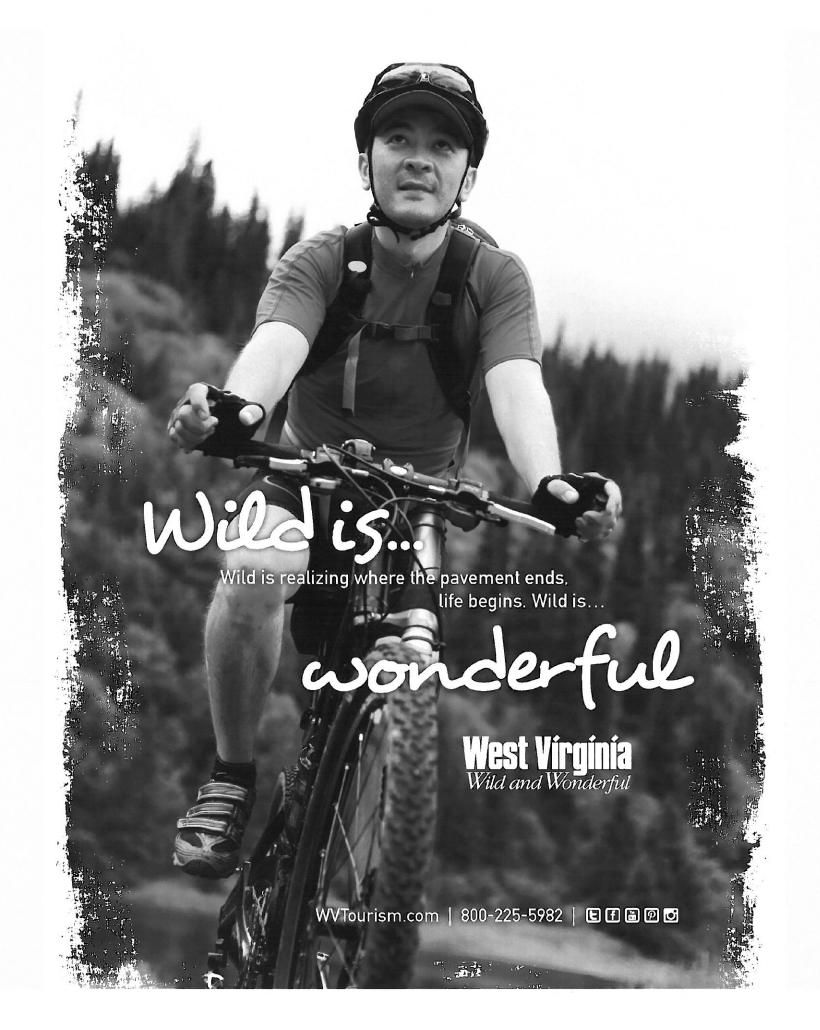


Creative Addendum



Honewall GROUP

FULL PAGE PRINT



Creative Addendum

Wildis...

Wild is realizing that 12 is the new 40. Wild is...

wonderful

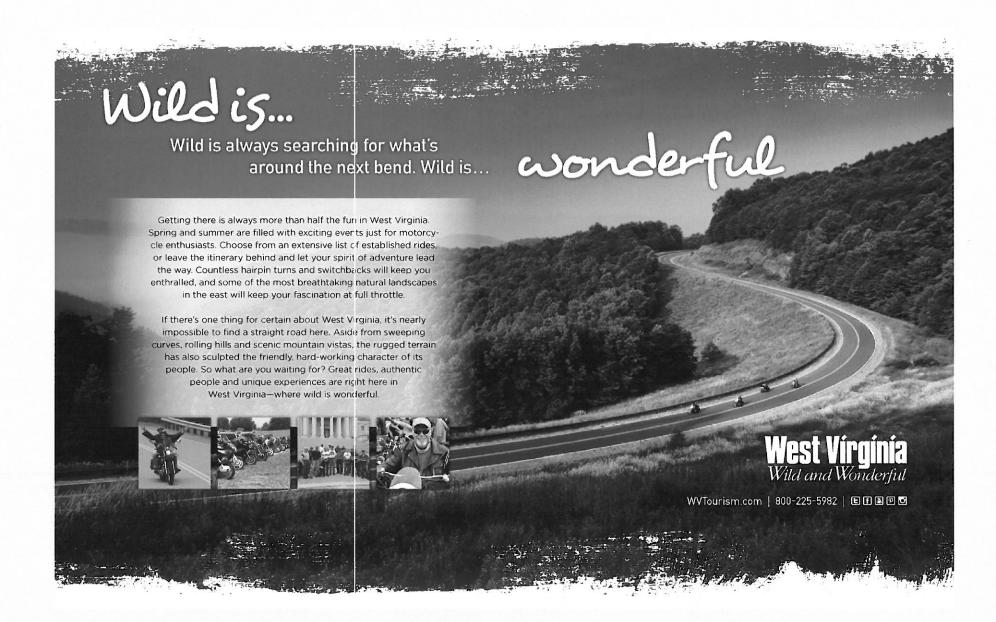


WVTourism.com | 800-225-5982 | € 🗗 🗟 🖗 🖸

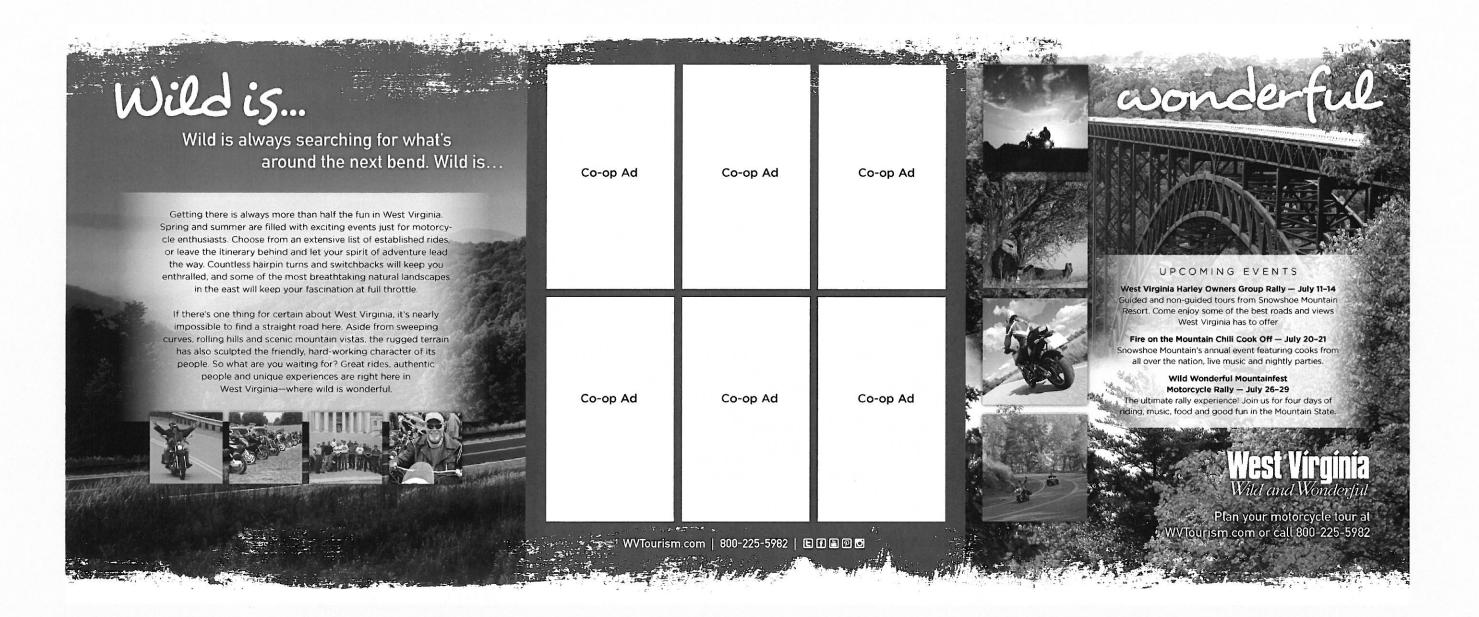


CO-OP MOTORCYCLE TOURING

Stonewall recommends an increased investment in themed editorial/advertorial co-op placements like the one illustrated below focusing on motorcycle touring in West Virginia that strategically fit with areas of opportunity and marketing focus.



Creative Addendum





OUTDOOR

Few advertising mediums garner the attention of outdoor. Placed at key entry points entering the state, these outdoor boards feature bold photography and dynamic build-outs that bring action to life. Outdoor locations would be targeted along key interstate entry points to West Virginia.





Thank you. Stonewall
GROUP



Bureau of Workers' Compensation

30 W. Spring St. Columbus, OH 43215

Certificate of Premium Payment

This certifies the employer listed below has paid into the Ohio State Insurance Fund as required by law. Therefore, the employer is entitled to the rights and benefits of the fund for the period specified. For more information, call 1-800-OHIOBWC.

This certificate must be conspicuously posted.

Policy No. and Employer

Period Specified Below

1341039

07/01/2013 THRU 02/28/2014

STONEWALL RETAIL MARKETING INC 154 1/2 FRONT ST MARIETTA OH 45750

ohiobwc.com

You can reproduce this certificate as needed.

Ohio Bureau of Workers' Compensation Required Posting

Effective Oct. 13, 2004, Section 4123.54 of the Ohio Revised Code requires notice of rebuttable presumption. Rebuttable presumption means an employee may dispute or prove untrue the presumption (or belief) that alcohol or a controlled substance not prescribed by the employee's physician is the proximate cause (main reason) of the work-related injury.

The burden of proof is on the employee to prove the presence of alcohol or a controlled substance was not the proximate cause of the work-related injury. An employee who tests positive or refuses to submit to chemical testing may be disqualified for compensation and benefits under the Workers' Compensation Act.

Ohio

Bureau of Workers' Compensation

You must post this language with the certificate of premium payment.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 10/22/2013

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 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).

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	If yes, describe under DESCRIPTION OF OPERATIONS below							E.L. DISEASE - POLICY LIMIT	\$	1,000,000
	Errors & Omissions Liab			105602349		4/9/2013	4/9/2014	Incl Personal & Adv Injury		\$1,000,000
В	Fidelity Bond			105602349		4/9/2013	4/9/2014	The Constitute of the Mighty		\$1,000,000
_				103002349						\$1,000,000
DES	CRIPTION OF OPERATIONS / LOCATIONS / VEHIC	LES (A	ttach	ACORD 101, Additional Remarks	Schedule	e, if more space i	is required)			
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	DISTONATE HOLDED									
-E	RTIFICATE HOLDER				CANC	CELLATION		U CONTRACTOR CONTRACTO		
	West Virginia Division		: To	ourism	THE	EXPIRATION	N DATE THE	ESCRIBED POLICIES BE CA EREOF, NOTICE WILL B EY PROVISIONS.		
	90 MacCorkle Avenue,	SW			AUTHO	RIZED REPRESE	NTATIVE	7 .		
	S Charleston, WV					1) 0	01	adela-		

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REQUEST FOR PROPOSAL

(West Virginia Division of Tourism TOR4512 – Ad Agency)

Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

- 5.1 The Vendor shall provide the Advertising Services (as hereinbefore defined) for the Agency and any division within the West Virginia Department of Commerce. Should the Agency wish to use any forms of Advertising Services provided or offered by the Vendor herein, the Vendor will assist the Agency to develop and secure the desired forms of Advertising Services. The cost for providing such assistance shall be in accordance with the cost estimates set forth in Attachment C hereto.
- 5.2 The Agency shall determine the time schedule in which all advertising and promotions are to take place.
- 5.3 All layouts, sketches, artwork, and copies, including but not limited to advertising copy, film, typesetting, photocopies, story boards, and computer data storage devices used in the advertisements or other materials developed or placed by the Vendor for the Agency, shall become the exclusive property of the Agency.
- 5.4 At the request of the Agency, the Vendor shall travel to locations around the state to meet with industry stakeholders at no additional cost to the Agency.
- 5.5 All Agency audio, video, and any other materials owned by the Agency may not be used without written permission from the Agency. At the termination of this contract, such materials shall be returned to the Agency without demand.
- 5.6 Prior to the commencement of work on any project, the Vendor shall provide the Agency with an estimate of personnel hours and costs, outsourced services, materials and any other related expenses. The cost for providing such assistance shall be in accordance with the cost estimates set forth in Attachment C hereto.
- 5.7 Nothing in this contract shall be construed to prevent the Agency from utilizing the West Virginia Department of Commerce Marketing and Communications Division.
- 5.8 When contacted by the Agency Commissioner, his or designee or any other Agency head or their designee that may utilize this contract, the Vendor shall be available via any means requested by the parties listed above.

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on

REQUEST FOR PROPOSAL

(West Virginia Division of Tourism TOR4512 – Ad Agency)

bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

STONEWALL RETAI	ILMARKETING, INC
(Company) Muslie Croahy	4
(Representative Name, Title)	
146.313.2334	140.313.3105
(Contact Phone/Fax Number)	
11.1.13	
(Date)	

RFQ N	TOR4512
	·

STATE OF WEST VIRGINIA Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: 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:

WITNESS THE FOLLOWING CONTRACTOR

"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 exceed five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that 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.

WITHESS THE POLLOWING SIGNATURE:	
Vendor's Name: Stone Wall Refall Marketing, IN	C.
	te: 1.11.13
State of Ohio	
County of Washington, to-wit:	
Taken, subscribed, and sworn to before me this 1st day of November	, 20 <u>/ 3</u> .
My Commission expires $\frac{April}{2}$, 2018.	
AFFIX SEAL HERE NOTARY PUBLIC AND	wist Van Fassen
S. A. S.	Purchasing Affidavit (Revised 07/01/2011

REQUEST FOR PROPOSAL

(West Virginia Division of Tourism TOR4512 – Ad Agency)

If applicable, sign and submit the attached Resident Vendor Preference Certificate with the proposal.

ENCLOSED

Rev. 07/12

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 ing the date of this certification; or, Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or printousiness continuously in West Virginia for four (4) years immediately preceding the date of this certification; ownership interest of Bidder is held by another individual, partnership, association or corporation resident ventile maintained its headquarters or principal place of business continuously in West Virginia for four (4) years 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 st and which has maintained its headquarters or principal place of business within West Virginia continuously for years immediately preceding the date of this certification; or,	ncipal place of or 80% of the ndor who has immediately
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 working on the project being bid are residents of West Virginia who have resided in the state continuously for timmediately preceding submission of this bid; or,	e employees he two years
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 ve affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia minimum of one hundred state residents who certifies that, during the life of the contract, on average at leas employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resident continuously for the two years immediately preceding submission of this bid; or,	employing a
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	2
Bidder is an individual resident vendor who is a veteran for the reason checked: and has resided in West Virginia continuously for the four years immediately preceding the date on which 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 Continuously over the entire term of the project, on average at least seventy-five percent of the vendor's emissions of West Virginia who have resided in the state continuously for the two immediately preceding years.	dor's bid and
Application is made for preference as a non-resident small, women- and minority-owned business dance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules. Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small minority-owned business.	s, in accor-
Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contract or deducted from any unpaid balance on the contract or purchase order.	to meet the ss a penalty ling agency
By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing D authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidd the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other ideamed by the Tax Commissioner to be confidential.	der has paid information
Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certific and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.	ate is true certificate
Bidder: Stone wall Refail Manketing, Inc Signed: / Justie / Crowhy	
Date: 11.1.13 Title: // Lustdent	

STATE OF WEST VIRGINIA
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION
2019 WASHINGTON STREET, EAST
POST OFFICE BOX 50130
CHARLESTON, WEST VIRGINIA 25305-0130
10/25/2013

LESLIE CROOKS STONEWALL RETAIL MARKETING INC 154 1/2 FRONT ST

MARIETTA OH

45750

THIS IS TO NOTIFY YOU THAT YOUR REQUEST FOR CERTIFICATION AS A SMALL BUSINESS, A WOMEN-OWNED BUSINESS, OR A MINORITY-OWNED BUSINESS HAS BEEN APPROVED ON THE BASIS OF YOUR REPRESENTATIONS THAT THE VENDOR NAMED ABOVE MEETS THE DEFINITION OF A SMALL BUSINESS, A WOMEN-OWNED BUSINESS, OR A MINORITY-OWNED BUSINESS AS SET FORTH IN THE WEST VIRGINIA CODE OF STATE RULES 148-22-1, ET SEQ. THIS CERTIFICATION BECOMES EFFECTIVE:

10/25/2013

AND SHALL AUTOMATICALLY EXPIRE WITHOUT NOTICE TWO YEARS AFTER THE EFFECTIVE DATE UNLESS REVOKED BY THE PURCHASING DIRECTOR OR UPON EXPIRATION PURSUANT TO CSR 148-22-8. TYPE OF CERTIFICATION:

SMALL

WOMEN-OWNED

TO MAINTAIN CERTIFICATION WITHOUT LAPSE, A CERTIFIED BUSINESS SHALL APPLY TO RENEW ITS CERTIFICATION AT LEAST 60 DAYS PRIOR TO THE END OF THE TWO-YEAR CERTIFICATION PERIOD. COMPLETE RENEWAL INSTRUCTIONS, RECERTIFICATION FORMS, AND A LIST OF ALL CERTIFIED BUSINESSES ARE AVAILABLE ONLINE AT:

HTTP://WWW.STATE.WV.US/ADMIN/PURCHASE/VENDORREG.HTML

IF YOU HAVE QUESTIONS, CONTACT THE PURCHASING DIVISION AT 304-558-2306.

SINCERELY YOURS,

Jeanne Bankart VENDOR REGISTRATION ':54 Monday, October 28, 2013

DBS PS

ORDER FROM VENDOR SETUP

VOS

NEXT FUNCTION: ACTION: 10/28/2013 08:27:46

PAY ENTITY : PUR

VENDOR NUMBER : *528122212

GROUP NUMBER :

SHORT NAME : STONEWALLRETAIL VENDOR TYPE : D EDI/FAX CODE :

ORDER FROM NAME: STONEWALL RETAIL MARKETING INC FAX:
ADDR LINE 1: 154 1/2 FRONT ST PHONE:

ADDR LINE 1: 154 1/2 FRONT ST 740-373-2334

STATE CODE : ADDR LINE 2:

CITY/STATE: MARIETTA OH POSTAL CODE : 45750

FEIN OR SSN: 311737497 OPT ADDR USE : CONTACT: LESLIE CROOKS OPT STATE CD : FAX NUMBER: 740-373-3105 OPT POSTAL CD:

PAYMENT TERMS : STATUS: ORDER HOLD:

--- CONSOLIDATED REPORTING INFORMATION ---

PAY ENTITY VENDOR NUMBER : GROUP NUMBER :

ADDENDUM ACKNOWLEDGEMENT FORM SOLICITATION NO.: TOR4512

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)

[x]	Addendum No. 1	[]	Addendum No. 6
[x]	Addendum No. 2	[]	Addendum No. 7
[X]	Addendum No. 3]	Addendum No. 8
[]	Addendum No. 4	[]	Addendum No. 9
[]	Addendum No. 5	ſ]	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.

Stonewall Retail Marketing, Inc.

Company

Authorized Signature

November 21, 2013

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.



MODZEN

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

Solicitation

NUMBER TOR4512 PAGE 1

ADDRESS CORRESPONDENCE TO ATTENTION OF

KRISTA FERRELL 304-558-2596

DIVISION OF TOURISM

ST-P 90 MACCORKLE AVE SW T CHARLESTON, WV 25303

304-558-2200

RFO COPY TYPE NAME/ADDRESS HERE

Stonewall Retail Marketing, Inc. 154 1/2 Loft, Front Street Marietta, OH 45750 740-373-2334 (P) 740-373-3105 (F)

DATE PRINTED 11/04/2013 BID OPENING DATE:

11/14/2013

BID OPENING TIME

1:30PM

CAT. LINE QUANTITY UOP ITEM NUMBER UNIT PRICE **AMOUNT** ADDENDUM NO. 1 THIS ADDENDUM IS ISSUED TO MODIFY THE ORIGINAL SOLICITATION PER THE ATTACHED DOCUMENTATION.

TELEPHONE 740-373-2334

November 21, 2013



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

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PAGE 1

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DIVISION OF TOURISM

90 MACCORKLE AVE SW CHARLESTON, WV

25303

304-558-2200

RFQ COPY TYPE NAME/ADDRESS HERE Stonewall Retail Marketing, Inc. 154 1/2 Loft, Front Street Marietta, OH 45750 740-373-2334 (P) 740-373-3105 (F)

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

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PAGE 1

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KRISTA FERRELL 304-558-2596

DIVISION OF TOURISM

90 MACCORKLE AVE SW CHARLESTON, WV 25303 304-558-2200

DATE PRINTED
11/13/2013

BID OPENING DATE: 11

11/21/2013

BID OPENING TIME

1:30PM

THIS ADDENDUM SOLICITATION	ADDENDUM IS ISSUE: PER THE A	NO. 3 D TO MODIFY TH	HE ORIGINAL ENTATION.	
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TELEPHONE 740-373-2334 November 21, 2013

President 31-1737497

ADDRESS CHANGES TO BE NOTED ABOVE