



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header

List View

General Information

Contact

Default Values

Discount

Document Information

Procurement Folder: 122910

SO Doc Code: CRFQ

Procurement Type: Central Master Agreement

SO Dept: 0402

Vendor ID: 000000165535



SO Doc ID: EDD1600000001

Legal Name: BULLDOG CREATIVE SERVICES

Published Date: 8/21/15

Alias/DBA: CHRIS MICHAEL

Close Date: 8/28/15

Total Bid: \$349,914.65

Close Time: 13:30

Response Date: 08/26/2015



Status: Closed

Response Time: 11:15

Solicitation Description: ADDENDUM #3 WEST VIRGINIA FEED TO
ACHIEVE MARKETING PROJECT

Total of Header Attachments: 0

Total of All Attachments: 0



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

State of West Virginia
Solicitation Response

Proc Folder : 122910

Solicitation Description : ADDENDUM #3 WEST VIRGINIA FEED TO ACHIEVE MARKETING PROJECT

Proc Type : Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
	2015-08-28 13:30:00	SR 0402 ESR08261500000000687	1

VENDOR

000000165535

BULLDOG CREATIVE SERVICES

CHRIS MICHAEL

FOR INFORMATION CONTACT THE BUYER

Laura E Hooper
(304) 558-0468
laura.e.hooper@wv.gov

Signature X

FEIN #

DATE

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

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Design & Development of WVFTA Logo				\$26,800.00

Comm Code	Manufacturer	Specification	Model #
80140000			

Extended Description : Lump Sum price to provide labor, materials and equipment in the Design & Development of WVFTA Logo.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Design / Print of Brochure or Booklet	10.00000	EA	\$542.280000	\$5,422.80

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Design/ Print of Brochure or Booklet Each Quantity of 1 is equal to 500 booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	Produce/Print of Universal WV FTA Banner	1.00000	EA	\$45,593.000000	\$45,593.00

Comm Code	Manufacturer	Specification	Model #
55121706			

Extended Description : Produce/Print of Universal WV FTA Banner Each Quantity of 1 is equal to 800 banners.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	Retractable WV FTA Banner for Exhibit Booths	1.00000	DZ	\$2,582.550000	\$2,582.55

Comm Code	Manufacturer	Specification	Model #
55121706			

Extended Description : Retractable WV FTA Banner for for exhibit booths. Each Quantity of 1 is equal to 12 banners.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	Tablecloths with the WV FTA LOGO for Exhibit Booth	1.00000	DZ	\$2,033.300000	\$2,033.30

Comm Code	Manufacturer	Specification	Model #
52121604			

Extended Description : Tablecloths with the WV FTA LOGO for Exhibit Booths. Each Quantity of 1 is equal to 12 table cloths.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	Develop / Print Save-The Date Flyer	10.00000	EA	\$72.880000	\$728.80

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Save-The Date Flyer in Full Color/Full Bleed, 5" X 7", 100 lb. cover-glossy paper. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
7	Develop Electronic Save-The-Date Flyer				\$455.00

Comm Code	Manufacturer	Specification	Model #
60105409			

Extended Description : Electronic Save-The-Date Flyer using e-marketing software. Lump sum price.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
8	Develop Sponsor Recognition Poster for Special Events	20.00000	EA	\$337.540000	\$6,750.80

Comm Code	Manufacturer	Specification	Model #
60121008			

Extended Description : Develop Sponsor Recognition Poster for Special Events. Minimum Order Quantity: 1

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
9	Design / Print of Program for Each Special Event	50.00000	EA	\$15.310000	\$765.50

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Design / Print of Program for Each Special Event. Each Quantity of 1 is equal to 100 programs.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
10	Production of 3 - 5 Minute Videos for the Roll Out of WV FTA	1.00000	EA	\$4,500.000000	\$4,500.00

Comm Code	Manufacturer	Specification	Model #
86000000			

Extended Description : Production of 3 - 5 Minute Videos for the Roll Out of WV FTA

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
11	Power Point Training Presentation on WV FTA	1.00000	EA	\$2,500.000000	\$2,500.00

Comm Code	Manufacturer	Specification	Model #
86000000			

Extended Description : Power Point Training Presentation on WV FTA. Power Point will be a 10 minute maximum training presentation for WVDE OCN staff to use.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
12	Develop / Print WVFTA Ambassador Pocket-Card	10.00000	EA	\$44.230000	\$442.30

Comm Code	Manufacturer	Specification	Model #
14111815			

Extended Description : Develop / Print WVFTA Ambassador Pocket-Card for Grassroot Outreach. Each Quantity of 1 is equal to 500 cards.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
13	Develop / Print Implementation Guide Booklet - Backpack Food	10.00000	EA	\$542.280000	\$5,422.80

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description :	Develop / Print Implementation Guide Booklet - Backpack Food Program. Each Quantity of 1 is equal to 500 Booklets.
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Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
14	Develop / Print Implementation Guide Booklet - School Food	10.00000	EA	\$542.280000	\$5,422.80

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description :	Develop / Print Implementation Guide Booklet - School Food Pantry at Local Schools. Each Quantity of 1 is equal to 500 Booklets.
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Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
15	Develop / Print WV FTA Annual Report to Legislature	10.00000	EA	\$542.280000	\$5,422.80

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description :	Develop / Print WV FTA Annual Report to Legislature. Each Quantity of 1 is equal to 500 Booklets.
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Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
16	Design / Place WV FTA Billboards Statewide	10.00000	EA	\$14,046.580000	\$140,465.80

Comm Code	Manufacturer	Specification	Model #
55121904			

Extended Description :	Design / Place WV FTA Billboards Statewide (price of each to include labor, materials and travel during install)
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Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
17	30 Second Radio Advertising for WV FTA	100.00000	EA	\$446.250000	\$44,625.00

Comm Code	Manufacturer	Specification	Model #
60105409			

Extended Description : 30 Second Radio Advertising for WV FTA Price for each ad to include placement, scheduling and coordination with radio channel1EA = 30 second ad

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
18	Weekly Face-to-Face Meetings	80.00000	HOURL	\$65.000000	\$5,200.00

Comm Code	Manufacturer	Specification	Model #
44112004			

Extended Description : Weekly Face-to-Face MeetingsHourly rate is to include: all travel, lodging, meals, and any and all incidentals.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
19	Develop / Print Talking Points Document for Grassroots	10.00000	EA	\$314.780000	\$3,147.80

Comm Code	Manufacturer	Specification	Model #
23242104			

Extended Description : Develop / Print Talking Points Document for Grassroots Outreach toolkit. Each Quantity of 1 is equal to 500 Booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
20	Develop / Print Laminated Child's Place-Mat for Grassroots	10.00000	EA	\$1,507.500000	\$15,075.00

Comm Code	Manufacturer	Specification	Model #
48102004			

Extended Description : Develop / Print Laminated Child's Place-Mat for Grassroots Outreach. Each Quantity of 1 is equal to 500 Placemats.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
21	Develop/Print Parents Flyer for Grassroot Outreach - glossy	10.00000	EA	\$103.050000	\$1,030.50

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print Parents Flyer for Grassroot Outreach - glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
22	Develop/Print Schools Flyer for Grassroot Outreach - glossy	10.00000	EA	\$103.050000	\$1,030.50

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print Schools Flyer for Grassroot Outreach - glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
23	Develop/Print Donors Flyer for Grassroot Outreach - glossy	10.00000	EA	\$103.050000	\$1,030.50

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print Donors Flyer for Grassroot Outreach - glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
24	Develop/Print Media Flyer for Grassroot Outreach - glossy	10.00000	EA	\$103.050000	\$1,030.50

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print Parents Media for Grassroot Outreach - glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
25	Develop/Print Parents Flyer for Grassroot Outreach - non	10.00000	EA	\$103.050000	\$1,030.50

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print Parents Flyer for Grassroot Outreach (non-glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
26	Develop / Print Schools Flyer for Grassroot Outreach - non	10.00000	EA	\$103.050000	\$1,030.50

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print Schools Flyer for Grassroot Outreach (non-glossy. Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
27	Develop / Print Donors Flyer for Grassroot Outreach - non	10.00000	EA	\$103.050000	\$1,030.50

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print Donors Flyer for Grassroot Outreach (non-glossy) Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
28	Develop / Print Media Flyer for Grassroot Outreach - non	10.00000	EA	\$103.050000	\$1,030.50

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print Media Flyer for Grassroot Outreach (non-glossy) Each Quantity of 1 is equal to 500 flyers.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
29	Develop / Print WV FTA at School Implementation Guide	10.00000	EA	\$542.280000	\$5,422.80

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print WV FTA at School Implementation Guide for Grassroot Outreach. Each Quantity of 1 is equal to 500 Booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
30	Develop / Print WV FTA at Home Implementation Guide	10.00000	EA	\$542.280000	\$5,422.80

Comm Code	Manufacturer	Specification	Model #
55101520			

Extended Description : Develop / Print WV FTA at Home Implementation Guide for Grassroot Outreach. Each Quantity of 1 is equal to 500 Booklets.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
31	Develop/Print Posters for Grassroots Outreach - Schools	10.00000	EA	\$149.750000	\$1,497.50

Comm Code	Manufacturer	Specification	Model #
60121008			

Extended Description : Develop / Print Posters for Grassroots Outreach - Schools. Each Quantity of 1 is equal to 500 posters.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
32	Develop / Print Posters for Grassroots Outreach - Community	10.00000	EA	\$149.750000	\$1,497.50

Comm Code	Manufacturer	Specification	Model #
60121008			

Extended Description : Develop / Print Posters for Grassroots Outreach - Community Each Quantity of 1 is equal to 500 Posters.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
33	Tool Box Kit for Grassroots Outreach Materials	10.00000	EA	\$447.400000	\$4,474.00

Comm Code	Manufacturer	Specification	Model #
44122025			

Extended Description :	<p>Tool Box Kit for Grassroots Outreach Materials. Each Quantity of 1 is equal to 200 Kits.Addendum # 1To change the bid opening date to 08/18/2015 at 1:30PM. No further changes.THE WEST VIRGINIA PURCHASING DIVISION IS SOLICITING BIDS ON BEHALF OF THE WEST VIRGINIA DEPARTMENT OF EDUCATION (WVDE) OFFICE OF CHILD NUTRITION (OCN) TO ESTABLISH AN OPEN-END CONTRACT TO PROVIDE LABOR, MATERIALS AND EQUIPMENT TO DEVELOP AND EXECUTE THE STATEWIDE WEST VIRGINIA FEED TO ACHIEVE (WV FTA)</p>
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BULLDOG
creative
SERVICES

PROPOSAL RESPONSE

CRFQ_ED1600000001

INTEGRATED MARKETING AND ADVERTISING SERVICES FOR THE
WEST VIRGINIA FEED TO ACHIEVE PROJECT

ASHLEIGH GRAHAM-SMITH, DIRECTOR OF CLIENT SERVICES
BULLDOG CREATIVE SERVICES
1400 COMMERCE AVENUE
HUNTINGTON, WV 25701
P: (304) 525-9600 F: (304) 525-4043
ASHLEIGH@BULLDOGCREATIVE.COM

TABLE OF CONTENTS

At Bulldog Creative Services we have the experience, talent, creativity and capability to provide positive benefit for our clients. We are confident that our team can partner with WV Feed to Achieve and form a dynamic and achievement-oriented group that meets and exceeds the goals set forth by both parties.

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7		<i>Selected Bulldog Resumes</i>
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13		<i>Client Examples: Mountwest</i>
18		<i>Client Examples: HIMG</i>
21		<i>Client Examples: West Virginia Lottery</i>
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EXECUTIVE SUMMARY

Bulldog Creative Services, located in Huntington, WV, is a full-service advertising agency that opened its doors in 1999. As a comprehensive organization, we provide our clients with all advertising and marketing services under one roof. Those services include:

- Media planning & management services
- Public relations services
- Graphic design
- App development & publishing
- Advertising campaign development and management
- HD broadcast production
- Website design & development
- Social media management

The only services subcontracted are printing, web hosting and narration. We have established, long-term relationships with reputable companies in these areas to make projects and billing seamless.

Bulldog Creative Services has built a reputation of performance in the areas of intricate planning, implementation and execution. Our goal is to provide the client with a maximization of resources in all areas of advertising and marketing. I

Bulldog Creative Services provides services for a wide array of clients, from small start-up businesses to large, established corporations. In many instances Bulldog Creative Services partners with clients and collaborates with that client's staff to create outstanding results and provide full agency representation. Those clients are considered full-service, therefore they are provided with all of the services we offer for a monthly fee, known as a retainer. Below is a list of those aforementioned active accounts:

- Mountwest Community & Technical College
- Huntington Internal Medicine Group
- St. Mary's Medical Center
- St. Mary's Foundation
- Richwood, Inc
- Hospice of Huntington
- Bloss & Dillard, Inc
- First Sentry Bank
- Rubberlite, Inc
- Cabell-Huntington Convention and Visitor's Bureau
- Huntington YMCA
- MacKenzie-Dow Fine Furniture
- River City Ford, River City Subaru
- Tamarack, The Best of West Virginia
- Scott Orthopedic
- Huntington Museum of Art
- Huntington Tri-State Airport
- Superior Chrysler Dodge Jeep Ram
- West Virginia Lottery



EXECUTIVE SUMMARY (continued)

In addition to our full-service clients, we also provide services for many other accounts on a project basis and those current active accounts include:

- Association of Corporate Counsel
- Presperse, Inc
- City of Huntington
- Dixon Electrical Systems
- Marshall University Big Green Scholarship Foundation
- MU Online
- Marshall University / Athletics
- Marshall University College of Health Professions
- Marshall University College of Business
- Marshall Artist Series
- Dixon Electrical Systems and Contracting
- Touma Properties
- Triple Crown Beverage Group
- Special Metals Corporation / PCC Energy Group
- The West Virginia Bar Association
- Foundation for the Tri-State
- Edison State Community College
- Highmark, Inc
- Farrell, White and Legg LLP
- United Way of the River Cities
- Reynolds and Associates LLP
- Jenkins Fenstermaker LLP
- Huddleston Bolen LLP (merged with Dinsmore & Shohl in early 2015)
- Coalfield Development Corporation
- Prestera Center
- Reagan and Ryder's Children's Boutique
- West Virginia Airport Manager's Association
- Robert's Environmental Group - Indiana
- Robert C. Byrd Institute
- Southern WV Community & Technical College
- Sweet Lily Natural Nail Spa & Boutique
- Physicians Clinic of Iowa
- Air Equipment Sales & Service

The Bulldog Creative Services team has 13 full-time employees, 2 part-time employees and 1 Marshall University student intern all dedicated to creating outstanding results for our clients.



EXECUTIVE SUMMARY (continued)

At Bulldog Creative Services, we are collection of talented, experienced advertising and marketing professionals that have a distinct passion for our clients. We are in the business of making an impact and we use creativity to do so. Our mission is to “...accomplish our goals by creatively and effectively exceeding client expectations with advertising solutions that work.”

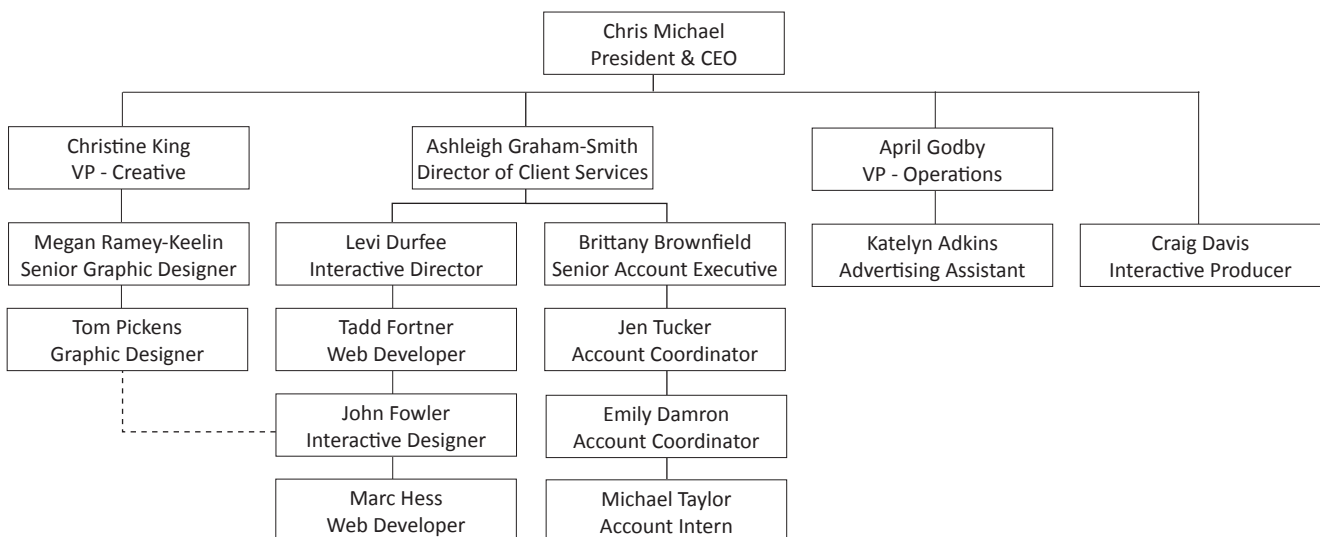
To that end, what we have in the areas of technical capabilities are what you would expect from a full-service advertising agency. Specifically:

- Five talented, experienced and award-winning graphic design professionals with considerable efforts focused daily on all those design elements noted in the WV Feed to Achieve RFQ. (emails, print ads and collateral materials, digital and mobile ads). Our team works on the Adobe Creative Suite and are adept at both Windows and Mac platforms.
- Four incredibly brilliant and dedicated web designers and developers that work on PCs and make responsive designs work flawlessly on all platforms.
- One Emmy-award winning video production professional that can, and does, contribute to all creative and technical projects at the agency. Our fully functional editing suite is equipped with the latest HD production capabilities. Our professional HD video services also include the usage of DJI Phantom II Quadcopter system along with the ZenMuse 3HD Gimbal and mounted GoPro system for aerial and moving video capture.
- A host of support personnel and client service professionals that assist and coordinate processes on a daily basis.

Additionally, we employ the latest in technologies in all of software and hardware applications. We develop and maintain systems that allow for rapid transfer of projects, management of projects and accountability of the same.

Thanks to our comprehensive provision of service, we rarely sub-contract services. We do, on occasion, sub-contract some photography services at client request.

Please find our current organizational chart below:



EXECUTIVE SUMMARY (continued)



ASHLEIGH GRAHAM-SMITH

Director of Client Services

Ashleigh is a leader in the field of strategic planning and execution. She will be the main contact for the WV Feed to Achieve engagement.



BRITTANY BROWNFIELD

Senior Account Executive

She keeps busy with client relations, strategic planning, execution and writing press releases. A member of Team Bulldog since 2010, she will serve as account support and content development.



JEN TUCKER

Account Coordinator

Organized and accountable, Jen is respected by her clients as an knowledgeable and efficient client manager. She will serve on the client and interactive teams for the WV Feed to Achieve engagement.



CHRISTINE KING

Vice President - Creative

Christine is a graphic designer recognized nationally for her creativity. An integral part of Team Bulldog since 2004, she will serve as creative lead.



MEGAN RAMEY-KEELIN

Senior Graphic Designer

Some of the best designs and most creative statements have come from Megan's Mac. She will be on the creative team.



APRIL GODBY

Vice President - Operations

Nothing gets past April. She keeps us in line with all things operations. She will be on the client services team for the engagement.



CRAIG DAVIS

Interactive Producer

Craig is known for immense skills in the production suite as well as behind the computer. He will be on the creative team for the WV Feed to Achieve engagement.



LEVI DURFEE

Interactive Lead

Levi is a master of the web. He works with clients to seamlessly deliver flawless results. He will be on the web team.



EXECUTIVE SUMMARY (continued)**Ashleigh Graham-Smith***Director of Client Services**ashleigh@bulldogcreative.com***Profile**

Senior Account Executive with a broad range of marketing and advertising skills. Experience with media buying, planning and strategy, new business development, copywriting, and public relations. Proud team member of an award-winning full service advertising agency.

Bachelor of Arts • Journalism, Emphasis in Advertising • Marshall University

Professional Experience

BULLDOG CREATIVE SERVICES *(Fishknee Company I, LLC dba Bulldog Creative Services)* **Huntington, WV**

2007-Present

Senior Account Executive

- Communication liaison for clients and art department
- Media planning and buying
- Research
- Copywriting
- New business development
- Public Relations
- Event Planning

MACK AND DAVES **Huntington, WV**

2006-2007

Advertising Manager

- Design and layout of ROP
- Planning and strategy
- Copywriting
- Media Buying

INNOVATIVE MATTRESS SOLUTIONS **Huntington, WV**

2005-2006

Advertising Assistant/Media Buyer

- Design and layout of ROP
- Market Research
- Responsible for Weekly Corporate Communication
- Media Buying

Community Involvement

- MARSHALL UNIVERSITY - Adjunct Faculty, School of Journalism and Mass Communications
- YPC - Huntington (Young Professionals Committee) **Member**
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- HUNTINGTON YMCA MARKETING COMMITTEE **Member**

Technical Skills / Application

- DESIGN SOFTWARE
Creative Suite including InDesign, Photoshop, Illustrator, Acrobat, Quark
- MICROSOFT PRODUCTS
Office including Word, Excel, and Powerpoint

Interests and Activities

- Cooking
- Dining and entertaining with clients and friends



EXECUTIVE SUMMARY (continued)**Christine King**

Vice President - Creative Services
 cking@bulldogcreative.com

**Profile**

Award-winning designer with extensive knowledge in creating and managing successful advertising campaigns. Energetic and innovative designer, always willing to take on new challenges.

Bachelor of Fine Arts • Emphasis in Graphic Design • Marshall University

Professional Experience

BULLDOG CREATIVE SERVICES *(Fishknee Company I, LLC dba Bulldog Creative Services)* **Huntington, WV** 2004-Present

Vice President - Creative Services

- Work directly with clients
- Develop, design and execute ideas *(print, outdoor, collateral materials, logo/identity, packaging, publications web and other interactive projects)*
- Manage a team of graphic designers and web developers
- Responsible for managing and over-seeing projects
- Manage and direct photo/commercial shoots

HUNTINGTON QUARTERLY **Huntington, WV** 2006

Freelance Graphic Designer

- Designed and layout articles for the Commemorative Edition of the Huntington Quarterly - "We Are Marshall"

Community Involvement

- GENERATION HUNTINGTON **Member**
- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- CHILDREN'S PLACE **Board Member**

Honors and Awards

- AMERICAN ADVERTISING FEDERATION **Addy Awards**
 - People's Choice**
 - Nine Gold Awards**
 - Fourteen Silver Awards**
- GRAPHIC DESIGN USA **Recognition of Excellence**
 - 2005: Three Awards of Excellence**
 - 2006: Five Awards of Excellence**
 - 2007: Five Awards of Excellence**
 - 2008: Seven Awards of Excellence**
 - 2009: Eight Awards of Excellence**
 - 2010: Four Awards of Excellence**
 - 2011: Six Awards of Excellence**
 - 2012: Seven Awards of Excellence**
 - 2013: Eleven Awards of Excellence**
 - 2014: Ten Awards of Excellence**
- NATIONAL ASSOCIATION OF COLLEGIATE MARKETING **NACMA Awards**
 - 2005: Two Gold Awards**
 - 2006: One Gold Award**
- BIG BOOK OF GREEN DESIGN **Award Recognition**
 - 2009: Three Awards**
- AMERICAN PACKAGING AWARDS **Recognition of Excellence**
 - 2010: Two Awards of Excellence**
- AMERICAN WEB DESIGN AWARDS **Recognition of Excellence**
 - 2010: Two Awards of Excellence**
- GENERATION HUNTINGTON AWARD
 - 2012**
- CREATE HUNTINGTON RECOGNITION AWARD
 - 2011, 2012**



EXECUTIVE SUMMARY (continued)**Brittany Brownfield***Senior Account Executive**bbrownfield@bulldogcreative.com***Profile**

Account Executive with a broad range of marketing and advertising skills. Experience with media buying, planning and strategy, new business development, copywriting, and public relations. Proud team member of an award-winning full-service advertising agency.

Bachelor of Arts • Marshall University

Professional Experience

BULLDOG CREATIVE SERVICES (*Fishknee Company I, LLC dba Bulldog Creative Services*) **Huntington, WV**

2010-Present

Account Executive

- Communication liaison for clients and art department
- Media planning and buying
- Research
- Copywriting
- New business development
- Public Relations
- Event Planning

WEST VIRGINIA LIVING MAGAZINE

2009

Account Executive / Writer

- New business development
- Copywriting / Article writing
- Promotional activity

CLEAR CHANNEL COMMUNICATIONS

2008-2009

Account Executive

- New business development
- Radio advertising campaign development
- Client liaison between production and sales

Community Involvement

- HUNTINGTON REGIONAL CHAMBER OF COMMERCE **Member**
- CABELL-WAYNE ANIMAL SHELTER **Volunteer**

Technical Skills / Application

- MICROSOFT PRODUCTS
Office including Word, Excel, Powerpoint
- ADOBE CREATIVE SUITE PRODUCTS
Photoshop, Illustrator, InDesign, Acrobat

Interests and Activities

- Photography
- Foreign Travel
- Spending time outdoors
- Friends and family



EXECUTIVE SUMMARY (continued)**Craig Davis**

Interactive Producer
cdavis@bulldogcreative.com

**Profile**

Award-winning video production specialist with extensive knowledge in video acquisition, production techniques, animated graphic creation, 3D – 2D animation

Professional Experience

BULLDOG CREATIVE SERVICES (Fishknee Company I, LLC dba Bulldog Creative Services) Huntington, WV Interactive Producer/Video Production Specialists	2013-Present
<ul style="list-style-type: none"> Shoot and Edit all types of video productions from commercials to training videos 	
WOWK-TV13 Huntington, WV Promotions Producer, Graphic artist	2001 - 2013
<ul style="list-style-type: none"> Created promotional materials for the station including commercials, web ads, print, and outdoor Wrote, shot and edited all promotional commercials. 	
KING & GIBSON ADVERTISING AGENCY Lubbock, TX Video Production Specialists	1998-2001
<ul style="list-style-type: none"> Developed advertising campaigns that included: print, mail, outdoor, web, and broadcast television Shot, edited all video production. Developed logo designs, animated logos for broadcast and web. 	
KLBBK-TV13, CBS AFFILIATE Lubbock, TX Production Manager	1996-1998
<ul style="list-style-type: none"> Managed news and on-air production department. Responsible for on-air quality control, annual budgets, commercial production, set design, live/on-location broadcasts, special production projects 	
COX COMMUNICATIONS /CABLEREP ADVERTISING Lubbock, TX Production Manager	1994-1996
<ul style="list-style-type: none"> Wrote, shot & edited television commercials, infomercials, exercise programs, home shows, etc. Worked with clients, account reps and agencies to develop product from concept to final product. 	

Honors and Awards

- 11 Addy Awards
- Regional Emmy
- Associated Press Award

Technical Skills / Application

- MICROSOFT PRODUCTS**
Office including Word, Excel, Powerpoint
- ADOBE PRODUCTS**
Photoshop, Illustrator, InDesign, Acrobat, AfterEffects
- VIDEO PRODUCTION SOFTWARE**
Avid Media Composer, Cinema 4D, Lightwave 3D

Interests and Activities

- Golf
- Hiking



EXECUTIVE SUMMARY (continued)

In response to our ability to provide contracted services, we regularly work remotely with our clients to achieve results. With our headquarters in Huntington, West Virginia, we regularly provide services for our clients in:

- New York City, NY
- Dayton, OH
- Cedar Rapids / Iowa City, IA
- Fairmont, WV
- Clarksburg, WV
- Richmond, VA
- Washington, D.C.
- Beckley, WV
- Somerset, NJ

We do so through regularly scheduled, in-person meetings as well as majority of communication through Internet channels, voice contact and video conference capabilities. We affirm to WV Feed to Achieve that we would provide a exemplary level of customer service and responsiveness to the account, doing whatever is necessary.

CLIENT EXAMPLES

As for our abilities and experience to develop powerful and professional messaging, we believe that power in communications comes from a complete strategy. This is comprised of an understanding of the target audience, an application of stunning and effective design, and the integration of creative and action-inducing copy that merge design and message.

Unified campaigns that are targeted at specific audiences are effective only when they're **relevant for that audience**. Our client services teams work alongside the client and the creative teams at Bulldog to determine the best mode of engagement for the specific target in question.

As an example, when advertising and promoting a recent recruitment push for Marshall University, there were no "traditional media" utilized. The entire campaign was performed online. It was relevant for the audience and resulted in a noticeable, measurable upswing in new student enrollment.

A combination of social media including Facebook and Instagram was utilized as the media vehicles, as well as Pandora Online Radio and display retargeting using YouTube and Google Adwords. Designs needed to follow the specific guidelines of the media in question, and the campaigns were monitored for effectiveness and flexible change on a daily basis.



AdWords Breakdown (One week period):

11,619 impressions

8.66% Average Click Through Rate (Search) (Note the national average is 2%)

1,006 Total clicks (Increase of 54%)

\$0.68 Average Cost Per Click (Decrease of 56%)

Improving the landing page and narrowly targeting ads resulted in a triple increase in the CTR and doubled overall clicks. We were also able to lower the overall cost-per-click by 56% (From \$1.56 to \$0.68)



YouTube (one week)

49,624 impressions YouTube in-stream and in-display

3,866 Total views

\$0.18 Average CPV (Decrease of \$0.2)

7.79% View Rate (Increase of 29%)

12% of viewers watched the full commercial (Increase of 1%)

19% of viewers watched at least half of the commercial (Increase of 1%)

Overall, we were able to increase the overall CTR and view rates, lower the total cost per click, and more narrowly engage the target.

*In-Stream ads play before the destination video

*In-View ads appear as thumbnails when relevant to the target

Additionally, a Facebook campaign had been running for a little under 6 days as of the date of the AdWords report. During that time frame, we had experienced over 268,000 impressions to nearly 1,000 unique individuals. See below:

Facebook Ads Reporting Create Ad

CURRENT REPORT
General Metrics Save Report Schedule Share Export Reports Help

REPORT SETTINGS
Level: Campaign Customize Columns Breakdown: None Add Filters Date Range: Last 7 days

Start Date	End Date	Campaign Name	Reach	Frequency	Impressions	Clicks	Unique Clicks	Click-Through Rate (CTR)	Unique Click-Through Rate (uCTR)	Amount Spent	Cost Per 1,000 Impressions (CPM)
2015-05-09	2015-05-15	...	92,034 People	2.92 Per Person	268,751 Total	1,211 Total	958 Per Person	0.451% Per Impressions	1.041% Per Person	\$382.01 Total Spent	\$1.42 Per 1,000 Impressions
2015-05-09	2015-05-15	www.marshall.edu/techn	53,029	3.91	207,452	544	461	0.262%	0.869%	\$229.71	\$1.11
2015-05-09	2015-05-15	Post "Choosing the right	47,012	1.30	61,299	667	525	1.089%	1.117%	\$152.30	\$2.48

Clicking on the image below will take you to the commercial:



https://www.youtube.com/watch?v=Y0U19W_cnFU



CLIENT EXAMPLES

Client: Mountwest Community & Technical College

Client Contact: Ainslie McKinney | (304) 710-3272 | mckinneya@mctc.edu

Account Type: Retainer, full-service

Account Manager: Brittany Brownfield

Project Team: Christine King, Chris Michael, Ashleigh Graham-Smith, Craig Davis, and Levi Durfee

Challenge: Create a new brand and identity for a new college

Action / Narrative: In 2008, as an act of the West Virginia Legislature, community colleges throughout the State of West Virginia were separated from their sister/parent institutions – primarily universities – and allowed to operate as their own institution. In 2010, the college began the switch from “MCTC” to a new and unique brand.



Marshall Community & Technical College needed a new name and new brand. Bulldog was tasked to complete the project.

In very short order, Bulldog identified the target markets for the brand. Those included:

- Community
- Students: current, alumni and potential
- Stakeholders: local elected officials, Board of Governors, faculty and staff

In order to appease each of the targets, we developed an aggressive campaign that allowed for public response through Internet, phone and other vehicles to a number of possible choices for the new name and subsequent identity choices. Those choices were solicited, reviewed for relevance and eventually systematically eliminated until only two choices remained, those two being the choices of all the stakeholders.

Choices were eventually developed, designed and presented to the Board of Governors for approval where the new brand was quickly adopted. Following that adoption, we engaged in a very cost-effective and aggressive advertising campaign that served the purpose of establishing the new brand as well as promotion of college enrollment.

Further action: Following the determination of the brand, Mountwest, we then engaged in an advertising campaign designed to accomplish the identification of the new brand, continue focus on the recruitment of students and demonstrate stability to all the stakeholders previously identified.

Mountwest purchased the former corporate headquarters of Ashland, Inc. on top of a hill on the very south side of the Huntington metro. The challenge became evident in that we now had:

- A new, unknown college identity
- A new campus disconnected from the former home (Marshall)
- An institution disconnected from a reputable and solid parent (Marshall)

We developed the campaign “New Opportunities” around all the opportunities that Mountwest offered, rather than what could be considered challenges. With new, bright, clean and crisp design, we set out to convince the constituencies that Mountwest was vibrant, viable and independent.

We carefully chose numerous media vehicles to accomplish our mission:

- Television: As an anchor medium, we believed that the power, reach and impact of television could provide a



CLIENT EXAMPLES

strong and positive momentum for the college.

- **Print:** The geographic target market skews older and many of the influential decision makers in the market are akin to the power of print. We made the conscious decision to focus efforts on that demographic through this medium.
- **Outdoor:** A strong vehicle for identity and branding, outdoor was utilized in a heavy rotation for the launch of the new college.
- **Direct Mail:** We engaged and managed a proprietary publication, “Career Focus”, that was directly mailed to over 100,000 residents in the marketplace. This magazine, in full-color tabloid format, highlights the many advantages of community college education and training as well as specifics as they relate to Mountwest.
- **Internet:** We understand that today’s potential students are heavily influenced by the impact of the Internet. We allocated a strong amount of budget towards this effort.
- **Transit:** Not unique to the geographic market of Mountwest, but identified as impactful, we engaged a full wrap transit strategy for the college.
- **Collateral:** We supported our advertising and marketing efforts with printed collateral and promotional items designed to accompany our efforts.

Result: Since the launch of the “Opportunities” campaign, Mountwest has become a top of mind brand in the marketplace. The relevance, impact and positive economic benefit of the college can be evidenced through the many graduates and career-seeking students at and from the college.

The results of the campaign, and subsequent campaigns, continue to be realized. We have witnessed record enrollments, record graduates, record earnings and top of mind awareness period after period since we have partnered with them.



CLIENT EXAMPLES

Creative: Examples of the creative that accompanied this campaign:

MOUNTWEST COMMUNITY & TECHNICAL COLLEGE

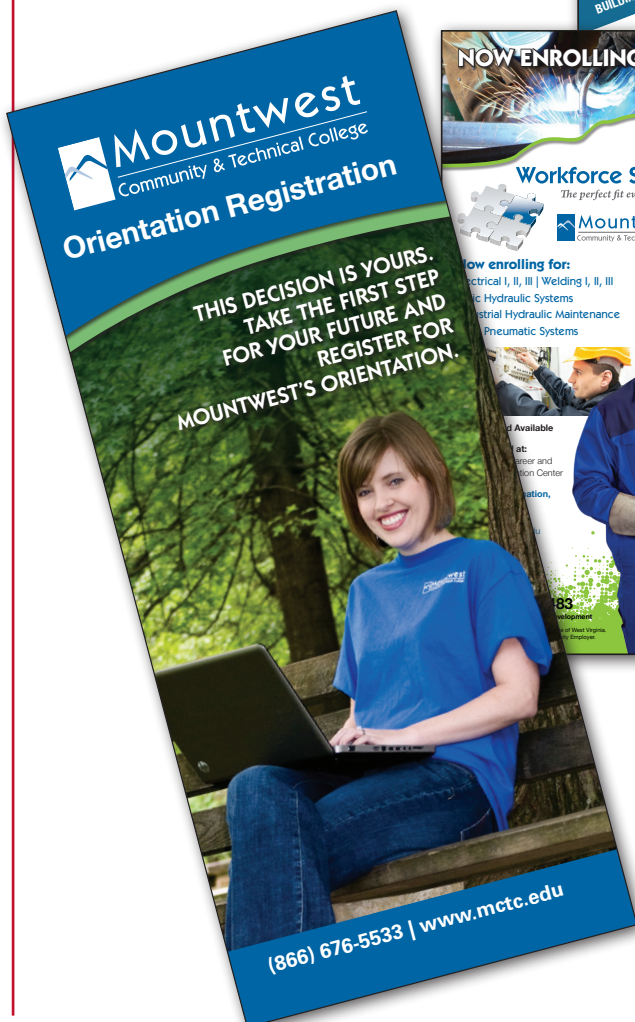
Die-Cut, Tri-Fold Brochure



CLIENT EXAMPLES

MOUNTWEST COMMUNITY & TECHNICAL COLLEGE

Miscellaneous ads and media



CLIENT EXAMPLES

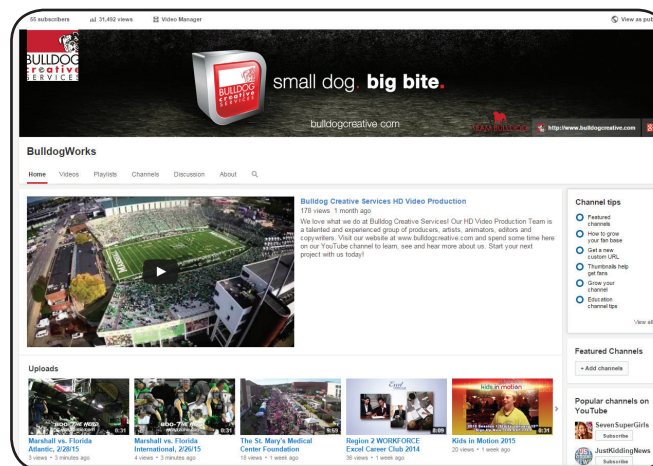
MOUNTWEST COMMUNITY & TECHNICAL COLLEGE

Website and Television:



Please reference the many Mountwest commercial productions on our YouTube channel, specifically the Mountwest playlist at:

<https://www.youtube.com/user/BulldogWorks>



If being viewed on an interactive device, clicking the image above will direct the viewer to the YouTube Channel.



CLIENT EXAMPLES

Client: HIMG

Client Contact: Mark Morgan | (304) 528-4600 | markmorgan@uhswv.com

Account Type: Retainer, full-service

Account Manager: Chris Michael

Project Team: Jen Tucker, Megan Ramey-Keelin, Craig Davis, and Levi Durfee

Challenge: Increase awareness of cancer specialists at HIMG.

Action / Narrative: Cancer touches everyone, from every walk of life. We needed to focus a campaign on the availability of expertise of the Hematology / Oncology specialists at HIMG. Obviously it was a very sensitive campaign that had to be dealt with carefully.

The result was the “I Can. Fight Cancer.” campaign.

fight
cancer.

Creative:

We designed the identity noted above as a cornerstone for the campaign. The creative included the depiction of real and acting cancer “fighters”, not survivors or those who didn’t win the battle. Examples of that creative are depicted below:

Additional identity pieces:




When it's
cancer,
you need *care.*



CLIENT EXAMPLES

Print:




fight cancer.

A diagnosis of cancer is something no one wants to hear. It is life-changing, not only for the patient; but for everyone who cares about them. The HIMG Cancer Center team is a group of dedicated, skilled professionals. They not only care for your physical needs, they care for your total well-being.

Even though I know I am going to feel bad, I don't dread coming thanks to the team at HIMG. They encourage me every day and I'm thankful for them.

Susan Bauer


fight cancer.
At HIMG, we do.



HIMG
Cancer Care.

5170 U.S. Route 60 East • Huntington
himgwv.com • (304) 399-2260

Find us on facebook.




fight cancer.

It was the most beautiful flower I've ever seen. When you're fighting cancer, you notice everything. The team in the infusion center at HIMG know that I don't have the strength to keep up my flower garden. They go out of their way to make sure that I have a fresh flower next to me every time I am there for treatment. It's not "service", it's care and they're really, really good at it.

I trust in the HIMG Cancer team. They are supportive and compassionate and push me to keep up the fight. I am doing my best and so are they.

Patty Cox

fight cancer.
At HIMG, we do.



HIMG
Cancer Care.

5170 U.S. Route 60 East • Huntington
himgwv.com • (304) 399-2260

Find us on facebook.

When it's
cancer,
you need **care.**



Cancer Care at HIMG.

Cancer extends beyond the medical challenges of the disease. Cancer touches all aspects of our lives. At HIMG, our specialists are experts in cancer care.

We provide a comprehensive suite of cancer services at HIMG that are unrivaled in the region. Not only does our Hematology / Oncology team provide outstanding care after diagnosis, but our specialists and surgeons are a vital part of any cancer care protocol. Our chemotherapy nursing team provides you with a comfortable and supportive healing atmosphere nestled in a clinical setting.

In addition, our support services in radiology, mammography, chemotherapy and laboratory are all intertwined as part of that comprehensive effort to eradicate the disease.

Cancer is a challenge. Our team stands next to you every step of the way.

HIMG
Cancer Care.

(304) 528-4600
5170 U.S. Route 60 East • Huntington, WV 25705 • www.himgwv.com



CLIENT EXAMPLES

Outdoor:



Television and Online:

An emotionally charged and powerful video was produced for this campaign. It can be referenced on our YouTube channel or by clicking any of the images below.



Result:

HIMG and their specialists are recognized as the premier source of cancer care in the region. To that end, even one of the regional hospitals, St. Mary's, features the HIMG physicians in their cancer campaigns.



CLIENT EXAMPLES

Client: West Virginia Lottery

Client Contact: Ron Lawson | (304) 558-0500 | rlawson@wvlottery.com

Account Type: Initially project-based for website redesign; Currently retainer-based

Account Manager: Chris Michael

Project Team: Christine King, Ashleigh Graham-Smith, Levi Durfee, Tadd Fortner, Craig Davis

Challenge: Revamp the website and create increased functionality

Action / Narrative: In late 2013, Bulldog was selected from a competitive bid process to design, program and develop a new website for the West Virginia Lottery. The issues surrounding the previous site were numerous:

- Outdated design
- Fragmented data files
- Decreased functionality
- Lack of organizational ability to affect change

The West Virginia Lottery needed a new Internet presence

Bulldog was tasked to complete the project.

PROJECT NEEDS

West Virginia Lottery had the need for a new website that includes the following attributes:

- Updated design
- Client control
- Cross-platform reliability with complete mobile function
- Ease of navigation
- Secure access
- Accurate content
- Increased functionality

Additionally, the new site needed to be more efficient and interactive than the previous site. The new website was designed to serve as a conduit for instantaneous human input and resulting action(s), both on the consumer experience as well as back-end management abilities.

Finally, the site needed to be designed and developed as an adaptable and flexible platform for future growth and development opportunities.



Design Components

Bulldog Creative provided West Virginia Lottery with a fresh new web design that is easy to navigate and provides useful information to current and potential customers. The design was intended to also convey to potential customers that West Virginia Lottery is a professional, reliable and exciting organization.

The design integrated a modern, updated look that satisfied the client. The site demonstrates to current and potential customers that West Virginia Lottery is improving its web presence in order to serve them better.

Functionality

Bulldog Creative was, and is, committed to providing the West Virginia Lottery with a website that demonstrates increased functionality to the specifications of the client. To that end, that functionality includes customized programming.



CLIENT EXAMPLES

Video

Bulldog Creative produced eight animated videos to be included with the site focused on “How to Play” various draw games from the lottery.

Content Management System

Central to the new design from Bulldog Creative was a robust Content Management System (CMS) that allows the West Virginia Lottery to make changes easily to the website, without requiring a dedicated workstation or additional software. Not only will the CMS save West Virginia Lottery website revision costs but it will also ensure that the website stays fresh and up to date.

Website Organization

Bulldog Creative continues to work with West Virginia Lottery to provide a functional, expandable and complete website architecture that includes both the front end as well as consumer form and function and secure access areas desired by the client.

Workflow

Preliminary Design

Working in conjunction with West Virginia Lottery, Bulldog Creative provided West Virginia Lottery with no less than four design concepts for the new website as well as complementary sub-pages and templates that accompany them. That design concept includes the basic layout, color palette, font choices, etc.

Integration of Content Management System

Once the design was approved, Bulldog Creative incorporated the Content Management System into the design. Working with West Virginia Lottery, Bulldog Creative incorporated all the content and function the client wished to include into the site.

Training

Bulldog Creative facilitated multiple CMS training sessions with West Virginia Lottery employees, showing them how to use the Content Management System. This was done on-site and online.

Testing and Launch

Bulldog Creative and West Virginia Lottery worked together off a hidden directory to test the functionality of the site and be certain it was to the approval of the client. The site was launched with the approval of the client and all materials were delivered to the client.

Maintenance

Bulldog Creative provides West Virginia Lottery with maintenance function as needed.

Intangibles

Bulldog Creative absolutely committed to:

- Giving West Virginia Lottery the absolute best, most committed and dedicated effort we could.
- Be 100% ethical, honest and proactive with communication and efforts on behalf of the client
- Being available 24 / 7
- Take a vested interest in the success of the project
- Performance like an organization should: with pride, determination, accuracy and outstanding results.



Result:

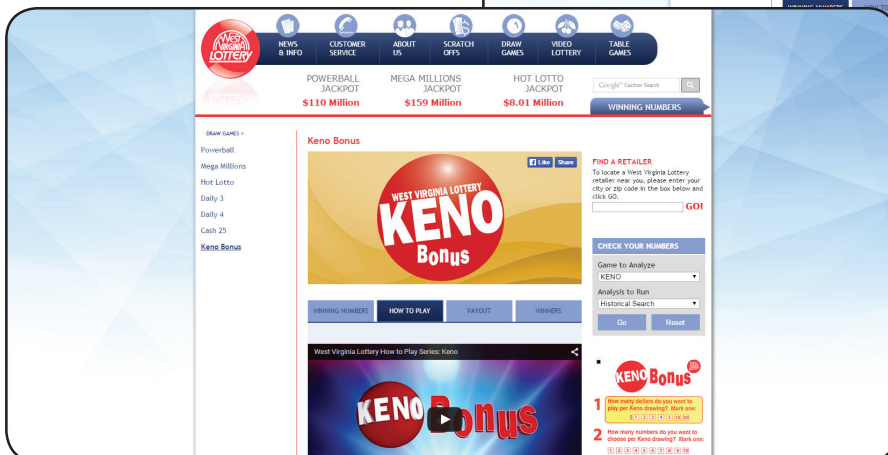
The new site for the West Virginia Lottery launched in February of 2015. The site is a vast improvement over the previous site and includes multiple levels of functionality, secure data transfer and flexibility for continued improvement. Clicking the “new site” image below will take you to the site.



Old website



New website



DEMONSTRATION OF CREATIVE SKILLS



Some of the best demonstrations of our creative skills are found throughout our digital presences on our website and our social media presences. Clicking the images below will direct you to these sites.



[Click here to visit bulldogcreative.com](http://bulldogcreative.com)



[Click here to visit our Facebook presence](#)



[Click here for our YouTube channel](#)



CREATIVE *Production*

We believe in our production capabilities. Our HD Production team is unrivaled in quality and execution - on budget. We affirm that we will provide WV Feed to Achieve with the highest quality in our production activities. Please click any of the images below to be taken to examples of our production efforts.



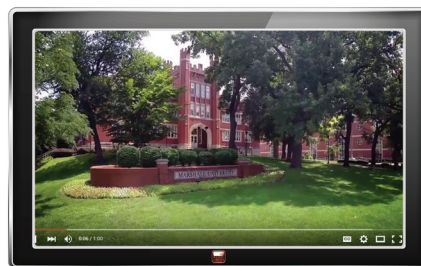
Marshall University "Statement"



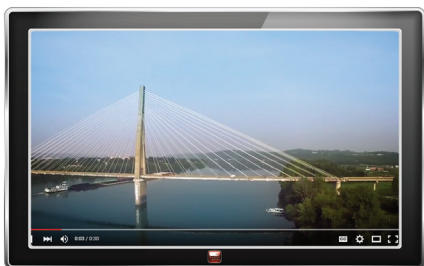
Scott Orthopedics "Excellence"



Cabell Huntington Hospital "Partnership"



Marshall University "Best. Decision. Ever."



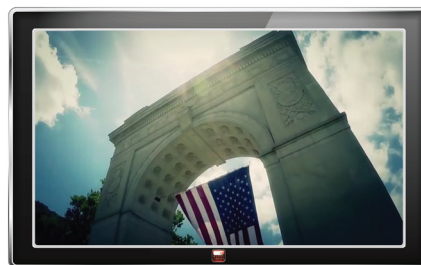
First Sentry Bank "It's Our Way"



West Virginia Lottery "How to Play"



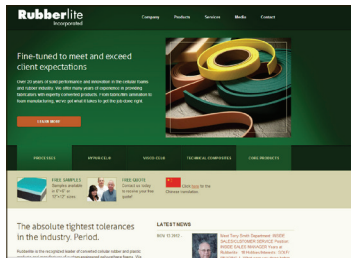
Marshall University Basketball Intro 2014



First Sentry Bank "We Want to Be Your Bank"



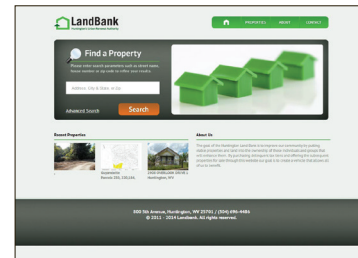
ADDITIONAL WEB EXAMPLES



WWW.RUBBERLITE.COM



WWW.PRESPERSE.COM



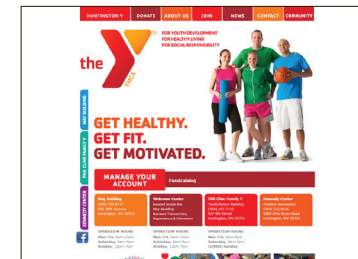
WWW.HURALANDBANK.COM



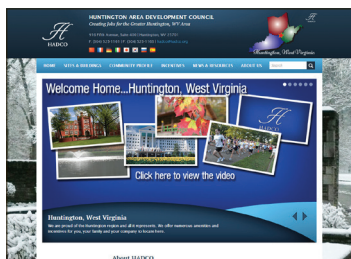
WWW.MCTC.EDU



WWW.FIRSTSENTRY.COM



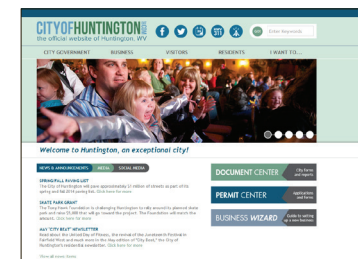
WWW.HUNTINGTONYMCA.ORG



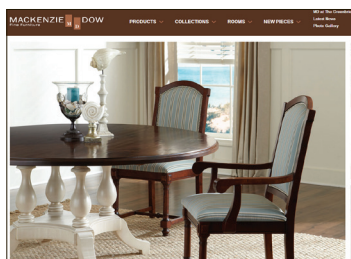
WWW.HADCO.ORG



WWW.ST-MARYS.ORG



WWW.CITYOFHUNTINGTON.COM



WWW.MACKENZIEDOW.COM



WWW.WOODROWWILSON.ORG

All websites produced by Bulldog Creative Services are custom-designed and individually programmed. We do not utilize website templates.



Client References: Please see below:

Client	Contact	Phone	eMail
West Virginia Lottery	Nikki Orcutt, Director of Marketing	(304) 558-0500	norcutt@wvlottery.com
West Virginia Lottery	Ron Lawson, Programmer Analyst	(304) 558-0500	rlawson@wvlottery.com
First Sentry Bank	Geoff Sheils, CEO	(304) 522-6400	gsheils@firstsentry.com
HIMG	Mark Morgan, CEO	(304) 528-4657	mmorgan@uhswv.com
Mountwest	Ainslie McKinney, Marketing	(304) 710-3272	amckinney@mctc.edu



Please feel free to gain more information about Bulldog Creative Services, our team and our experience by visiting us online at www.bulldogcreative.com or by calling us at (304) 525-9600.

Thank you, again, for the opportunity to present this proposal.

Most Sincerely,

Ashleigh Graham-Smith

*Ashleigh Graham-Smith
Director of Client Services
Bulldog Creative Services*

Please visit us online:



INTERNET: www.bulldogcreative.com



YOUTUBE: <http://www.youtube.com/user/BulldogWorks> (Video Production Examples)



FACEBOOK: <https://www.facebook.com/BulldogCreativeServices>



TWITTER: <https://twitter.com/bulldogcreative>



Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return)

Fishknee Company I, LLC dba Bulldog Creative Services

Business name/disregarded entity name, if different from above

Check appropriate box for federal tax classification:

☐ Individual/sole proprietor ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☒ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) **C**

☐ Other (see instructions) ▶

Exemptions (see instructions):

Exempt payee code (if any) _____

Exemption from FATCA reporting
code (if any) _____

Address (number, street, and apt. or suite no.)

1400 Commerce Avenue

City, state, and ZIP code

Huntington, WV 25701

Requester's name and address (optional)

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

____ - ____ - ____

Employer identification number

2 7 - 0 0 8 6 4 2 1

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign
Here

Signature of
U.S. person ▶

Chris Michael

Digitally signed by Chris Michael
DN: cn=Chris Michael
Date: 2015.06.04 19:15:04 -04'00'

Date ▶

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on IRS.gov for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the

withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.



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:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: BULLDOG CREATIVE SERVICES

Authorized Signature: [Signature] Date: 8/24/15

State of West Virginia

County of Cabell, to-wit:

Taken, subscribed, and sworn to before me this 21st day of August, 2015.

My Commission expires March 05, 2019.

AFFIX SEAL HERE

NOTARY PUBLIC

[Signature]
Purchasing Affidavit (Revised 07/01/2012)

