

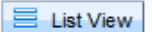


# West Virginia Purchasing Division

2019 Washington Street, East  
Charleston, WV 25305  
Telephone: 304-558-2306  
General Fax: 304-558-6026  
Bid Fax: 304-558-3970

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



## 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: 000000165974



SO Doc ID: EDD1600000001

Legal Name: RAINMAKER INC

Published Date: 8/21/15

Alias/DBA:

Close Date: 8/28/15

Total Bid: \$1,013,855.30

Close Time: 13:30

Response Date: 08/28/2015



Status: Closed

Response Time: 13:22

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 ESR08281500000000740	1

**VENDOR**

000000165974  
 RAINMAKER INC

**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				\$14,425.00

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	\$7,205.000000	\$72,050.00

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	\$56,510.000000	\$56,510.00

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	\$2,415.800000	\$2,415.80

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	\$2,415.800000	\$2,415.80

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	\$563.730000	\$5,637.30

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				\$400.00

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	\$431.470000	\$8,629.40

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	\$1,030.000000	\$51,500.00

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	\$3,000.000000	\$3,000.00

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	\$800.000000	\$800.00

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	\$1,095.000000	\$10,950.00

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	\$9,460.000000	\$94,600.00

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.

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	\$9,460.000000	\$94,600.00

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.

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	\$4,855.000000	\$48,550.00

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.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
16	Design / Place WV FTA Billboards Statewide	10.00000	EA	\$9,393.600000	\$93,936.00

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)

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	\$1,740.000000	\$174,000.00

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	HOUR	\$40.000000	\$3,200.00

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	\$5,230.000000	\$52,300.00

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	\$1,550.000000	\$15,500.00

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	\$520.000000	\$5,200.00

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	\$520.000000	\$5,200.00

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	\$520.000000	\$5,200.00

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	\$520.000000	\$5,200.00

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	\$470.000000	\$4,700.00

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	\$470.000000	\$4,700.00

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	\$470.000000	\$4,700.00

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	\$470.000000	\$4,700.00

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	\$4,080.000000	\$40,800.00

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	\$4,080.000000	\$40,800.00

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	\$1,005.000000	\$10,050.00

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	\$1,005.000000	\$10,050.00

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	\$6,713.600000	\$67,136.00

Comm Code	Manufacturer	Specification	Model #
44122025			

**Extended Description :** Tool Box Kit for Grassroots Outreach Materials. Each Quantity of 1 is equal to 200 Kits. Addendum # 1 To 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)



WW Feed To Achieve Proposal  
CRFQ\_EDD1600000001



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- Section 1.2 Project Goals
- Section 1.3 Why Rainmaker?

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## Project Background & Goals

### Section 1.1 Project Background

The West Virginia Feed to Achieve Act (WVFTA) is poised to become the standard bearer nationally for combatting childhood malnutrition and increasing education performance. Passed by an act of the West Virginia Legislature, WVFTA is the first law of its kind in the nation. By seeking to : 1) effectively provide a minimum of two nutritious meals each day for all school children in West Virginia; and 2) establish public-private partnerships to provide funding and outreach that will improve access to and increase participation in child nutrition programs; the WVFTA will positively impact West Virginia's school children in countless ways.

The historic nature of the WVFTA makes the implementation of marketing and creative services critical to both the future success of the program in West Virginia and the creation of similar programs across the nation. Like the historic Great Society programs of the 1960s which ushered in new programs aimed at giving all children a "level playing field" to succeed, the WVFTA can serve to improve test scores of West Virginia schoolchildren, assist hard-working educators in fulfilling their missions, and help raise the standard of living across the state.

### **Importance of Nutrition in Educational Success**

Studies have consistently shown that children who eat breakfast perform better academically. According to reports from the American Dietetic Association, students who eat breakfast have better problem-solving abilities, memory, and verbal fluency. Additionally, they are also less likely to be absent. The Centers for Disease Control reports that children who do not eat breakfast are more likely to have behavioral and emotional issues than those who do have access to a nutritious breakfast.

### **Promoting Healthy Eating Habits for Life**

The way children eat influences their growth and health during childhood and for the rest of their lives. Children require a variety of healthy foods such as fresh fruits, vegetables, whole grains, meat, fish and adequate calories in order to grow and develop properly. It is crucial that children consume the essential nutrients they need to grow. The success of WVFTA will help to reduce obesity and other diseases in West Virginia in years to come.

### **Preventing Obesity & Other Harmful Diseases**

According to the Centers for Disease Control and Prevention, 25 percent of children aged 2 to 18 years now meet the criteria for being overweight. Overweight and obese children are at greater risk for major health issues such as Type 2 diabetes, high cholesterol and cardiovascular disease. Teaching children good nutrition habits from a young age can decrease the likelihood they will become overweight.



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## Section 1.2 Project Goals

### **Goal 1: Create cutting-edge identity for WVFTA**

The logo should act as a beacon for the WVFTA mission and should easily convey the program's purpose and objectives. At Rainmaker, we know how to communicate governmental issues and policies in a clear, concise manner to both decision makers and the general public. Our goal is to create an identity that will illustrate the goals of WVFTA and stimulate both discussion and thought about the program's purpose and mission.

### **Goal 2: Increase Public Awareness of WVFTA**

Through the social media component and collateral offerings of the RFQ, our goal is to communicate the extraordinary goals of WVFTA to a variety of stakeholders and audiences. We will create and develop an integrated online communications strategy that will engage our key stakeholders, state leaders, and statewide media. Our collateral efforts will hope to achieve lasting impression for the WVFTA mission and build statewide and local support for the program in West Virginia public schools.

### **Goal 3: Promote Grassroots Mission of WVFTA & Encourage Public/Private Investment**

Rainmaker has led several statewide grassroots and organizing efforts. Our experience in leading these initiatives gives us a "leg-up" on the competition. From overturning crippling municipal ordinances to better educating the public on drilling in the Marcellus Shale, one of our grassroots clients, Energize WV was able to see real results and goals as a result of our strategies.

### **Goal 4: Measuring Marketing & Communications Success**

Unlike other advertising agencies, Rainmaker possesses an experienced research team on site. This means we save you thousands by reducing the need for expensive subcontractors. Our research team is ready to analyze both WVFTA market penetration currently, as well as our own marketing success, if we receive the contract.



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### Section 1.3 Why Rainmaker?

We believe that Rainmaker has several competitive advantages that make our firm an ideal fit for the West Virginia Department of Education:

1. **Location** – Proximity to our clients is important. Though email and other internet communications platforms have changed the way the world communicates, we all still expect and require a human element when conducting many forms of business. Rainmaker is literally down the street from the West Virginia Department of Education allowing us to meet and collaborate with department officials at a moment's notice.
2. **Research** – Unlike many advertising and creative firms, Rainmaker's creative process always begins with solid, well-reasoned research. With that in mind, we have a fully-vested research arm in-house. That means no subcontracting research functions – saving our clients thousands of dollars. Rainmaker's research team has conducted hundreds of quantitative and qualitative research studies for national and regional clients including: the American Chemistry Council, America's Natural Gas Alliance (ANGA), and West Virginia Wesleyan College.
3. **Experience** – Throughout our 10 year history, Rainmaker has been proud to serve educational and governmental entities across West Virginia. One of our founders, Kim Lawrence, proudly served as Communications Director of the West Virginia Department of Education for many years. Her deep understanding of the issues and solutions of communicating educational policy and practices can be an integral asset to the success of WVFTA. Additionally, our team has worked for numerous educational and governmental entities across the state.
4. **Creativity** – Rainmaker provides a unique understanding of advertising logic informed by intuitive creative thinking. Our perspective allows us to craft ideas that stick with your audience and make a lasting impact with your message.
5. **Recognition** – Recognized by our peers for excellence in our work, Rainmaker is one the region's most award-winning firms. In the last 10 years, Rainmaker has been honored by the following trade groups and publications: American Advertising Federation – WV (winning the prestigious "Best of Show" award), the Public Relations Society of America, the American Pixel Academy, the American Association of Political Consultants, and Campaigns & Elections magazine.
6. **Customer Service** – Our experience in project management ensures that we will manage the details and produce a logo that exceeds expectations and effectively projects the WVFTA brand.



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# Development Process

## Section 2.1 Firm History

### **Overview**

Founded in 2005, Rainmaker has become one of the region's leading advertising and public affairs agencies. Our practice is centered in Charleston, West Virginia. Our firm has a multi-disciplined staff who are competent in their fields of expertise and bring unique visions to creative projects in education and public affairs.

### **Size**

A boutique firm, Rainmaker is small by design. Our small staff of six has over 100 years of advertising and public relations experience – more than you would find at large agencies. By keeping the staff overhead low, we are able to give our clients the concentration and finesse that their accounts deserve and work on the projects that are near-and-dear to our hearts.

### **Public Education Experience**

The proposed account team for the West Virginia Department of Education has decades of experience in crafting smart creative and marketing for a variety of public and private educational institutions across West Virginia, including Kanawha County Schools, West Virginia Wesleyan College, and the West Virginia Association of Counties.

Feel free to review our portfolio section for examples of our work. We have included examples that meet the requirement laid out in Section 3 of the RFQ.



## Section 2.2 Account Team



**Larry LaCorte**  
President - Project Manager

- Accounts Serviced  
Past & Present
- American Chemistry Council
  - America's Natural Gas Alliance
  - Energize West Virginia
  - Fayette County Schools
  - Gino's Pizza & Spaghetti House
  - Penn National Gaming
  - Putnam County Schools
  - The Chafin Law Firm, PLLC
  - Tudor's Biscuit World
  - Tudor's Franchising
  - West Virginia AFL-CIO
  - WV Attorney General's Office
  - WV District Laborers' Council
  - WV Oil & Natural Gas Association
  - WV Wesleyan College

- Rainmaker, Inc  
President 2005 – present
- Founded Rainmaker, Inc. in 2005 building agency into a regional leader in advertising and public relations
  - Oversees all aspects of advertising and marketing communications
  - Serves as qualitative research lead conducting over 100 focus groups and qualitative studies

- Jackson for Governor  
General Consultant 2003 - 2004
- General Consultant to Lloyd Jackson's statewide gubernatorial campaign responsible for overall communications strategy

- Larry LaCorte & Associates  
President 1999-2003
- Political and communications consultant to various legislators and elected officials in West Virginia

- West Virginia Democratic Party  
Executive Director 1995- 1996
- Managed the headquarters and staff of the West Virginia Democratic Executive Committee
  - Served as arrangements chair leading into the 1996 Democratic National Convention for the West Virginia delegation
  - Started "Technology and Communications Project" and was instrumental in forming West Virginia's first Democratic Legislative Caucus

- Tudor's Biscuit World  
Marketing Director and Media Buyer 1991-1996
- Handled marketing and advertising for a 43-store restaurant chain located in West Virginia, Ohio, and Kentucky

- The Ravenswood News  
News Editor 1999 – 2003
- Served as reporter and news editor of a weekly county newspaper in Jackson County, West Virginia



**Kim Lawrence**

Public Relations Specialist

Accounts Serviced  
Past & Present

- American Chemistry Council
- America's Natural Gas Alliance
- Energize West Virginia
- Fayette County Schools
- Penn National Gaming
- Putnam County Schools
- The Chafin Law Firm, PLLC
- Tri-State Racetrack & Casino
- Tudor's Biscuit World
- WV Oil & Natural Gas Association
- WV Wesleyan College

Rainmaker, Inc.

Public Relations Specialist 2005 – present

- Manages public relations and communications strategies for multiple clients
- Served as Executive Director of Energize WV, a statewide public education and outreach effort for the natural gas industry
- Served as spokesperson and speechwriter for various public interest and business clients

WV Department of Education

Director of Communications 1991 – 2002

- Served as spokesperson for the West Virginia Department of Education and the West Virginia Board of Education
- Managed department's communications and media relations efforts

Ohio County Board of Education

Director of Communications 1978 - 1991

- Served as spokesperson for the Ohio County Board of Education, one of West Virginia's largest public schools districts
- Managed department's communications and media relations efforts

Education

B.S., West Liberty State College, 1975

M.A. West Virginia University, 1977



**Carol Geletko**

Chief Creative Officer

- Accounts Serviced  
Past & Present
- McDonald's
  - Redcoats Baseball
  - Kroger Food and Drug
  - Canaan Valley Resort
  - WV Lottery
  - WV Travel & Tourism
  - Worthington Center
  - Simonton Windows
  - Fypon
  - St. Joseph's Hospital
  - St. Francis Hospital
  - Energize West Virginia
  - Tri-State Racetrack & Casino
  - Yeager Airport
  - Hy-Lite Products
  - One Community FCU
  - United Bank
  - Dixie-Pacific
  - Kardex Corporation
  - Ames Lawn & Garden
  - The Greenbrier
  - Trenton Energy
  - Inco Alloys
  - Moses Automotive
  - Oso Sweet Onions
  - Tudor's Biscuit World
  - Gino's Pizza & Spaghetti
  - GE Plastics
  - Habitat for Humanity
  - Woodcraft
  - Borg-Warner Chemicals
  - SBR, Inc.
  - Huntington Bank
  - Hedstrom
  - Nelson-McCoy Pottery
  - Camden-Clark Memorial Hospital
  - Owens Corning
  - Endagraph
  - Charleston Town Center
  - Timberline Four Seasons Resort
  - Charles Town Races & Slots
  - Tasty Blend Foods

Rainmaker, Inc.

Chief Creative Officer 2008-Present

- Creates, directs and produces advertising media including: collateral, broadcast, corporate identity and website design
- Responsible for the strategic direction of all client creative
- Directs and mentors Graphic Designers, Web Designers and Freelance Copywriters

Freelance 2006-2008

- Composed strategic marketing plans along with creating, executing and placing media

SBR Creative Group

Creative Director 1997-2006

- Managed and directed all creative work for the SBR Creative Group.
- Developed and executed both consumer and business to business advertising and collateral material
- Directed all studio and location photography, including any design work that was involved within a photography studio

Fahlgren

Art Director 1985-1997

- Conceptualized with other Art Directors and Copywriters which generated the "team" approach
- Worked on a variety of accounts, including Fortune 500 companies, winning over 300 Addy Awards

Chapman Printing Company

Graphic Designer 1983-1985

Lockney and Associates

Graphic Designer 1982-1983

Education

A.A., The Art Institute of Pittsburgh, 1981



**Brad Heflin**

Account Executive

- Accounts Served  
Past & Present
- American Chemistry Council
  - America’s Natural Gas Alliance
  - Bucci, Bailey & Javins, PLLC
  - Energize West Virginia
  - Fayette County Schools
  - Gino’s Pizza & Spaghetti House
  - Kathy Brown Law, PLLC
  - The Chafin Law Firm, PLLC
  - Tudor’s Biscuit World
  - Tudor’s Franchising
  - West Virginia AFL-CIO
  - WV Attorney General’s Office
  - WV Association of Rehabilitation Facilities
  - WV Democratic Legislative Council
  - WV District Laborers’ Council
  - WV FREE
  - WV School Service Personnel Association
  - WV Association of Counties
  - WV Oil & Natural Gas Association

Rainmaker, Inc.

Account Executive 2012 – Present

- Project-managed dozens of multimedia campaigns. Collaborated with clients from concept to production and launch of print, TV, Web, mobile-device and social-media campaigns
- Manage agency’s quantitative research efforts. Conceived and conducted over 100 research efforts

West Virginia Democratic Party

Political Director 2009 – 2012

- Managed field and targeting operations for the Democratic party in West Virginia
- Conceived and managed electoral and communication strategies
- Developed effective targeting models for state legislative races and coordinated campaign efforts

Red Sky Marketing

Communications Strategist 2009

- Researched and conceived strategic business plans
- Managed advertising and marketing accounts for state agencies

Education

B.A., Concord University, 2008

Other

Judith A. Herndon Legislative Fellow, 2007-2008



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## Josh Nibert

Multimedia Specialist

### Accounts Served Past & Present

- Energize West Virginia
- Tri-State Racetrack & Casino
- Oso Sweet Onions
- Tudor's Biscuit World
- Gino's Pizza & Spaghetti
- Charleston Town Center
- Timberline Four Seasons Resort
- Charles Town Races & Slots
- Tasty Blend Foods
- American Chemistry Council
- America's Natural Gas Alliance
- Bucci, Bailey & Javins, PLLC
- Fayette County Schools
- Kathy Brown Law, PLLC
- The Chafin Law Firm, PLLC
- WV Attorney General's Office
- WV FREE
- WV School Service Personnel Association
- WV Oil & Natural Gas Association

### Rainmaker, Inc.

Multimedia Specialist 2008 – present

- Operates camera and oversees technical aspects of video production
- Capable of lighting for multiple video applications, including green screen chroma key
- Acts as in-house photographer for studio and location assignments
- Edits all video and radio production
- Creates animation and special video effects
- Retouches photography

### Education

B.S., West Virginia State University, 2008



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## Section 2.3 Awards & Recognition

### **PIXIE® AWARD WINNERS**

Pixie Awards are given for outstanding work in motion graphics, effects and animation by the American Pixel Academy. Rainmaker has won two Platinum and two Gold Pixie Awards for excellence in animation and motion graphics.

### **ADDY® WINNERS**

ADDY Awards are given to the top advertising agencies throughout the state, region and nation. Rainmaker has been recognized by the American Advertising Federation of West Virginia as among the best in advertising and marketing.

Rainmaker has been bestowed with 63 ADDY awards, taking home the prestigious “Best of Show” two years running.

### **CRYSTAL AWARD WINNERS**

Not only has Rainmaker been honored with top awards in advertising, our agency is recognized for its work in public relations. The Public Relations Society of America – West Virginia (PRSA-WV) bestowed 27 Crystal Awards to Rainmaker over the past few years.

### **REED® AWARD WINNERS**

Awarded by Campaigns & Elections magazine, Reed awards are given for excellence in electoral and public affairs communications across the country. Selected by a committee of the nation’s power elite, Rainmaker has accumulated an impressive 11 Reed awards over the past few years.

### **POLLIE® AWARD WINNERS**

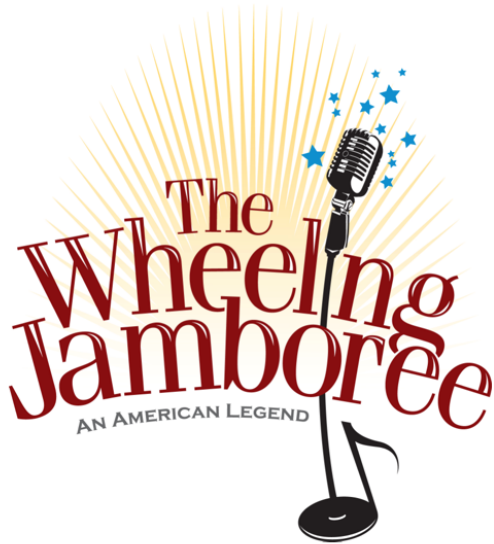
Pollie Awards are given to the top political consulting firms in the nation. Rainmaker has been recognized by the American Association of Political Consultants (AAPC) as among the best in public affairs and political communication. We have won 37 Pollie Awards for our work.



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### Section 2.4 Portfolio



 ADDY AWARD WINNER GOLD

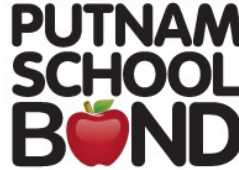


Vote YES for a bright future!



Cast your vote on August 29th!

Vote YES for better schools!



Cast your vote on August 29th!

Vote YES for our economy!



Cast your vote on August 29th!

Vote YES for new technology!



Cast your vote on August 29th!



 ADDY AWARD WINNER GOLD

 POLLIE AWARD WINNER GOLD

 REED AWARD WINNER

 ADDY AWARD WINNER SILVER

 POLLIE AWARD WINNER GOLD

 CRYSTAL AWARD WINNER





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### Section 2.4 Portfolio (cont.)



Direct Mail Campaign  
Energize WV



ADDY AWARD WINNER GOLD



POLLIE AWARD WINNER GOLD



CRYSTAL AWARD WINNER



Banner Display  
Energize WV





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### Section 2.4 Portfolio (cont.)



Lenticular Direct Mail Campaign  
Energize WV

 **ADDY AWARD WINNER GOLD**

 **POLLIE AWARD WINNER GOLD**

 **CRYSTAL AWARD WINNER**



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## Section 2.4 Portfolio (cont.)



Brand Standards Manual  
Charleston Town Center



**ADDY AWARD WINNER SILVER**



VIP Event Invitation  
Charleston Town Center



**ADDY AWARD WINNER GOLD**



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### Section 2.4 Portfolio (cont.)



Recruitment Campaign  
West Virginia Wesleyan

 **ADDY AWARD WINNER BEST OF SHOW**

 **ADDY AWARD WINNER GOLD**



Brochure  
America's Natural Gas Alliance

 **CRYSTAL AWARD WINNER**



Section 2.4 Portfolio (cont.)



Outdoor Board  
Tri-State Racetrack



Website  
Kanawha County Schools



Section 2.4 Portfolio (cont.)



Website  
Timberline Resort

 **ADDY AWARD WINNER SILVER**



Website  
Tasty Blend Food

Section 2.4 Portfolio (cont.)



Online Video Campaign  
WV FREE

 **ADDY AWARD WINNER GOLD**  
**GOLD PIXIE AWARD**



Broadcast Television  
Tudor's Biscuit World

 **ADDY AWARD WINNER GOLD**



Online Donor Video  
Childhood Language Center

 **ADDY AWARD WINNER SILVER**

## Section 2.4 Portfolio (cont.)



Broadcast Radio Campaign  
Energize WV

 **ADDY AWARD WINNER GOLD**



Broadcast Radio  
Charleston Town Center



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## Section 2.5 Partial Client List

### **Education**

Fayette County Schools  
Kanawha County Schools  
Putnam County Schools  
West Virginia Wesleyan College

### **Government**

Charleston Urban Renewal Authority  
Office of the WV Attorney General

### **Public Interest**

American Chemistry Council  
America's Natural Gas Alliance  
Energize West Virginia

### **Destinations**

Charleston Town Center  
Charles Town Races & Slots  
Tri-State Casino & Racetrack

### **Restaurants/Food Service**

Gino's Pizza & Spaghetti House  
Tudor's Biscuit World  
Tudor's Franchising



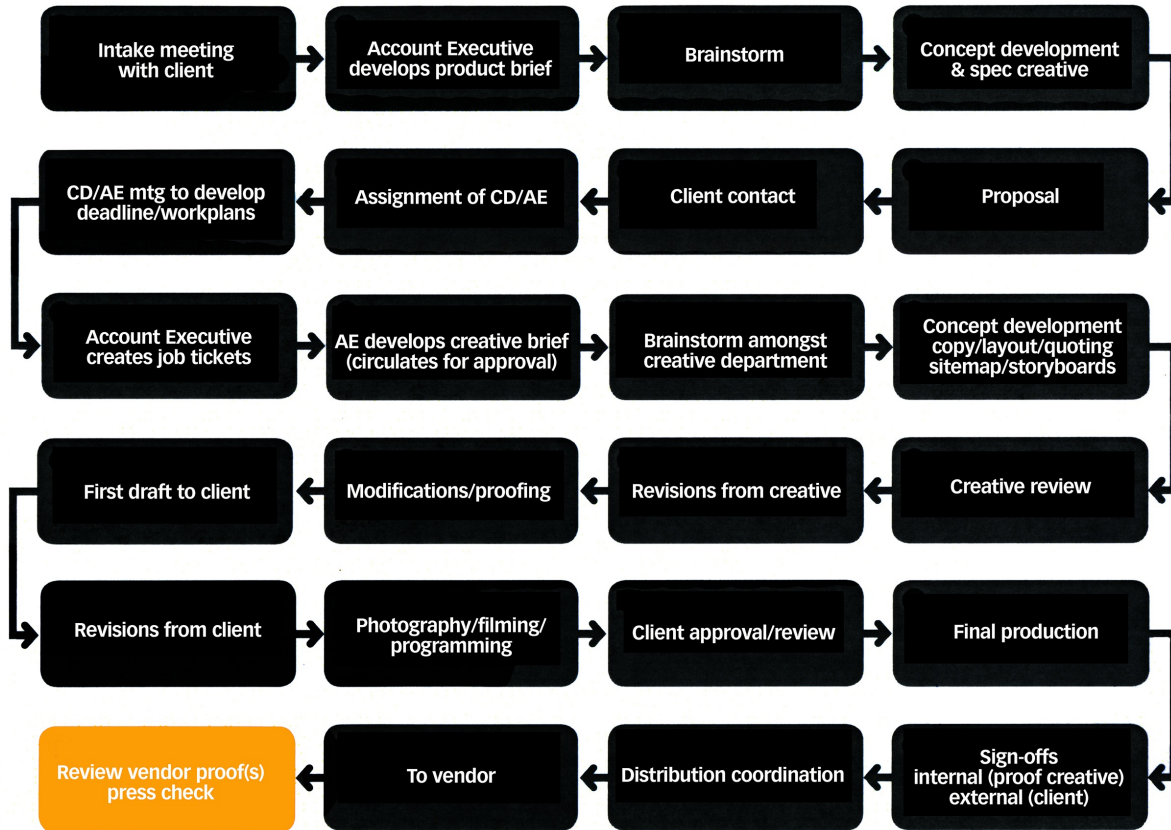


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## Section 2.6 Products Used

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Lightroom
- Apple Pages
- SPSS
- Microsoft Excel
- Microsoft Word
- Microsoft Access
- Microsoft Powerpoint
- Mail Chimp
- Constant Contact

## Section 2.7 Account Management Process





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## Section 3.1 Price Schedule

<b>Title</b>	<b>Cost</b>
4.1.1 Design & Development	\$14,425.00
4.1.2 Commodity Line 2 - Print of Brochure/Booklet	\$7,205.00
4.1.3 Commodity Line 3 - Produce/Print of Universal WVFTA Banner	\$56,510.00
4.1.4 Commodity Line 4 - Display Screen, Pull Up for Exhibit	\$2,415.80
4.1.5 Commodity Line 5 - Table Cloths with WVFTA Logo for Exhibit Booth	\$563.73
4.1.6 Commodity Line 6 - Develop/Print of Save-The-Date Flyer in Full Color	\$535.00
4.1.7 Commodity Line 7 - Develop/Print of Save-The-Date Flyer (Electronic)	\$400.00
4.1.8 Commodity Line 8 - Sponsor Recognition Poster for Special Events	\$431.47
4.1.9 Commodity Line 9 - Design/Print of Program for Each Special Event	\$1,030.00
4.1.10 Commodity Line 10 - Production of 3-5 Minute Videos	\$3,000.00
4.1.11 Commodity Line 11 - Powerpoint Training Presentation on WVFTA	\$800.00
4.1.12 Commodity Line 12 - Develop/Print of WVFTA Ambassador Pocket-Cards	\$1,095.00
4.1.13 Commodity Line 13 - Develop/Print Implementation Guide Booklets (Backpack Food Program)	\$9,460.00
4.1.14 Commodity Line 14 - Develop/Print Implementation Guide Booklets (School Food Pantry)	\$9,460.00
4.1.15 Commodity Line 15 - Develop/Print WVFTA Annual Report to Legislature	\$4,855.00
4.1.16 Commodity Line 16 - Design/Place WVFTA Billboards	\$93,936.00
4.1.17 Commodity Line 17 - :30 Second WVFTA Radio Advertisement	\$174,000.00
4.1.18 Commodity Line 18 - Weekly Face-to-Face Meetings	\$3,200.00
4.1.19 Commodity Line 19 - Develop/Print Talking Points Document	\$5,230.00
4.1.20 Commodity Line 20 - Develop/Print Laminated Child's Placemat for Grassroots	\$1,550.00
4.1.21 Commodity Line 21 - Develop/Print Parent Flyer for Grassroots Outreach	\$520.00
4.1.22 Commodity Line 22 - Develop/Print Schools Flyer for Grassroots Outreach	\$520.00
4.1.23 Commodity Line 23 - Develop/Print Donors Flyer for Grassroots Outreach	\$520.00
4.1.24 Commodity Line 24 - Develop/Print Media Flyer for Grassroots Outreach	\$520.00
4.1.25 Commodity Line 25 - Develop/Print Parent Flyer for Grassroots Outreach	\$470.00
4.1.26 Commodity Line 26 - Develop/Print Schools Flyer for Grassroots Outreach	\$470.00
4.1.27 Commodity Line 27 - Develop/Print Donors Flyer for Grassroots Outreach	\$470.00



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### Section 3.1 Price Schedule (cont.)

<b>Title</b>	<b>Cost</b>
4.1.28 Commodity Line 28 - Develop/Print Media Flyer for Grassroots Outreach	\$470.00
4.1.29 Commodity Line 29 - Develop/Print Implementation Guide for Grassroots Outreach	\$4,080.00
4.1.30 Commodity Line 30 - Develop/Print Implementation Guide for Grassroots Outreach	\$4,080.00
4.1.31 Commodity Line 31 - Develop/Print Posters for Grassroots Outreach (Schools)	\$1,005.00
4.1.32 Commodity Line 32 - Develop/Print Posters for Grassroots Outreach (Community)	\$1,005.00
4.1.33 Commodity Line 33 - Tool Kit for Grassroots Outreach Materials	\$6,713.60
	<b>\$396,520.60</b>



## Section 4.1 – Development Process

### Section 4.1.1. – Commodity Line 1 – Design & Development

#### **Design of WVFTA Logo**

Rainmaker will conduct an initial intake meeting with representatives of the West Virginia Department of Education (WVDE). In conjunction with the WVDE, a creative brief outlining key goals and elements of the WVFTA proposed identity will be outlined.

From the creative brief, Rainmaker shall submit a minimum of four unique marks for review by the WVDE. After initial review and feedback, Rainmaker’s creative and account staff will meet with WVDE to collaborate on the final design. After this meeting, a final design option will be presented. Upon approval, Rainmaker will provide the WVDE in the following formats: .AI, .EPS, .JPG, .PNG, and SVG

#### **Design & Develop Web Content**

Rainmaker will conduct a needs audit with the WVDE prior to beginning content writing and site map execution. Following the WVDE template, Rainmaker will provide WVDE with a proposed site map. After the acceptance of the site map, Rainmaker will develop content for the WVFTA site.

In conjunction with the WVDE, Rainmaker will write content for the WVDE site. The initial draft will be approved by the WVDE before coding work and insertion into the site is to begin.

#### **Develop Comprehensive Social Media Plan**

Rainmaker will, in conjunction with the WVDE, develop a content strategy for the WVFTA social media accounts. Below is an estimation of goals, audience, and tactics for utilization of social media to promote WVFTA.



## Facebook

### Audience

The target audience on the Facebook page will be parents of school age West Virginians. Secondary target audiences will be statewide media, decision makers, community activists, and potential stakeholders.

### Tactics

- Engage followers: Effort is made to quickly answer questions and provide direction to resources, as well as actively “talk” with fans and provide feedback, comments or general conversation.
- Highlight news/activities/events: Share information and links for upcoming events and activities or news related to the audience, both statewide and regional, as well as share information during or after events.
- Push media mentions: Links to stories are shared to promote the brand in third party outlets.
- Promote educational materials: Relevant items are promoted and linked to, usually timed to tie to an event, news, etc.
- Highlight trends/topics: Portions of hot topics that are relevant to the audience are promoted and shared, linking to WVFTA website.
- Brand cross-promotion: Special attention is paid to share news and resources from other WVDE social media accounts and websites.
- Community page interaction: As community pages relevant to WVFTA are identified, attention is paid to using keywords that pushes the content out to those community pages.

### Measuring Success

Rainmaker will provide a comprehensive report of the week’s social media activity to the WVDE to assess the impact of the content and find ways to improve our outreach capabilities. Metrics will include: website analytics, social media interaction, and post sharing.

### Frequency

Rainmaker will make at least 1 post per day for the WVFTA pending approval of WVDE staff.



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## Instagram

### Audience

The target audience on the Instagram page will be parents of school age West Virginians. Secondary target audiences will be statewide media, decision makers, community activists, and potential stakeholders.

### Tactics

- Engage followers: Effort is made to quickly answer questions in the comment section below posts and provide direction to resources, as well as actively “talk” with followers and provide feedback, comments or general conversation.
- Be unique: There are multiple ways to promote photos online via social media, including Facebook and Twitter, but special effort is given to highlight photos through the ISU Instagram account which are unique and highlight WVFTA’s mission in an eye-catching fashion.
- Brand cross-promotion: An effort is given to promote other WVDE Instagram accounts and engage with them actively to promote their accounts and build a sense of community.
- Highlight news/activities/events: Share information and links for upcoming events and activities or news related to the audience, both statewide and regional, promoting with photos and videos.
- Retweeting/link sharing: Photos of followers are shared, or “regrammed.” This helps keep the account active, and builds relationships and brand recognition with followers.

### Measuring Success

Rainmaker will provide a comprehensive report of the week’s social media activity to the WVDE to assess the impact of the content and find ways to improve our outreach capabilities. Metrics will include: website analytics, social media interaction, and post sharing.

### Frequency

Rainmaker will make at least 1 Instagram posting per week for the WVFTA pending approval of WVDE staff.



## Twitter

### Audience

The audience of the proposed account includes followers who will mostly come from statewide decision makers, media sources, and community stakeholders. The audience will be continually monitored for changes and active followers.

### Tactics

- Engage followers: Effort is made to quickly answer questions and provide direction to resources, as well as actively “talk” with followers and provide feedback, comments or general conversation.
- Brand cross-promotion: Special attention is paid to retweet news and comments from other WVDE entities to strengthen brand focus.
- Highlight news/activities/events: Share information and links for upcoming events and activities or news related to the audience, both statewide and regional.
- Retweeting/link sharing: Links and updates of followers are retweeted and shared. This helps keep the account active, and builds relationships and brand recognition with followers.
- Push media mentions: As WVFTA and other WVDE initiatives are used as media sources, links to stories are shared to promote the brand in third-party outlets.
- Follow trends: Using Twitter is an excellent way to follow trends and topical conversations to help guide content and news resources. Use searches and hashtags to find relevant posts.

### Measuring Success

Rainmaker will provide a comprehensive report of the week’s social media activity to the WVDE to assess the impact of the content and find ways to improve our outreach capabilities. Metrics will include: website analytics, social media interaction, and post sharing.

### Frequency

Rainmaker will make at least 5 tweets per week for the WVFTA pending approval of WVDE staff.  
Design & Develop Quarterly E-Newsletter





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### **Design & Develop Quarterly E-Newsletter**

In conjunction with WVDE staff, Rainmaker will develop content and branding for WVFTA quarterly e-newsletter. Our editorial focus will center on highlighting success stories from local school systems utilizing WVFTA, as well as updates on the program's general impact statewide and highlighting statewide media coverage. Distribution will be handled via MailChimp by a list provided by the WVDE.

### **Develop and Provide Evaluations of Marketing Efforts**

Rainmaker proposes two different methods to determine the effectiveness of the WVFTA marketing program. Each of these plans has a different cost; the plan with the lower cost will be the one that is presented for bid. Rainmaker will write and develop content in conjunction with WVDE staff.

#### **Plan 1:**

To determine market penetration and advertising performance, Rainmaker will measure the following metrics:

- Analyzing social media metrics including: growth in audience, post shares, interactions, etc.
- Analyzing website traffic and metrics.
- Reviewing data regarding program usage and growth in public schools.
- Aggregating the growth in the program with community stakeholders, i.e. reviewing the number of public/private entities participating in the program, reviewing the number of grassroots organizers' contacts, etc.

These factors (and others desired by WVDE) will be studied and contained in the report.

#### **Plan 2:**

An optional method of reviewing the effectiveness of the program among the general public would be a telephone survey. Unlike other advertising agencies, Rainmaker has a fully-vested research staff in-house. We can perform a live or automated survey to ascertain market penetration. Assuming a short five-question survey with a 5% margin of error, Rainmaker estimates the costs for an automated survey at \$3,000.00 and a live telephone survey at \$5,000.00. Marginal results and crosstabs will be included in the report.



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#### **Section 4.1.2 Commodity Line 2 - Print of Brochure/Booklet**

Rainmaker will provide a consistent brand look and format when designing the Marketing Brochure to enhance the Feed to Achieve Program. 17" x 11" folded to 8.5" x 11." Saddle stitch. #80 gloss cover. 4-color/4-color with a gloss coating to prevent fingerprints. Bleed 4-sides. 20 page self cover. Quantity: 500

#### **Section 4.1.3 Commodity Line 3 - Produce/Print of Universal WVFTA Banner**

Rainmaker will provide a consistent brand look and format when designing the banners to enhance the Feed to Achieve Program. 6' x 3' – 13 oz. nylon-reinforced vinyl material that is weather resistant. 4 grommets and includes ties. Price quoted is for hemmed or non-hemmed banners. Banner will be customized with school's name.

Cost reflected is for a hemmed-stitch. If a non-hemmed stitch is requested, the price will be \$47,568.

#### **Section 4.1.4 Commodity Line 4 - Display Screen, Pull Up for Exhibit**

Rainmaker will provide a consistent brand look and format when designing the banner up displays to enhance the Feed to Achieve Program. 24" x 80" 4-color panel. Includes support bar, aluminum retractable stand and canvas tote bag. Black hardware.

#### **Section 4.1.5 Commodity Line 5 - Table Cloths with WVFTA Logo for Exhibit Booth**

Rainmaker will provide a consistent brand look and format when designing the table cloth to enhance the Feed to Achieve Program. Color will be determined once the color palette of the logo is established. 90" x 156" wrinkle-resistant, easy-to-clean, flame-resistant, 5 oz. polyester, lightweight twill fabric. Silk screen or decal of 4-color logo on front. 24" x 24" imprint area.

#### **Section 4.1.6 Commodity Line 6 - Develop/Print of Save-The-Date Flyer in Full Color**

Rainmaker will provide a consistent brand look and format when designing the Save-The-Date Flyer to enhance the Feed to Achieve Program. 7" x 5" 4-color/1-color with a gloss coating on one side to prevent fingerprints. Bleeds 4 sides. Printed on #100 gloss cover. Quantity: 500

#### **Section 4.1.7 Commodity Line 7 - Develop/Print of Save-The-Date Flyer (Electronic)**

Rainmaker will create an electronic Save-the-Date flyer and use MailChimp or other blast e-mail service to send out the Save-The-Date Flyer to specific recipients from a list provided.



#### **4.1.8 Commodity Line 8 - Sponsor Recognition Poster for Special Events (With Easel)**

Rainmaker will provide a consistent brand look and format when designing the poster to enhance the Feed to Achieve Program. 4' x 5' 4-color poster printed directly onto white foam core. Bleeds 4 sides. Includes a black easel to hold sign. We will customize each poster for special events. Posters and easels will be ordered individually.

#### **4.1.9 Commodity Line 9 - Design/Print of Program for Each Special Event**

Rainmaker will provide a consistent brand look and format when designing the programs to enhance the Feed to Achieve Program. 11" x 8.5" folded to 8.5" x 5.5". 4-color/4-color with a gloss coating to prevent fingerprints. Bleeds 4 sides. Printed on #70 gloss cover. Quantity: 500

#### **4.1.10 - Commodity Line 10 - Production of 3-5 Minute Videos**

Rainmaker features a full service, in-house video production capability. Images are captured in full 1080p HD on a Canon system with all post-production taking place on site utilizing Adobe's suite of powerful editing tools. During production Rainmaker can provide camera crane and dolly systems to enhance footage and take your production to the next level of professionalism and visual excitement. The Rainmaker office features a studio space with multiple backgrounds, including green screen, for on screen interviews.

#### **4.1.11 Commodity Line 11 - Powerpoint Training Presentation on WVFTA**

In conjunction with WVDE, Rainmaker will create and develop a powerpoint presentation that effectively trains target audiences on the WVFTA program. Price reflects the total labor associated with creating slide design, insertion, and copywriting.

#### **4.1.12 Commodity Line 12 - Develop/Print of WVFTA Ambassador Pocket-Cards**

Rainmaker will provide a consistent brand look and format when designing the Ambassador Pocket-Card to enhance the Feed to Achieve Program. 4" x 3.5" folded to 2" x 3.5." 4-color/4-color with a gloss coating to prevent fingerprints. Bleeds 4 sides. Printed on #100 gloss cover. Quantity: 500

#### **4.1.13 Commodity Line 13 - Develop/Print Implementation Guide Booklets (Backpack Food Program)**

Rainmaker will provide a consistent brand look and format when designing the Implementation Guide Booklet #1 for the Backpack Food Program to enhance the Feed to Achieve Program. 17" x 11" folded to 8.5" x 11." Saddle stitch. #80 gloss cover. 4-color/4-color with a gloss coating to prevent fingerprints. Bleed 4-sides. 20 page self cover. Quantity: 500. We recommend using an #80 text glossy paper stock on the inside pages for greater cost efficiencies.



Rainmaker will provide a consistent brand look and format when designing the Implementation Guide Booklet #2 for the Backpack Food Program to enhance the Feed to Achieve Program. 17" x 11" folded to 8.5" x 11." Saddle stitch. #80 gloss cover. 4-color/4-color with a gloss coating to prevent fingerprints. Bleed 4-sides. 20 page self cover. Quantity: 500. We recommend using an #80 text glossy paper stock on the inside pages for greater cost efficiencies.

#### **4.1.14 Commodity Line 14 - Develop/Print Implementation Guide Booklets (School Food Pantry)**

Rainmaker will provide a consistent brand look and format when designing the Implementation Guide Booklet #1 for the School Food Pantry to enhance the Feed to Achieve Program. 17" x 11" folded to 8.5" x 11." Saddle stitch. #80 gloss cover. 4-color/4-color with a gloss coating to prevent fingerprints. Bleed 4-sides. 20 page self cover. Quantity: 500. We recommend using an #80 text glossy paper stock on the inside pages for greater cost efficiencies.

Rainmaker will provide a consistent brand look and format when designing the Implementation Guide Booklet #2 for the School Food Pantry to enhance the Feed to Achieve Program. 17" x 11" folded to 8.5" x 11." Saddle stitch. #80 gloss cover. 4-color/4-color with a gloss coating to prevent fingerprints. Bleed 4-sides. 20 page self-cover. Quantity: 500. We recommend using an #80 text glossy paper stock on the inside pages for greater cost efficiencies.

#### **4.1.15 - Commodity Line 15 - Develop/Print WVFTA Annual Report to Legislature**

Rainmaker will provide a consistent brand look and format when designing the Annual Report to the Legislature to enhance the Feed to Achieve Program. 17" x 11" folded to 8.5" x 11." Saddle stitch. #80 gloss cover. 4-color/4-color with a gloss coating to prevent fingerprints. Bleed 4-sides. 20 page self cover. Quantity: 500

Rainmaker will include any key findings from marketing analysis. In conjunction with WVDE staff, Rainmaker will write the report to convey the program's goals and successes to the West Virginia Legislature. This quote assumes less copywriting and creative direction than necessary for marketing materials.



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#### 4.1.16 - Commodity Line 16 - Design/Place WVFTA Billboards

##### Billboards Placement

Rainmaker will write, oversee production and place 16 billboards strategically located on major routes, interstate highways and corridors across West Virginia. Our billboard campaign will meet over 2.5 million weekly impressions. This quote reflects availability today may not be an accurate assessment of future board availability. The RFQ calls for a size of 12' x 48', however the inventory statewide was unavailable. We have quoted variable sizes in order to reach a statewide audience. Total cost for the six-month billboard flight is \$92,436.45.

City	Location	Size	Lighted	Material	Total Cost	Weekly Impressions
Beckley	I-77.64 Split Turnpike .1 S/O BECKLEY	12 X 24	Yes	Vinyl	\$4,517.70	318,500
Beckley	I-77 Turnpike Just N/O Exit 42	12 x 50	Yes	Vinyl	\$3,864.75	308,000
Charleston	I-64/77 Turnpike 7,200 MacCorkle Ave	14 x 48	Yes	Vinyl	\$7,129.50	178,532
Charleston	I-79 (Bigley Ave)	14 x48	Yes	Vinyl	\$9,741.30	235,125
Clarksburg	1-79 Exit 117 Anmore	12x 50.6	Yes	Vinyl	\$7,129.50	154,501
Danville	US 119 Cooridor G Jct S-85	14 x 48	Yes	Vinyl	\$5,823.60	21,739
Dunbar	I-64 (.1 mile E/O exit 53)	14 x 48	Yes	Digital	\$9,794.25	255,955
Huntington	3505 Rt 60 East	12 x 50.6	Yes	Vinyl	\$5,823.60	140,262
Martinsburg	Rt 9 East of Martinsburg	12.4 x 14.6	Yes	Vinyl	\$2,711.80	417,776
Morgantown	Rt 19-N Star City Bridge	10.6 x 36	Yes	Digital	\$6,529.50	121,464
Parkersburg	US Rt 50 E/O Division Street	12 x 50.6	Yes	Vinyl	\$5,823.60	44,785
Princeton	I-77 Turnpike 1 mi N/O Princeton	12 x 24	Yes	Vinyl	\$2,558.85	228,900
Summersville	US 19 N of Summersville CR 1 Jct	14 x 48	Yes	Vinyl	\$5,823.60	47,687
Weirton	PA Av S/O 11th St	10.6 x 22.9	Yes	Vinyl	\$4,017.70	13,149
Wheeling	WV 2 S/O 1-70 Ramp	10.6 x 22.9	No	Vinyl	\$4,017.70	30,548
Williamstown	I-77 So of Williamstown Exit	12 x 50	Yes	Vinyl	\$7,129.50	65,887
					<b>\$92,436.45</b>	<b>2,582,810</b>



WE GET YOU ... RESULTS

#### 4.1.17 - Commodity Line 17 - :30 Second WVFTA Radio Advertisement

Rainmaker will write, produce and place radio ads on 63 radio stations that reach a vast West Virginia audience for \$174,000. A total of 16,380 radio spots will play on these 63 stations at an average cost of just under \$10.63 per spot. The flight includes 130 thirty-second commercials running Monday through Friday between the hours of 6 am and 9 am on each of the 63 stations placed as well as a total of 130 thirty-second radio ads running between 4 pm and 7 pm. According to Nielsen Audio (formerly Arbitron), the reach for this flight is 1,384,300 with a frequency of 12.9. The ads will be placed evenly on the following stations during news breaks during morning and evening drive time:

Call Letters	Frequency	City of License
WAJR-AM	620	MORGANTOWN
WAJR-FM	103.3	CLARKSBURG
WBRB-FM	101.3	CLARKSBURG
WBTQ-FM	93.5	BUCKHANNON
WBUC-AM	1460	BUCKHANNON
WCEF-FM	98.3	RIPLEY
WCHS-AM	580	CHARLESTON
WCMD-AM	1230	CUMBERLAND,MD
WCMI-FM	92.7	HUNTINGTON
WCST-AM	1010	BERKELEY SPRINGS
WDBS-FM	97.1	SUTTON
WDGG-FM	93.7	HUNTINGTON
WDHC-FM	92.9	BERKELEY SPRINGS
WDNE-AM	1240	ELKINS
WDNE-FM	98.9	ELKINS
WDZN-FM	100.1	ROMNEY
WEIR-AM	1430	WEIRTON
WELC-AM	1150	WELCH
WELD-AM	690	FISHER
WELD-FM	101.7	FISHER
WELK-FM	94.7	ELKINS



WE GET YOU ... RESULTS

WEPM-AM	1340	MARTINSBURG
WETZ-AM	1330	NEW MARTINSVILLE
WETZ-FM* Translator for the AM	93.1	NEW MARTINSVILLE
WFBY-FM	102.3	CLARKSBURG
WFGM-FM	93.1	BARRACKVILLE
WFSP-AM	1560	KINGWOOD
WFSP-FM	107.7	KINGWOOD
WGGE-FM	99.9	PARKERSBURG
WHAJ-FM	104.5	BLUEFIELD
WHIS-AM	1440	BLUEFIELD
WICL-FM	95.9	MARTINSBURG
WJLS-AM	560	BECKLEY
WJLS-FM	99.5	BECKLEY
WKAZ-AM	680	CHARLESTON
WKAZ-AM* Translator	95.3	CHARLESTON
WKLP-AM	1390	KEYSER
WKQB-FM	102.9	WELCH
WKQR-FM	92.7	MULLENS
WKQV-FM	105.5	SUTTON
WKWS-FM	96.1	CHARLESTON
WMMN-AM	920	FAIRMONT
WMOV-AM	1360	RAVENSWOOD
WMOV-FM	106.7	RAVENSWOOD
WMOV-FM* Translator	106.7	RIPLEY
WQWV-FM	103.7	PETERSBURG
WRLF-FM	94.3	FAIRMONT
WRON-AM	1400	RONCEVERTE
WRON-FM	103.1	RONCEVERTE
WRVC-AM	930	HUNTINGTON
WRVC-FM* Translator for AM	94.1	HUNTINGTON



WE GET YOU ... RESULTS

WSGB-AM	1490	SUTTON
WSGB-FM* Translator	96.5	SUTTON
WSWW-AM	1490	CHARLESTON
WSWW-FM	95.7	SUMMERSVILLE
WTCS-AM	1490	FAIRMONT
WVAQ-FM	101.9	MORGANTOWN
WVAR-AM	600	RICHWOOD
WVAR-FM* Translator for AM	98.1	RICHWOOD
WVBD-FM	100.7	FAYETTEVILLE
WVLY-AM	1370	WHEELING
WVMD-FM	99.5	KEYSER
WVMR-AM	1370	DUNMOORE
WVNT-AM	1230	PARKERSBURG
WVOW-AM	1290	LOGAN
WVOW-FM	101.9	LOGAN
WVRC-AM	1400	SPENCER
WVRC-FM	104.7	SPENCER
WYKM-AM	1250	RUPERT
WZAC-FM	92.5	MADISON

#### 4.1.18 – Commodity Line 18 – Weekly Face-to-Face Meetings

The Project Manager and other Rainmaker staff will meet weekly with WVDE staff.

#### 4.1.19 - Commodity Line 19 - Develop/Print Talking Points Document

In conjunction with WVDE, Rainmaker will develop talking points for the above commodity line. Rainmaker will provide a consistent brand look and format when designing the the Talking Points Document to enhance the Feed to Achieve Program. 8.5" x 11,"#80 gloss. 4-color/4-color with a gloss coating to prevent fingerprints. Bleed 4-sides. 20 individual pages. Quantity: 500 sets of 20 pages. To be included in the Tool Kit.





#### **4.1.20 - Commodity Line 20 - Develop/Print Laminated Child's Placemat for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Child's Placemat for Grassroots Outreach to enhance the Feed to Achieve Program. 14" x 11" laminated. Prints 2 sides on #80 cover.

#### **4.1.21 - Commodity Line 21 - Develop/Print Parent Flyer for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Parent Flyer for the Grassroots Outreach to enhance the Feed to Achieve Program. 8.5" x 11," #80 gloss cover. 4-color one side with a gloss coating to prevent fingerprints. Bleed 4-sides. Quantity: 500

#### **4.1.22 - Commodity Line 22 - Develop/Print Schools Flyer for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Schools Flyer for the Grassroots Outreach to enhance the Feed to Achieve Program. 8.5" x 11," #80 gloss cover. 4-color one side with a gloss coating to prevent fingerprints. Bleed 4-sides. Quantity: 500

#### **4.1.23 - Commodity Line 23 - Develop/Print Donors Flyer for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Donor Flyer for the Grassroots Outreach to enhance the Feed to Achieve Program. 8.5" x 11," #80 gloss cover. 4-color one side with a gloss coating to prevent fingerprints. Bleed 4-sides. Quantity: 500

#### **4.1.24 - Commodity Line 24 - Develop/Print Media Flyer for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Media Flyer for the Grassroots Outreach to enhance the Feed to Achieve Program. 8.5" x 11," #80 gloss cover. 4-color one side with a gloss coating to prevent fingerprints. Bleed 4-sides. Quantity: 500

#### **4.1.25 - Commodity Line 25 - Develop/Print Parent Flyer for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Parent Flyer for the Grassroots Outreach to enhance the Feed to Achieve Program. 8.5" x 11," #80 non-gloss cover. 4-color one side. Bleed 4-sides. Quantity: 500



#### **4.1.26 - Commodity Line 26 - Develop/Print Schools Flyer for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Schools Flyer for the Grassroots Outreach to enhance the Feed to Achieve Program. 8.5" x 11," #80 non-gloss cover. 4-color one side. Bleed 4-sides. Quantity: 500

#### **4.1.27 - Commodity Line 27 - Develop/Print Donors Flyer for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Donors Flyer for the Grassroots Outreach to enhance the Feed to Achieve Program. 8.5" x 11," #80 non-gloss cover. 4-color one side. Bleed 4-sides. Quantity: 500

#### **4.1.28 - Commodity Line 25 - Develop/Print Media Flyer for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Media Flyer for the Grassroots Outreach to enhance the Feed to Achieve Program. 8.5" x 11," #80 non-gloss cover. 4-color one side. Bleed 4-sides. Quantity: 500

#### **4.1.29 - Commodity Line 29 - Develop/Print Implementation Guide for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Implementation Guide for Grassroots Outreach to enhance the Feed to Achieve Program. 17" x 11" folded to 8.5" x 11." Saddle stitch. #80 gloss cover. 4-color/4-color with a gloss coating to prevent fingerprints. Bleed 4-sides. 20 page self cover. Quantity: 500. We recommend using an #80 text glossy paper stock on the inside pages for greater cost efficiencies.

#### **4.1.30 - Commodity Line 30 - Develop/Print Implementation Guide for Grassroots Outreach**

In conjunction with WVDE staff, Rainmaker will develop copy for the above mentioned commodity line. Rainmaker will provide a consistent brand look and format when designing the Implementation Guide for Grassroots Outreach to enhance the Feed to Achieve Program. 17" x 11" folded to 8.5" x 11." Saddle stitch. #80 gloss cover. 4-color/4-color with a gloss coating to prevent fingerprints. Bleed 4-sides. 20 page self cover. Quantity: 500. We recommend using an #80 text glossy paper stock on the inside pages for greater cost efficiencies.



#### **4.1.31 - Commodity Line 31 - Develop/Print Posters for Grassroots Outreach (Schools)**

Rainmaker will provide a consistent brand look and format when designing the Poster for Grassroots Outreach (School) to enhance the Feed to Achieve Program. 11" x 17" #100 gloss text. 4 color with aqueous gloss coating bleed 4-sides. Note: Prints one side. Quantity: 500

#### **4.1.32 - Commodity Line 32 - Develop/Print Posters for Grassroots Outreach (Community)**

Rainmaker will provide a consistent brand look and format when designing the Poster for Grassroots Outreach (Community) to enhance the Feed to Achieve Program. 11" x 17" #100 gloss text. 4 color with aqueous gloss coating bleed 4-sides. Note: Prints one side. Quantity: 500

#### **4.1.33 - Commodity Line 33 - Tool Kit for Grassroots Outreach Materials**

Rainmaker will provide a consistent brand look and format when designing the the Tool Kit to enhance the Feed to Achieve Program. Quantity: 200 – 3" 3 ring binder with clear insert sleeves front and spine. Color of binder to be determined. 2 sets of 5 bank tabs for a total of 10 tabs per binder 200 each. Prints 4-color plus aqueous coating, one side, bleed 4 sides. 3-hole drill. #100 cover with reinforced holes. Front cover inserts 4-color aqueous coating bleed 4 sides. Print one side. 11" x 11.25" #80 gloss cover. Spine inserts: 2.75" x 11.25" #80 gloss cover. 4-color aqueous coating bleed 4 sides. Prints one side. 800 clear sleeves to insert into binder to hold marketing material.

**ATTACHMENT B**  
**REQUEST FOR QUOTATION**  
**CRFQ\_EDD160000001 Integrated Marketing and Advertising Services for the**  
**West Virginia Feed to Achieve Project**

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12.2 The following remedies shall be available to Agency upon default.

12.2.2 Immediate cancellation of the Contract.

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

12.2.4 Any other remedies available in law or equity.

**13 MISCELLANEOUS:**

**13.1 No Substitutions:** Vendor shall supply only Contract Items submitted in response to the Solicitation unless a contract modification is approved in accordance with the provisions contained in this Contract.

**13.2 Vendor Supply:** Vendor must carry sufficient inventory of the Contract Items being offered to fulfill its obligations under this Contract. By signing its bid, Vendor certifies that it can supply the Contract Items contained in its bid response.

**13.3 Reports:** Vendor shall provide quarterly reports and annual summaries to the Agency showing the Agency's items purchased, quantities of items purchased, and total dollar value of the items purchased. Vendor shall also provide reports, upon request, showing the items purchased during the term of this Contract, the quantity purchased for each of those items, and the total value of purchases for each of those items. Failure to supply such reports may be grounds for cancellation of this Contract.

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

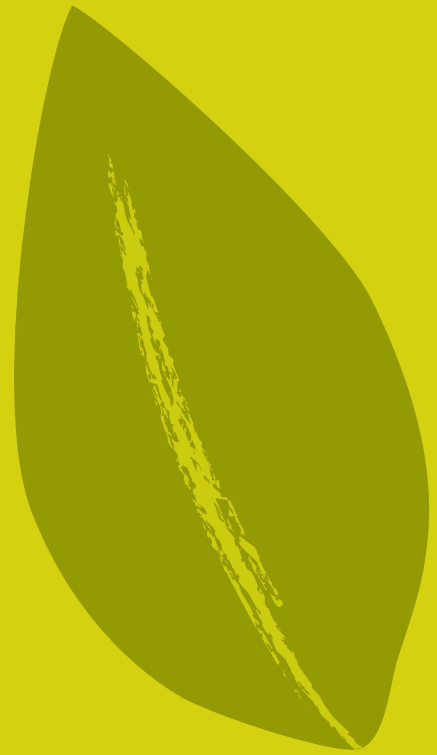
**Contract Manager:** Larry LaCorte  
**Telephone Number:** 304-610-8251  
**Fax Number:** 866-292-4329  
**Email Address:** Larry@thinkRAINMAKER.com



Brand Standards

**Charleston**   
Town Center

style grows here!



## Brand Standards

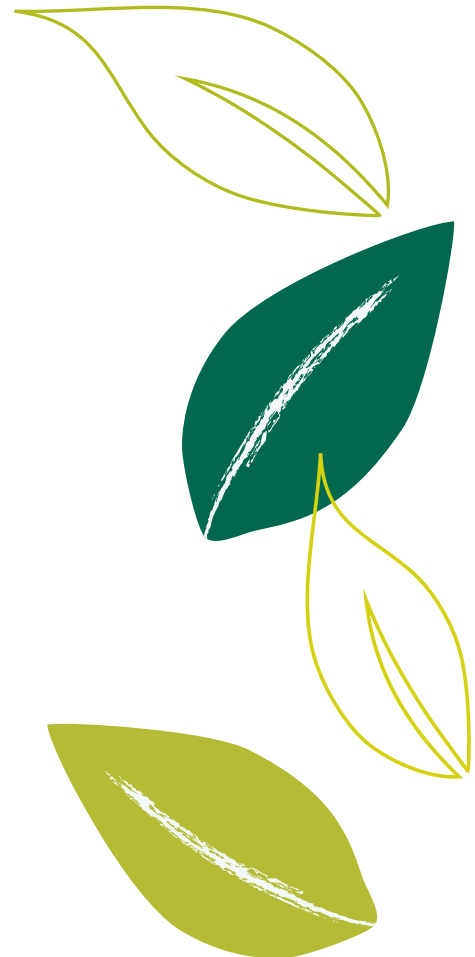
Charleston Town Center is proud of our name and logo which are important assets to our name recognition.

Brand standards are a set of design rules that help tie together the look and feel of all of our marketing materials across all local markets. Basic elements of the Brand Standards Guide include the logos, graphics, color palette and fonts.

For an electronic version of this guide and all the electronic files, please visit:

[charlestowncenter.com/graphics](http://charlestowncenter.com/graphics)

Charleston   
Town Center



# The Logo

## Core Element

The logo consists of a single leaf icon and the logotype. It SHOULD NOT be redrawn, digitally manipulated or altered. The logo must always be reproduced from a digital master reference. This is available in ai, eps, pdf, jpeg and png formats.

## File Formats

Professional usage: ai, eps, jpeg or pdf

Digital usage: png or jpeg

Ad specialties: ai, eps

## Color

The logo only appears in the 3 PMS colors, 4-color process, variants: black, grayscale and reversed versions. Please try to avoid any other color combinations.

The logo must always have good contrast with the background to ensure maximum impact and visibility. The logo SHOULD NEVER be reproduced smaller than 1 3/4" wide. When used with the positioning statement, the logo SHOULD NEVER be reproduced smaller than 2 1/8" wide. Refer to page 7.



### PMS Color Version

Charleston: Pantone 377 C

Town Center: Pantone 397 C

Leaf: Pantone 383 C

**Note:** When only one color is available for printing, use Pantone 377 C for the entire logo.



### CMYK Color Version

Charleston: C 45 M 0 Y 100 K 24

Town Center: C 10 M 0 Y 100 K 11

Leaf: C 20 M 0 Y 100 K 19



### RGB Version

Charleston: R 120 G 162 B 47

Town Center: R 213 G 209 B 14

Leaf: R 178 G 187 B 30



## The Logo (con't.)



### Reversed in Color

#### PMS Color Version

Charleston: Total Reverse

Town Center: Pantone 397 C

Leaf: Pantone 383 C

#### CMYK Color Version

Charleston: Total Reverse

Town Center: C 10 M 0 Y 100 K 11

Leaf: C 20 M 0 Y 100 K 19



### Solid Black

100% Black on all elements



### Grayscale

70% Black on Charleston

30% Black on Town Center

40% Black on Leaf



### Total Reverse

When reversing the logo on a similar color from the logo palette, use the total reverse version of the logo.

## The Logo (con't.)



### Incorrect

When reversing the logo, use colors that complement the logo and make the logo easily visible. Refer to the color palette below.

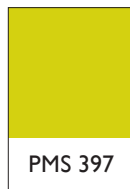
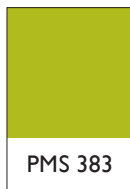
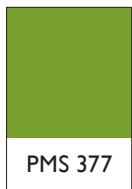


### Correct



### Correct

## Primary Logo Color Palette



### Note:

When Pantone Colors are not used on printed material, colors need to be converted to 4-color process. The color formulas are found on page 2 of this guide.

## Secondary Color Palette in Conjunction with the Brand



### Background or Art Elements Colors

Pantone 555, Pantone 174 and Pantone 378 are the recommended colors for backgrounds and art related elements. When using 4-color process, refer to the formulas below. It is not mandatory to use these colors. Other complementary colors may be utilized including black or gray.



### CMYK Version

C 75 M 0 Y 60 K 55



### CMYK Version

C 0 M 70 Y 100 K 36



### CMYK Version

C 34 M 0 Y 100 K 60

## The Logo with the Positioning Statement

### Core Positioning Statement

The positioning statement for Charleston Town Center “style grows here!” can be used in conjunction with the logo or as an independent element.

### File Formats

Professional usage: ai, eps, jpeg or pdf

Digital usage: png or jpeg

Ad specialties: ai, eps



### Color

The logo and positioning statement only appear in the 3 PMS colors, 4-color process, variants: black, grayscale and reversed versions. Please try to avoid any other color combinations.



#### PMS Color Version

Charleston: Pantone 377 C

Town Center: Pantone 397 C

Leaf: Pantone 383 C

Positioning Statement: Pantone 383 C

**Note:** When only one color is available for printing, use Pantone 377 C for the entire logo.



#### CMYK Color Version

Charleston: C 45 M 0 Y 100 K 24

Town Center: C 10 M 0 Y 100 K 11

Leaf: C 20 M 0 Y 100 K 19

Positioning Statement: C 20 M 0 Y 100 K 19

The Logo with the Positioning Statement (con't.)



**RGB Version**

Charleston: R 120 G 162 B 47

Leaf: R 178 G 187 B 30

Town Center: R 213 G 209 B 14

Positioning Statement: R 178 G 187 B 30



**Reversed in Color**

**PMS Color Version**

Charleston: Total Reverse

Leaf: Pantone 383 C

Town Center: Pantone 397 C

Positioning Statement: Pantone 383 C

**CMYK Color Version**

Charleston: Total Reverse

Leaf: C 20 M 0 Y 100 K 19

Town Center: C 10 M 0 Y 100 K 11

Positioning Statement: C 20 M 0 Y 100 K 19



**Solid Black**

100% Black on all elements



**Grayscale**

70% Black on Charleston

40% Black on Leaf

30% Black on Town Center

40% Black on Positioning Statement

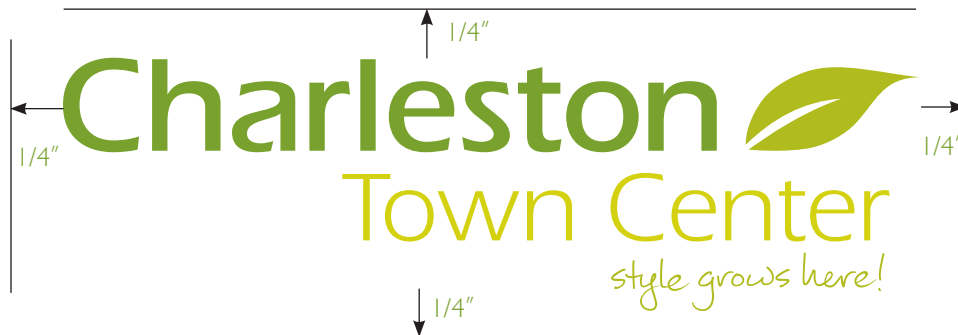


**Total Reverse**

When reversing the logo on a similar color from the logo palette, use the total reverse version of the logo.

## The Logo with the Positioning Statement (con't.)

### The Logo Guidelines When Used with Body Copy or Other Elements



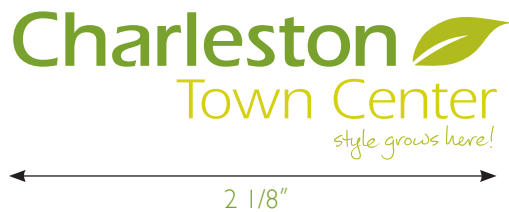
#### Using Text Around Logo

When using copy in conjunction with the logo, make sure the x-height around the logo is 1/4" as outlined to the left.

### The Logo with Positioning Statement - Minimum Logo Size

#### Note:

The smallest width of the logo when using the positioning statement is 2 1/8" wide. If the logo is reproduced at the smallest size of 1 3/4" wide, the positioning statement should be omitted. The logo SHOULD NEVER be reproduced smaller than 1 3/4" wide.



**Smallest Size Reproduced With Positioning Statement**



**Smallest Size Reproduced With No Positioning Statement**

## The Positioning Statement Isolated

### Positioning Statement Used as an Independent Element

The positioning statement can be used as an independent element.

#### File Formats

Professional usage: ai, eps, jpeg or pdf

Digital usage: png or jpeg

Ad specialties: ai, eps

style grows here!

#### Color

The positioning statement only appears in a PMS color, 4-color process, variants: black, grayscale and a reversed version. Please try to avoid any other color combinations.

style grows here!

#### **PMS Color Version**

Positioning Statement: Pantone 383 C

#### **CMYK Color Version**

Positioning Statement C 20 M 0 Y 100 K 19

#### **RGB Version**

Positioning Statement R 178 G 187 B 30



#### **Reversed in Color**

When reversing the positioning statement on a dark background, use the formulas below.

#### **PMS Color Version**

Positioning Statement: Pantone 383 C

#### **CMYK Color Version**

Positioning Statement C 20 M 0 Y 100 K 19



#### **Reversed in White**

When reversing the positioning statement on a similar color, use the total reverse version of the logo.

## The Positioning Statement Isolated (con't.)

style grows here!

style grows here!

### **Solid Black**

100% Black on positioning statement

### **Grayscale**

40% Black on positioning statement

## The Positioning Statement Using Background Colors



### **Incorrect**

When reversing the positioning statement, use colors that complement the logo and make the logo easily visible. Refer to the color palette on page 4.



### **Correct**



### **Correct**

## Fonts

Gills Sans Regular is a bold, clean and sophisticated font. It is used for all graphic and content headlines. This font helps to catch the attention and emotion in the headline.

Headlines always appear in black, white, gray and/or Charleston Town Center corporate colors and various transparencies of the color.

### Headline Font-Gills Sans Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q  
r s t u v w x y z

### Headline and Body Copy Font-Gills Sans Light

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q  
r s t u v w x y z

Gills Sans Light is a clean, easy-to-read font and reinforces the word mark in the logo. Gills Sans Light is primarily used for body copy but can be used for headlines when applicable. Gills Sans Regular is primarily used for subheads or when a slightly heavier typeface is necessary for legibility.



## Fonts (con't.)

### Body Copy Font-Gills Sans Light Italic

*A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r  
s t u v w x y z*

Gills Sans Light Italic is used primarily to emphasize a word or phrase.

### When Necessary for Legibility-Gills Sans Regular Italic

***A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z***

***a b c d e f g h i j k l m n o p q r  
s t u v w x y z***

Gills Sans Regular Italic may be used for subheads or when a slightly heavier typeface is necessary for legibility.

# Leaf Art - Solid Stylized Leaf Used as a Design Element

## Solid Stylized Leaf Used as an Independent Element

Solid stylized leaf accents have been created for use in any marketing materials for Charleston Town Center. Please adhere to the color specifications when using these elements. Each leaf can be enlarged, reduced and/or rotated depending on design. Leaves may be overlapped and a multiple effect applied.

### File Formats

Professional usage: ai, eps, jpeg or pdf

Digital usage: png or jpeg

Ad specialties: ai, eps

A1



**PMS Color Version**

Leaf: Pantone 383 C

**RGB Color Version**

Leaf: R 178 G 187 B 30

**Grayscale**

Leaf: K 50%

**CMYK Color Version**

Leaf: C 20 M 0 Y 100 K 19

**Solid Black**

Leaf: K 100%

A2



**PMS Color Version**

Leaf: Pantone 397 C

**RGB Color Version**

Leaf: R 213 G 209 B 14

**Grayscale**

Leaf: K 30%

**CMYK Color Version**

Leaf: C 10 M 0 Y 100 K 19

**Solid Black**

Leaf: K 100%

A3



**PMS Color Version**

Leaf: Pantone 555 C

**RGB Color Version**

Leaf: R 0 G 103 B 78

**Grayscale**

Leaf: K 75%

**CMYK Color Version**

Leaf: C 75 M 0 Y 60 K 55

**Solid Black**

Leaf: K 100%

A4



**PMS Color Version**

Leaf: Pantone 377 C

**RGB Color Version**

Leaf: R 120 G 162 B 47

**Grayscale**

Leaf: K 60%

**CMYK Color Version**

Leaf: C 10 M 0 Y 100 K 11

**Solid Black**

Leaf: K 100%

A5



**PMS Color Version**

Leaf: Pantone 378 C

**RGB Color Version**

Leaf: R 86 G 108 B 17

**Grayscale**

Leaf: K 65%

**CMYK Color Version**

Leaf: C 34 M 0 Y 100 K 60

**Solid Black**

Leaf: K 100%

# Leaf Art - Outlined Logo Leaf Used as a Design Element

## Outlined Logo Leaf Used as an Independent Element

Outlined logo leaf accents have been created for use in any marketing materials for Charleston Town Center. Please adhere to the color specifications when using these elements. Each leaf can be enlarged, reduced and/or rotated depending on design. Leaves may be overlapped and a multiple effect applied.

### File Formats

Professional usage: ai, eps, jpeg or pdf

Digital usage: png or jpeg

Ad specialties: ai, eps

B1



**PMS Color Version**

Leaf: Pantone 383 C

**RGB Color Version**

Leaf: R 178 G 187 B 30

**Grayscale**

Leaf: K 50%

**CMYK Color Version**

Leaf: C 20 M 0 Y 100 K 19

**Solid Black**

Leaf: K 100%

B2



**PMS Color Version**

Leaf: Pantone 397 C

**RGB Color Version**

Leaf: R 213 G 209 B 14

**Grayscale**

Leaf: K 30%

**CMYK Color Version**

Leaf: C 10 M 0 Y 100 K 19

**Solid Black**

Leaf: K 100%

B3



**PMS Color Version**

Leaf: Pantone 555 C

**RGB Color Version**

Leaf: R 0 G 103 B 78

**Grayscale**

Leaf: K 75%

**CMYK Color Version**

Leaf: C 75 M 0 Y 60 K 55

**Solid Black**

Leaf: K 100%

B4



**PMS Color Version**

Leaf: Pantone 377 C

**RGB Color Version**

Leaf: R 120 G 162 B 47

**Grayscale**

Leaf: K 60%

**CMYK Color Version**

Leaf: C 10 M 0 Y 100 K 11

**Solid Black**

Leaf: K 100%

B5



**PMS Color Version**

Leaf: Pantone 378 C

**RGB Color Version**

Leaf: R 86 G 108 B 17

**Grayscale**

Leaf: K 65%

**CMYK Color Version**

Leaf: C 34 M 0 Y 100 K 60

**Solid Black**

Leaf: K 100%

## Leaf Art - Solid Logo Leaf Used as a Design Element

### Solid Logo Leaf Used as an Independent Element






Solid logo leaf accents have been created for use in any marketing materials for Charleston Town Center. Please adhere to the color specifications when using these elements. Each leaf can be enlarged, reduced and/or rotated depending on design. Leaves may be overlapped and a multiple effect applied.

### File Formats

Professional usage: ai, eps, jpeg or pdf

Digital usage: png or jpeg

Ad specialties: ai, eps

<p>C1</p> 	<p><b>PMS Color Version</b> Leaf: Pantone 383 C</p> <p><b>CMYK Color Version</b> Leaf: C 20 M 0 Y 100 K 19</p>	<p><b>RGB Color Version</b> Leaf: R 178 G 187 B 30</p> <p><b>Solid Black</b> Leaf: K 100%</p>	<p><b>Grayscale</b> Leaf: K 50%</p>
<p>C2</p> 	<p><b>PMS Color Version</b> Leaf: Pantone 397 C</p> <p><b>CMYK Color Version</b> Leaf: C 10 M 0 Y 100 K 19</p>	<p><b>RGB Color Version</b> Leaf: R 213 G 209 B 14</p> <p><b>Solid Black</b> Leaf: K 100%</p>	<p><b>Grayscale</b> Leaf: K 30%</p>
<p>C3</p> 	<p><b>PMS Color Version</b> Leaf: Pantone 555 C</p> <p><b>CMYK Color Version</b> Leaf: C 75 M 0 Y 60 K 55</p>	<p><b>RGB Color Version</b> Leaf: R 0 G 103 B 78</p> <p><b>Solid Black</b> Leaf: K 100%</p>	<p><b>Grayscale</b> Leaf: K 75%</p>
<p>C4</p> 	<p><b>PMS Color Version</b> Leaf: Pantone 377 C</p> <p><b>CMYK Color Version</b> Leaf: C 10 M 0 Y 100 K 11</p>	<p><b>RGB Color Version</b> Leaf: R 120 G 162 B 47</p> <p><b>Solid Black</b> Leaf: K 100%</p>	<p><b>Grayscale</b> Leaf: K 60%</p>
<p>C5</p> 	<p><b>PMS Color Version</b> Leaf: Pantone 378 C</p> <p><b>CMYK Color Version</b> Leaf: C 34 M 0 Y 100 K 60</p>	<p><b>RGB Color Version</b> Leaf: R 86 G 108 B 17</p> <p><b>Solid Black</b> Leaf: K 100%</p>	<p><b>Grayscale</b> Leaf: K 65%</p>

## 30th Anniversary Logo

The 30th Anniversary Logo may be used in conjunction with the Charleston Town Center Logo. It can be used as an individual element when applicable.

### File Formats

Professional usage: ai, eps, jpeg or pdf

Digital usage: png or jpeg

Ad specialties: ai, eps



#### PMS Color Version

3: Pantone 377 C

0: Pantone 383 C

YEARS, STYLE: Pantone 377 C

OF: Pantone 397 C

**Note:** When only one color is available for printing, use Pantone 377 C for the entire logo.

#### CMYK Color Version

3: C 45 M 0 Y 100 K 24

0: C 20 M 0 Y 100 K 19

YEARS, STYLE: C 45 M 0 Y 100 K 24

OF: C 10 M 0 Y 100 K 11

#### RGB Color Version

3: R 120 G 162 B 47

0: R 178 G 187 B 30

YEARS, STYLE: R 120 G 162 B 47

OF: R 213 G 209 B 14



#### Solid Black Version

100% Black



#### Grayscale Version

3: K 70%

0: K 40%

YEARS, STYLE: K 70%

OF: K 40%

## 30th Anniversary Logo Using Background Colors



### **Incorrect**

When reversing the positioning statement, use colors that complement the logo and make the logo easily visible. Refer to the color palette on page 4.



### **Incorrect**

When reversing the positioning statement, use colors that complement the logo and make the logo easily visible. Refer to the color palette on page 4.



### **Correct**

### **Contact Information**

If challenges develop in meeting the above requirements, please contact Carol Geletko ([carol@thinkrainmaker.com](mailto:carol@thinkrainmaker.com)) or Lisa McCracken ([LisaMcCracken@forestcity.net](mailto:LisaMcCracken@forestcity.net)) to discuss acceptable alternatives.



**Download a copy of the Brand Standards Guide at [charlestowncenter.com/graphics](http://charlestowncenter.com/graphics)**





**Charleston Town Center | 3000 Charleston Town Center | Charleston, WV 25389 | 304.345.9526**

**[charlestantowncenter.com](http://charlestantowncenter.com)**





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 Vendor Preference, if applicable.

1. Application is made for 2.5% vendor preference for the reason checked:
[X] Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
\_\_\_ Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
\_\_\_ Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,

2. Application is made for 2.5% vendor preference for the reason checked:
[X] Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,

3. Application is made for 2.5% vendor preference for the reason checked:
\_\_\_ Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,

4. Application is made for 5% vendor preference for the reason checked:
\_\_\_ Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,

5. Application is made for 3.5% vendor preference who is a veteran for the reason checked:
\_\_\_ Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,

6. Application is made for 3.5% vendor preference who is a veteran for the reason checked:
\_\_\_ Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

7. Application is made for preference as a non-resident small, women- and minority-owned business, in accordance 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, women- and minority-owned business.

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

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

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

Bidder: Rainmaker Inc.

Signed: Larry L. Rite

Date: 8/28/15

Title: President

**SOLICITATION NUMBER: EDD160000001**

**Addendum Number: 1**

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The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

**Applicable Addendum Category:**

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

**Description of Modification to Solicitation:**

To change the bid opening date to 08/18/2015 at 1:30PM.

No further changes.

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

**Terms and Conditions:**

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: EDD160000001**

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

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

**Addendum Numbers Received:**

(Check the box next to each addendum received)

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

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

Rainmaker Inc  
Company

[Signature]  
Authorized Signature

8/28/15  
Date

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