



Technical Proposal

West Virginia State Treasurer's Office

Advertising, Marketing, Event Management and Promotional Services

CRFP STO 1700000001

Company Name:	Amplify Relations
Address:	140 Washington St., Ste. 150 Reno, Nevada 89503
Telephone:	(775) 453-0618
Fax:	(775) 360-7777
Federal Tax ID Number:	46-3291686
RFP Contact Person:	Megan Bedera, COO
Contact Telephone:	(775) 453-0618 x103
Contact Email:	Megan@AmplifyRelations.com
Signature:	
Date:	October 27, 2016

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WV Purchasing Division

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Dear Selection Committee:

Thank you so much for considering Amplify Relations in your search for your advertising, marketing, event management and promotional services campaign.

Amplify Relations is an award winning advertising, public relations, and government affairs agency located in Reno, Nevada - founded in 2009 and incorporated in 2013. With more than 45 years of combined experience, we offer bold and innovative solutions to our clients, and we are passionate about what we do! Our unmatched diversity of experience allows us to bring game-changing approaches to the table. For our team it's about results, and we have the tools and experience to achieve them.

Amplify Relations has a proven track record of working with government entities and local leaders to build support in the communities they serve. We have provided social media marketing and public relations services to clients including the Nevada State Treasurer's Office, Maricopa County, Arizona, Department of Public Health, and Salt Lake County, Utah.

Amplify Relations has designed, printed and mailed hundreds of thousands of mailers, as well as provided television, radio, and online media services for dozens of campaigns. We have years of experience working with stakeholder groups and hosting community forums. This experience ensures you can get the most effective media outreach possible.

Our work has been recognized by the American Association of Political Consultants (AAPC), and we have been awarded their Pollie Awards for best political sign in 2013, a bronze Pollie for our innovative use of automated calling in 2014 and best local television commercial in 2015.

We know the importance of designs that get noticed as well as on-time, targeted delivery. We excel at finding the best design and the best solution to meet your goals. As a media provider we understand the important to keep costs low, we utilize our bulk buying power to keep rates competitive and low as well as make recommendations of ways to make your dollars go further.

We look forward to working with you on your upcoming social media and public relations campaign.

Sincerely,

Megan Bedera, Chief Operating Officer
Amplify Relations



DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Megan Bedera, COO

(Name, Title)

Megan Bedera, Chief Operating Officer

(Printed Name and Title)

140 Washington St. #150

(Address)

(775) 453-0681 / (775) 360-7777

(Phone Number) / (Fax Number)

Megan@AmplifyRelations.com

(email address)

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Amplify Relations

(Company)

Megan Bedera, COO

(Authorized Signature) (Representative Name, Title)

Megan Bedera, Chief Operating Officer

(Printed Name and Title of Authorized Representative)

October 23, 2016

(Date)

(775) 453-0681 / (775) 360-7777

(Phone Number) (Fax Number)

Revised 05/04/2016



REQUEST FOR PROPOSAL
West Virginia State Treasurer's Office -- CRFP STO1700000001

Certification and Signature Page

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Amplify Relations
(Company)

Megan Bedina, COO
(Representative Name, Title)

(775) 453-0681 / (775) 360-7777
(Contact Phone/Fax Number)

October 23, 2016
(Date)

Attachment A: Vendor Response Sheet

Provide a response regarding the following, as per Section 4, Subsection 3:

4.3 Qualifications and Experience: Vendors should provide in **Attachment A: Vendor Response Sheet** information regarding their firm as follows (a breakdown of scoring is provided in Section Six):

- 4.3.1** Provide the following information for the Vendor:
- Name,
 - Mailing address,
 - Corporate address,
 - Telephone number, and
 - Primary contact, including telephone number, fax number and email address.

Vendor Response:

Company Name: Amplify Relations, Inc.

Corporate & Mailing Address: 140 Washington Street, #150, Reno, Nevada 89503

Phone Number: (775) 453-0618

Primary Contact: Megan Bedera, Chief Operating Officer

Phone: (775) 453-0618 x103

Fax: (775) 360-7777

Email: Megan@AmplifyRelations.com

4.3.2 Information about the Vendor including company description, legal structure, ownership (direct and indirect), staffing numbers, organizational chart, pending contract(s) to merge or sell any portion of the firm, and any other information that will assist in evaluating the firm.

Vendor Response:

Amplify Relations is an award-winning, full-service advertising, public relations and government affairs firm based in Reno, Nevada. Amplify Relations is a Nevada Corporation, founded in 2009 and incorporated in 2013. Amplify Relations is wholly owned by Bryan and Megan Bedera with no pending contracts to change ownership.

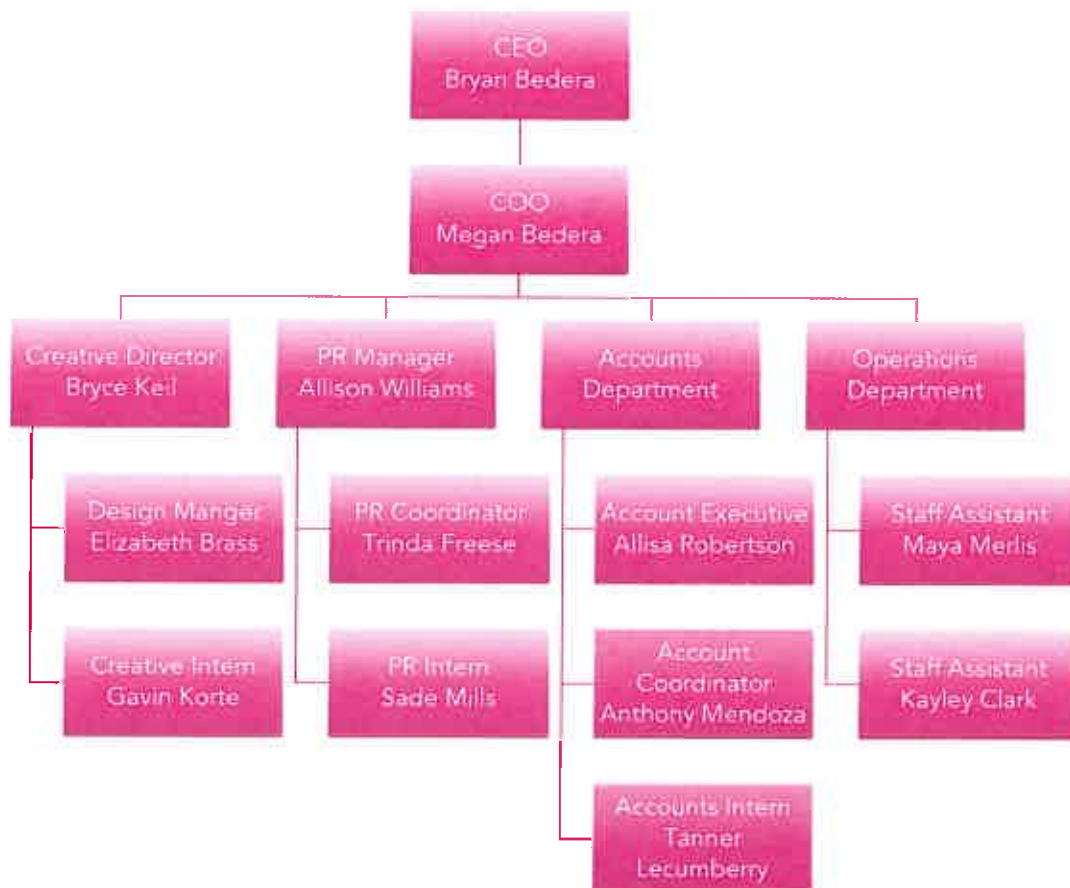
Amplify Relations has a staff of 11 full time advertising professionals and 3 interns, and has more than 60 years of combined experience getting results for our clients. Our team consists of 8 full time and 2 part-time advertising and public relations professionals and 2 partners.



Bold. Innovative. Passionate. Amplify Relations offers bold and innovative solutions to our clients, and we are passionate about what we do! We know that every project is unique, and we excel at developing a campaign that is unique to your community and your residents. Our unmatched diversity of experience allows us to bring game-changing approaches to the table. For our team it's about results, and we have the tools and experience to achieve them. We excel at finding the best design and the best solution to meet your goals.

At Amplify Relations we strive to be on the cutting edge of our industry while keeping the fundamentals at the heart of what we do. Our team is nationally recognized as one of the best in the nation, honored three times in the last 3 years, by the American Association of Political Consultants for both our advertising and government affairs work. We provide state-of-the-art tools to our clients in addition to conventional services. At Amplify Relations, we provide only the best products and services. This means that we use industry leading, innovative tools to help us deliver those services to you. From press releases to producing commercials, we utilize every resource to ensure quality results each step of the way.

Organizational Chart



4.3.3 Describe the scope and length of experience of your firm in providing services similar to those requested in this RFP. In your discussion, specifically include:

- a. Size and types of engagements handled by your firm, with the annual billings;
- b. In-house capabilities;
- c. Location from which services will be provided; and
- d. Any other information you believe distinguishes your firm.

Vendor Response:

Similar Engagements

Nevada State Treasurer's Office, Nevada College Savings Plans

- Dates: 7/2015-Present
- Annual Billings: \$800,000
- Description: Amplify Relations has been retained by the Nevada State Treasurer's Office to provide creative and public relations services including a rebranding of the program including the use of cutting-edge technology to create an animated mascot.
- Services Provided: Advertising Strategy, Creative, Public Relations, Media Buying
- Contact: Grant Hewitt, Chief of Staff, (775) 684-5757, GHewitt@NevadaTreasurer.gov

Maricopa County, Department of Public Health

- Dates: 1/2016-Present
- Annual Billings: \$150,000
- Description: Amplify Relations has been retained by the Maricopa County Department of Public Health to provide creative and media buying services to promote the importance of testing for sexually transmitted diseases. Amplify Relations cast adult film stars for a online and PSA themed advertisement campaign to promote testing.
- Contact: Erica Bouton, Epidemiologist, (602) 316-2730, EricaBouton@mail.maricopa.gov

Salt Lake County, Office of Mayor Ben McAdams

- Dates: 6/2015-10/2015
- Annual Billings: \$50,000
- Description: Amplify Relations was retained by Salt Lake County to provide creative, media buying and event management support for their Community Preservation campaign. Amplify Relations utilized industry-leading printing techniques to personalize mailed invitations to the meetings. We then provided event organization and logistics management for a dozen community meetings over a 1-month timeframe.
- Contact: Alyson Heyrend, Communications Director, (385) 468-7027, AHeyrend@slco.org

Nevada State Treasurer's Office, Unclaimed Property Division

- Dates: 10/2015-Present
- Annual Billings: \$5,000
- Description: Amplify Relations was retained by the Nevada State Treasurer's Office to create a new logo for the Unclaimed Property Division and provide promotional items featuring the updated brand.
- Contact: Grant Hewitt, Chief of Staff, (775) 684-5757, GHewitt@NevadaTreasurer.gov



In-House Capabilities

In-house Creative. One of the things that sets Amplify Relations apart is our in-house creative team available to help produce dynamic content for social media or digital news releases. They are also experts at producing media including graphic design, print, radio and television. With Amplify Relations, you don't have to wait for freelancers or subcontractors; our creative department is a one-stop-shop to help you stay on time and on budget.

In-house Media Buying. Amplify Relations believes in the power of planning ahead, so we have invested in media buying in-house, so we can make sure you're getting the best possible product at a competitive price. Our in-house media buying team also makes sure logistics are taken care of so you can focus on your organization.

In-house Web Development. A solid web presence is key for a successful campaign. Because of this, Amplify Relations provides in-house WordPress development to ensure your website can make conversions. We utilize templates to ensure you have a professional website that can meet any budget.

In-house Web Development. A solid web presence is key for a successful campaign. Because of this, Amplify Relations provides in-house WordPress development to ensure your website can make conversions. We utilize templates to ensure you have a professional website that can meet any budget.

In-house Campaign Strategy. A successful campaign starts with a strong strategy. Amplify Relations excels as developing campaign strategies for political, advertising and outreach campaigns that fit the client and their audience.

In-house Public Relations. Amplify Relations believes the key to public relations and community outreach is quality content correctly targeted. Our staff have years of experience pitching stories nationally and in media markets.



Public Relations Services

Community Outreach. Community Outreach can often be overlooked in a campaign. Amplify Relations has decades of experience building community focused campaigns. This includes interacting with our target audiences one-on-one or working with the media to develop human-interest news stories through earned media campaigns. No matter the project, Amplify Relations can work with you to develop a ground game that makes an impact.

Media Relations & Pitching. Amplify Relations has extensive experience developing relationships with reporters and pitching news stories across the country. In Amplify Relations' work with the Davidson Institute for Talent Development, each year we work to secure at least one national news story in addition to a local story for each of their 20 scholarship recipients. These students are located across the country, and many locations are new each year. This requires that we quickly develop a rapport with reporters in new and challenging markets.

Crisis Communications. Amplify Relations is no stranger to carefully navigating communication challenges. In addition to the scheduled visits, our team is available 24/7 if an emergency were to arise. All of the members of our team have worked in high-pressure situations that require a careful balance of discretion and transparency. We can be reached by phone and email immediately, and we utilize an answering service for after hours, high priority and crisis situations.

Social Media. Social media is the new frontier of marketing, and it is essential that your social media marketing strategy be focused on meeting goals of increasing followers and encouraging participation. Amplify Relations has built social media campaigns for organizations of all sizes, including public figures and government entities, all with the goal of amplifying conversation. We have experience working not just with Facebook and Twitter but will all platforms, including Pinterest, Instagram and YouTube.

Amplify Relations believes the best strategy for organic page growth is by providing quality content. Every page and audience participates differently; however, we always strive to provide balanced content, including 33% as static graphics or text posts, 33% of content as informational links and 33% of content as interactive posts to promote engagement based on how consumers are currently utilizing Facebook, such as branded memes, videos, surveys or requests for interaction.



Industry Leading Resources

Adobe Creative Suite. Every Amplify Relations team member has on their individual computers the latest versions of all Adobe products, allowing any of us to design and edit files in the industry leading formats. Because just having the software doesn't produce great work, Amplify Relations' team members are formally trained how to use each program to bring all types of art to life, including photography, graphic design, hand drawn vector files and audio/visual production, just to name a few.

Cision Public Relations (formerly Vocus). Amplify Relations knows not all public relations systems are created equal. That's why we subscribe to the industry leading public relations and media pitching suite. Using Cision, we are able to comprehensively track media impressions and the advertising value of those impressions. We also subscribe to the PRWeb module, allowing us to quickly disseminate press releases through their national wire network.

Client Proofing and Reporting. At Amplify Relations we take our client approval process very seriously. Not only does it save on potential reprints and cost overruns, it gives our clients peace of mind knowing that what they see is what will be delivered. Amplify Relations subscribes to the industry leading system for proofs and project management, allowing us to setup a predetermined workflow for each project, ensuring everyone who needs to sign off sees the final product. It also keeps track of comments and edits, making sure nothing get lost in cyberspace.

In-house Audio/Video Production Facilities. Amplify Relations has a full complement of production equipment including lighting, video and audio recording equipment. We have a custom sound studio which allows us to make voice recordings in minutes, and we have access to a 2,000 square foot production studio space with 12-ft ceiling; five separate studio bays, four fully dressed sets through a partnership with Hatch Studios in Reno.

National Printing Network. Amplify Relations has relationships with four of the nation's largest trade printers, giving us unmatched printing capabilities and the capacity to place orders from 1 to 1,000,000 pieces. Our printing partners have production facilities across the country and able to provide 5-day turnaround, from order to delivery on standard products, anywhere in the United States.

In-house Voice Broadcast and Polling. Amplify Relations has an in-house voice broadcast system able to deploy automated voice broadcast, interactive voice broadcast and ringless voicemail drops in a matter of minutes. 3,000 phone lines are available on demand and 20,000 lines are available within 24 hours. Amplify Relations has conducted millions of automated calls and has been recognized by the American Association of Political Consultants (AAPC) for our innovative use of automated phone technology.



Work Location

Amplify Relations will primarily work from our main office in Reno, Nevada.

Our staff is very experienced working remotely for a majority of our clients, and many of our staff work predominately in the Eastern Time Zone. While we are very comfortable and experienced in working remotely our staff will be available to attend scheduled meetings and events in person. Because Reno, Nevada is home to a regional airport, we can travel to West Virginia as quickly as the next day.

Other Information

Amplify Relations is an ideal partner for the West Virginia State Treasurer's Office. We have diverse experience working with government agencies on advertising campaigns, including State Treasurer's Offices. We are well versed in the restrictions for advertising financial products and have a strong network of media vendors who can provide all medias required for this project.



4.3.4 Discuss your firm's interest in and/or experience with providing Services similar to those requested in this RFP specifically for government programs and banking, investment or other financial services.

Vendor Response:

Amplify Relations has provided advertising and marketing services for several state and local governments, including the Nevada State Treasurer's Office, Salt Lake County, Utah, and Maricopa County, Arizona, Department of Public Health.

Amplify Relations has also provided advertising and marketing services for several financial products, including working with the Nevada State Treasurer's Office and their broker/dealer partners to market the state's college savings programs. Amplify Relations has also provided the initial advertising services for an early-stage venture fund.

4.3.5 Of your engagements within the last three (3) years, list three (3) that are similar to this engagement that demonstrate the ability of your firm to provide the Services to the Agency. At least two (2) of the engagements should have annual billings in excess of \$250,000.

Vendor Response:

Amplify Relations has worked on numerous advertising and public relations projects similar to this engagement over the last three years. We have included four case studies to profile some of our largest projects in greater detail. We are happy to provide more details or additional case studies as requested.

- 1. Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign**
 - **Dates: 7/2015-Present**
 - **Annual Billings: \$800,000**
 - **Contact: Grant Hewitt, Chief of Staff, (775) 684-5757, GHewitt@NevadaTreasurer.gov**
- 2. Maricopa County Department of Public Health - STDAZ Awareness Campaign**
 - **Dates: 1/2016-Present**
 - **Annual Billings: \$150,000**
 - **Contact: Erica Bouton, Epidemiologist, (602) 316-2730, EricaBouton@mail.maricopa.gov**
- 3. National Cigar Retailer - Media Placement Campaign**
 - **Dates: 9/2016-Present**
 - **Annual Billings: \$250,000**
- 4. Davidson Institute for Talent Development - Media Placement**
 - **Campaign Dates: 5/2014-Present**
 - **Annual Billings: \$70,000**



Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign

- Dates: 7/2015-Present
- Annual Billings: \$800,000
- Contact Person: Grant Hewitt, Chief of Staff, (775) 684-5757, GHewitt@NevadaTreasurer.gov

Background: The Nevada State Treasurer's Office is a national leader in college savings programs, but as a result of the recession, new account creations had been trending downward, and many of their brands had not been updated since their creation more than 20 years ago. In July of 2016 the Nevada State Treasurer's Office hired Amplify Relations as their advertising agency of record to rebrand the Nevada College Savings Plans in a 6-week timeframe and launch an aggressive media campaign for the remainder of the fiscal year.



Strategy: Amplify Relations proposed an innovative campaign to bring children into the conversation about saving for college with a campaign that would feel familiar to their millennial parents. To accomplish this, Amplify Relations created the character of Sage, the college savings desert tortoise. Sage appears throughout the campaign as a cartoon, animation and live mascot that children love to interact with.

- **Umbrella Campaign:** Previously all of the college savings plans had been marketed individually. Utilizing the new mascot, Amplify Relations proposed bringing all of the brands together under one umbrella, allowing families to compare the different plans to find the ones that best fit their needs.
- **Television:** For the first time ever, the Nevada State Treasurer's Office ran an ongoing television campaign to promote the programs and drive traffic to the new umbrella website. Television was targeted to programs watched by families, including children's channels and the morning news. We found that many millennial parents continue to watch the late-night programming on children's television channels.
- **Online Advertising:** By using a combination of traditional programmatic display, IP targeting and direct placements, Amplify Relations has run both branding and direct sales efforts that deliver some of the most sought-after inventory online. Our approach ignores CPM rates and focus on target audience ability and cost per click, allowing us to consistently deliver measurable brand awareness and qualified CPC rates as low as \$1.25.

Outcomes: As a result of the campaign, we have seen an increase in new account creations. We have successfully created a benchmark and are better able to track how potential customers interact with the advertising campaign. We have also found that the umbrella campaign helps our advertising dollars go further by providing options, regardless of the program we are featuring. The Nevada State Treasurer's Office has renewed our contract for a second year.

Maricopa County Department of Public Health - STDAZ Awareness Campaign

- Dates: 1/2016-Present
- Annual Billings: \$150,000
- Contact Person: Erica Bouton, Epidemiologist, (602) 316-2730, EricaBouton@mail.maricopa.gov

Background: Maricopa County, Arizona has one of the highest sexually transmitted disease rates in the country. Their office has run ongoing advertising to promote their testing services and was looking for a new direction to increase their testing rates. Amplify Relations was retained to provide an annual awareness survey, ongoing creative and media buying services.

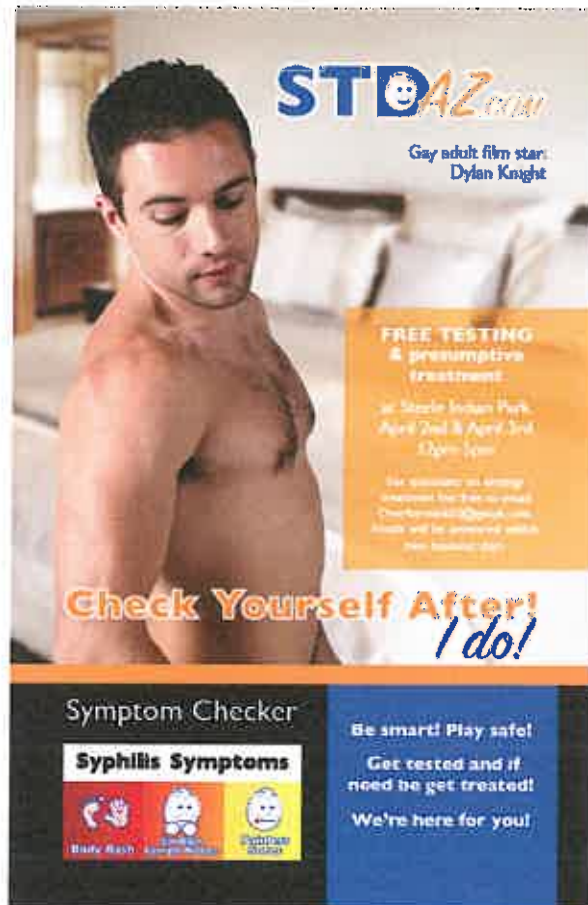
Strategy: Amplify Relations proposed a Public Service Announcement (PSA) advertising campaign with adult film stars reminding the residents of Maricopa County to get checked regularly, something that is required in their industry.

Before the creative began, Amplify Relations conducted an intensive, in-person survey to better understand the public opinion surrounding STD testing.

Utilizing the information gained from the survey, Amplify Relations began a highly-targeted online advertisement campaign to reach the desired population. Medias used include Grinder, Pandora, display ads, print ads and billboards.

Outcomes: Over the course of the first year of the campaign, staff reports an increase in foot traffic into the clinic for testing. Additionally, in their surveying they have identified that many of their customers are using their low-cost testing services for the first time and heard about them due to the advertising campaign.

Amplify Relations recently received a renewal to continue the campaign for a second year.



National Cigar Retailer - Media Placement Campaign

- Dates: 9/2016-Present
- Annual Billings: \$250,000

Background: With the recent changes to US tobacco laws, retailers are looking for new and innovative ways to promote their brands without relying on paid advertising. In September 2016 Amplify Relations was hired by a national cigar retailer to seek out opportunities to promote their brand utilizing earned media.

Strategy: Amplify Relations is utilizing a tradition, labor-intensive public relations strategy to build relationships with publications across the country and place news stories promoting the cigar retailer and their products.

Outcomes: This project is in its infancy; however, to date Amplify Relations has secured commitments to publish 29 original columns promoting our client.

Davidson Institute for Talent Development - Media Placement Campaign

- Dates: 5/2014-Present
- Annual Billings: \$70,000

Overview: The Davidson Institute for Talent Development awards annual scholarships up to \$50,000 to extraordinary young people, 18 and under, who have completed a significant piece of work. Amplify Relations is responsible for securing a news story and coordinating congressional visits for all fellows.

Strategy: Amplify Relations creates media lists that target each fellow's local market and distributes carefully written press releases to those media contacts to ensure that every Fellow receives local news coverage. Amplify Relations then reaches out to reporters on a one-on-one basis to attract attention to the story.

Results & Noteworthy Placements: Over the past three years, the Davidson Institute for Talent Development has seen a dramatic increase in media recognition and eagerness from the media to cover their stories.

Media	Date	Impressions
WJLA-TV News 8	September 2016	2,033,850
Chicago Tribune	August 2016	1,242,375
NBC Washington	August 2016	428,606
San Jose Mercury News	August 2016	517,108
San Francisco Chronicle	August 2016	401,338
Press-Enterprise Online	August 2015	1,575,383
WCBS 880-NYC	October 2014	503,360
The Oregonian	September 2014	545,791



- 4.3.6** Identify the person who will have overall, hands-on account management responsibilities for the Services, who will be known as the account executive. Provide a resume for this individual, including his or her qualifications, experience, expertise with similar projects, and number of years with your firm and primary work location.

Vendor Response:

Allisa Robertson will be your Account Executive on this project. She has been with Amplify Relations for nearly two years and has been working in project management roles for five years. Allisa will be assisted by Megan Bedera, Amplify Relations Chief Operating Officer, who has more than a decade of experience managing advertising and public relations campaigns and will provide Strategic Planning and Oversight on this project.

Allisa's strengths include organization and communication, making her the ideal, hands-on account manager. She is able to provide her clients with one point of contact to ensure client messages are heard clearly the first time. Allisa's background is in social media and online communication, and she is well versed in all aspects of advertising, including creative and media buying management.

Allisa has managed numerous advertising programs and specializes in government and complex campaigns. She currently manages the Nevada State Treasurer's Office campaign to promote saving for college where she promotes several programs under one umbrella campaign. Allisa has also provided on-the-ground event support to Salt Lake County, Utah for their 2015 Community Preservation campaign. Allisa planned, scheduled and managed the logistics of a dozen community meetings over a 1-month period. Each meeting was well attended and ran smoothly due to Allisa's solid planning.



Allisa Robertson, Account Executive

Allisa Robertson is an Account Executive at Amplify Relations. Allisa joined Amplify Relations in 2015 and has five years of experience managing advertising and public relations projects. Her strong communication, organization and planning skills paired with her passion for understanding current social and digital media trends allows her to keep her projects innovative and on track.

Education

Bachelors of Arts,
Communication
Studies & Political
Science
(2010-2014),
University of
Nevada, Reno, Reno,
NV

Memberships

Reno-Tahoe Young
Professionals
Network

American
Association of
Political Consultants

The Chamber of
Reno/Sparks
Northern Nevada

Relevant Experience

9/2016-Present, Rounds Bakery, Reno, Nevada - Online Campaign, Account Executive

7/2016-Present, Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign, Account Executive

7/2016-Present, Maricopa County, Arizona - STDAZ Public Outreach Campaign, Account Executive

7/2016-Present, Becky Harris, Nevada State Senator - Online Campaign, Account Executive

7/2016-Present, Keystone Corporation - Online Campaign, Account Executive

7/2015-6/2016, Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign, Account Coordinator

7/2015-10/2015, Salt Lake County, Utah, Community Outreach Campaign, Public Outreach Manager

1/2015-6/2016, Becky Harris, Nevada State Senator - Online Campaign, Account Coordinator

1/2015-6/2016, Keystone Corporation - Online Campaign, Account Coordinator



4.3.7 Identify the person(s) in your firm, other than the account executive, who will generally be assigned to provide the Services. Describe the role of each person listed and provide a brief resume of each person listed which includes his or her qualifications, experience, expertise with similar projects, and number of years with your firm.

Vendor Response:

We have put together a team of key staff who excel in working to create advertising campaigns for local governments. In addition to these key staff, Amplify Relations will utilize our team of 10 to provide support as needed.

Megan Bedera - Strategic Planning & Oversight

Megan Bedera has provided strategic planning and oversight for numerous advertising campaigns. Megan oversees the work of Amplify Relations' account executives and will step in to ensure your campaign runs according to plan. Megan was responsible for delivering the on time and on budget 6-week rollout of the Nevada State Treasurer's Office campaign to promote saving for college in the fall of 2015. Megan also works closely with the Amplify Relations public relations team to place hundreds of news stories each year in publications across the country.

Bryce Keil - Creative Director

Bryce Keil uses his theatrical roots to bring a unique perspective to every advertising campaign he oversees. Bryce oversees the work of the Amplify Relations' creative team and will oversee the launch of your campaign. Bryce was responsible for delivering the on time and on budget creative assets for the 6-week rollout of the Nevada Treasurer's Office campaign to promote saving for college in the fall of 2015, including a series of 4 television commercials that included animating the office's mascot. Bryce also managed the Maricopa Department of Public Health's 2016 online video campaign where he scripted, directed and coordinated ads utilizing porn stars to promote the importance of sexually transmitted disease testing.

Elizabeth Brass - Design Manager

Elizabeth Brass is the artist who makes our advertising campaigns come to life. An expert in the Adobe Creative Suite, Elizabeth has managed layout and ad design projects for clients, including the Nevada State Treasurer's Office, Maricopa County, Arizona, Department of Public Health and Salt Lake County, Utah. Elizabeth has also created hand-drawn cartoons to support the Nevada State Treasurer's Office "Let's Go to College - Nevada Saves" campaign.

Allison Williams - Public Relations Manager

Allison Williams speaks the same language as reporters and knows exactly what to say to land the story. Allison has successfully placed hundreds of stories, receiving millions of media impressions in national publications, including the Chicago Tribune and San Francisco Chronicle.





Megan Bedera, Strategic Planning & Oversight

Megan Bedera is the Chief Operating Officer of Amplify Relations. Megan was the co-founder of Amplify Relations in 2009 and has more than a decade of experience creating advertising, public relations, communications and public affairs campaign strategies. She has successfully managed advertising campaigns for clients across the country. She has proven success building positive relationships and consensus on controversial issues and is a trusted advisor to the clients she serves.

Education

Master of Professional Studies in Strategic Public Relations (2011 - 2012), The George Washington University, Graduate School of Political Management, Washington, DC

Bachelors of Arts, Communication Studies & Political Science (2005-2010), University of Nevada, Reno, Reno, NV

Certifications

Registered Lobbyist, State of Nevada

Memberships

American Association of Political Consultants

The Chamber of Reno/ Sparks Northern Nevada

Community Involvement
Junior League of Reno, Board Member

The Chamber of Reno/ Sparks Northern Nevada, Business Advocacy Committee

Nevada FFA Association, Former State Officer and Current Volunteer

Achievements

2016 Reno Tahoe 20 under 40 award winner

Relevant Experience

9/2016-Present, Famous Smoke Shop, Easton, Pennsylvania - Media Outreach Campaign, Strategic Planning & Oversight

9/2016-Present, American Vaping Association - Cole-Bishop Amendment Media Outreach Campaign, Strategic Planning & Oversight

1/2016-Present, Maricopa County, Arizona - STDAZ Public Outreach Campaign, Strategic Planning & Oversight

7/2015-Present, Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign, Strategic Planning & Oversight

7/2015-10/2015, Salt Lake County, Utah, Community Outreach Campaign, Strategic Planning & Oversight

1/2015-Present, Becky Harris, Nevada State Senator - Online Campaign, Strategic Planning & Oversight

5/2014-Present, Davidson Institute for Talent Development - Fellows Media Outreach Campaign, Strategic Planning & Oversight

1/2013-Present, Nevada Firearms Coalition - Public Outreach Campaign, Strategic Planning & Oversight





Bryce Keil, Creative Director

Bryce Keil is Creative Director at Amplify Relations and has 6 years of creative and advertising experience through researching, developing and implementing strategic creative campaigns for clients and non-profit organizations. He specializes in audio, video and visual design. Bryce has been at Amplify Relations since 2015 and is responsible for leading our creative team.

Education

Graduate of the Film, Television and Stage Program Completion, (2006-2008), The American Musical and Dramatics Academy, New York City, New York

University of Nevada, Reno, Reno, NV, (2013-2015), Broadcast Journalism

Memberships

American Association of Political Consultants

The Chamber of Reno/ Sparks Northern Nevada

Community Involvement.
Reno Little Theater, Board of Directors

Relevant Experience

9/2016-Present, Famous Smoke Shop, Easton, Pennsylvania - Media Outreach Campaign, Creative Director

9/2016-Present, Rounds Bakery, Reno, Nevada - Online Campaign, Creative Director

1/2016-Present, Maricopa County, Arizona - STDAZ Public Outreach Campaign, Creative Director

7/2015-Present, Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign, Creative Director

6/2015-Present, Becky Harris, Nevada State Senator - Online Campaign, Creative Director

6/2015-Present, Nevada Firearms Coalition - Public Outreach Campaign, Creative Director

6/2015-Present, Keystone Corporation - Online Campaign, Creative Director





Elizabeth Brass, Design Manager

Elizabeth Brass is a Design Manger at Amplify Relations. She brings a creative eye and a passion for art to all of her projects. In addition to being fully versed in Adobe Photoshop, Illustrator and InDesign, she will also use a pencil and sketchpad to make each brand truly reflective of the client. Elizabeth joined Amplify Relations in 2015.

Education

Associate of Applied
Science, Graphic
Communications (2015),
Truckee Meadows
Community College, Reno,
NV

Memberships

AIGA Member
AAF Reno Member
GRC Advisory Committee

Relevant Experience

10/2016-Present, Nevada State Treasurer's Office - Let's Go to College:
Nevada Saves Campaign, Design Manager

9/2016-Present, Maricopa County, Arizona - STDAZ Public Outreach
Campaign, Design Manager

1/2016-9/2016, Maricopa County, Arizona - STDAZ Public Outreach
Campaign, Graphic Designer

7/2015-9/2016, Nevada State Treasurer's Office - Let's Go to College: Nevada
Saves Campaign, Graphic Designer

7/2015-10/2015, Salt Lake County, Utah, Community Outreach Campaign,
Graphic Designer



Allison Williams, Public Relations Manager

Allison Williams is a Public Relations Manager at Amplify Relations and has over five years of experience in public relations. She is responsible for developing, executing and evaluating public relations activities for clients, including media relations and social media and digital marketing content. Allison joined Amplify Relations in 2015.

Education

Bachelors of Arts,
Journalism & Strategic
Communications
(2009-2013), University
of Nevada, Reno, Reno,
NV

Memberships

Reno-Tahoe Young
Professionals Network

American Association of
Political Consultants

The Chamber of Reno/
Sparks Northern Nevada

Community Involvement

AFAA Certified Group
Fitness Instructor

Relevant Experience

9/2016-Present, Famous Smoke Shop, Easton, Pennsylvania - Media Outreach Campaign, Public Relations Manager

9/2016-Present, American Vaping Association - Cole-Bishop Amendment Media Outreach Campaign, Public Relations Manager

8/2016-Present, Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign, Public Relations Manager

8/2016-Present, Davidson Institute for Talent Development - Fellows Media Outreach Campaign, Public Relations Manager

8/2016-Present, Nevada Firearms Coalition - Public Outreach Campaign, Public Relations Manager

9/2015-7/2016, Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign, Public Relations Coordinator

9/2015-7/2016, Davidson Institute for Talent Development - Fellows Media Outreach Campaign, Public Relations Coordinator

9/2015-7/2016, Nevada Firearms Coalition - Public Outreach Campaign, Public Relations Coordinator



Trinda Freese, Public Relations Coordinator



Trinda Freese is a Public Relations Coordinator at Amplify Relations. She specializes in social media strategies, helping clients amplify engagement and capture attention and is responsible for implementing day-to-day social media and public relations activities for clients. Trinda joined Amplify Relations in early 2016.

Relevant Experience

Education

Bachelors of Arts, English with a minor in Music (2012-2016), University of Nevada, Reno, Reno, NV

Memberships

Reno-Tahoe Young Professionals Network

American Association of Political Consultants

The Chamber of Reno/Sparks Northern Nevada

8/2016-Present, Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign, Public Relations Coordinator

8/2016-Present, Davidson Institute for Talent Development - Fellows Media Outreach Campaign, Public Relations Coordinator

8/2016-Present, Nevada Firearms Coalition - Public Outreach Campaign, Public Relations Coordinator

4/2016-7/2016, Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign, Staff Assistant

4/2016-7/2016, Davidson Institute for Talent Development - Fellows Media Outreach Campaign, Staff Assistant

4/2016-7/2016, Nevada Firearms Coalition - Public Outreach Campaign, Staff Assistant



Bryan Bedera, Media Buyer



Bryan Bedera is the President and CEO of Amplify Relations. Bryan founded Amplify Relations in 2009 and has nearly a decade of experience in advertising and public relations campaign strategy. Bryan also serves as Amplify Relations' lead media buyer, designing innovative and successful campaigns utilizing the industries latest technologies. He has developed and managed numerous high-budget campaigns with innovative and successful strategies.

Education

University of Nevada,
Reno, Reno, NV,
(2006-2010), Political
Science

Certifications

Registered Lobbyist,
State of Nevada

Memberships

American Association of
Political Consultants

The Chamber of Reno/
Sparks Northern Nevada

Community Involvement

Reno Little Theater,
Board of Directors

Relevant Experience

9/2016-Present, Famous Smoke Shop, Easton, Pennsylvania - Media Outreach Campaign, Strategic Planning & Oversight

9/2016-Present, American Vaping Association - Cole-Bishop Amendment Media Outreach Campaign, Strategic Planning & Oversight

9/2016-Present, Rounds Bakery, Reno, Nevada - Online Campaign, Strategic Planning & Oversight

1/2016-Present, Maricopa County, Arizona - STDAZ Public Outreach Campaign, Strategic Planning, Oversight & Media Buying

7/2015-Present, Nevada State Treasurer's Office - Let's Go to College: Nevada Saves Campaign, Creative Direction & Media Buying

7/2015-10/2015, Salt Lake County, Utah, Community Outreach Campaign, Strategic Planning, Oversight & Media Buying

1/2015-6/2015, Nevada Vaping Association - Legislative Outreach Campaign, Strategic Planning & Oversight

5/2014-Present, Davidson Institute for Talent Development - Fellows Media Outreach Campaign, Strategic Planning & Oversight

1/2013-Present, Nevada Firearms Coalition - Public Outreach Campaign, Strategic Planning, Oversight & Media Buying

1/2011-11/2014, Americans for Prosperity - Public Outreach Campaign, Strategic Planning, Oversight & Media Buying

1/2009-Present, Keystone Corporation - Online Campaign, Strategic Planning & Oversight



4.3.8 Describe your company's approach when there is turnover on a project team, including your ability to continue client services at the established level of quality and without interruption.

Vendor Response:

When it comes to potential turnover, we know that even the best plans can sometimes change. Amplify Relations has processes in place to ensure there is a seamless transition for you in the case of turnover on our team. In addition to your Account Executive, Megan Bedera, Amplify Relations' Chief Operating Officer and company owner, will be assigned to your account and will be completely versed in the overall campaign. From a management standpoint, this ensures that you always have a direct link to someone at Amplify Relations with decision-making authority. In the event of a key staff person change, Megan will step in until a new account executive is up to-speed and approved by you.

In the event of other staff changes, illnesses or vacations, it is our policy to ensure that there is always more than one person at Amplify Relations trained in every discipline and can step in to fill every roll. This includes everything from management to community outreach, graphic design and media buying.



4.4 Project and Goals: The project is to educate the public about the programs and services available through the West Virginia State Treasurer's Office with the use of effective, efficient and comprehensive marketing, advertising and public relations campaigns. Goals and objectives are outlined below.

4.4.1 Project Management and Methodology: Vendors are to provide in Attachment A: Vendor Response Sheet information regarding their firm as follows (a breakdown of scoring is provided in Section Six):

4.4.1.1 GOAL: Efficient and cost-effective marketing, advertising and/or public relations campaigns

Discuss your firm's approach to planning and budgeting as it pertains to developing marketing, advertising and/or public relations campaigns. Explain how you will use available program funds in an efficient and cost-effective manner to achieve the desired results. Include a narrative of how your firm involves clients in finalizing plans and budgets.

Vendor Response:

Amplify Relations believes the best campaigns have solid plans and budgeting. To best utilize program funds in an efficient and cost-effective manner, Amplify Relations will host a kick off call with the West Virginia State Treasurer's Office to learn about existing campaigns and goals for the future. Amplify Relations will then create a full campaign plan and budget to be reviewed by the Agency before work begins.

Amplify Relations intends to identify and present medias where the West Virginia State Treasurer's Office can get the most impact for your dollars. We will look for new medias that may have more reach at a lower rate while achieving the goals of existing services. The exact medias that will be suggested will depend on actual budget and goals of the advertising campaign.

4.4.1.2 GOAL: Multidimensional advertising

In accordance with the itemized advertising plans and budgets, the Vendor is responsible for the design, production, procurement distribution and placement of program advertising materials.

- a. Discuss your firm's approach to design and production, including your effort to ensure the material is relevant to the campaign/project goals.
- b. Discuss your approach in determining the best public information and promotional strategy, including the range of advertising media that would be considered appropriate for the strategy, such as newspaper, broadcast (radio, television, internet), social media, direct mail, printed materials (flyers, signs, posters, displays, pamphlets, brochures, booklets, manuals and reports) and other collateral materials.
- c. Discuss your firm's media buying capabilities, including your methods to place and track media.

Vendor Response:

Amplify Relations believes strong design has an impact on campaign results. Our team will work closely with your staff to ensure our creative mirrors results of surveying and best practices identified by your office. Because we have both in-house creative and in-house media buying, we are able to look at campaign results in real-time to identify strengths and weaknesses in the creative and messaging.

Amplify Relations begins every campaign with a kick off meeting and a full audit of existing programs to create our proposal. We will evaluate all medias, including newspaper, broadcast, online, social media, direct mail, and printed and promotional items to design a campaign that is cost-effective and achieves your goals.

Amplify Relations has an in-house media buying team that allows us to have access to traditional medias as well as cutting-edge, new techniques. Our media buying strategy is centered on intermediary actions, meaning we find key middle steps between impression delivery and cost per acquisition that can be used to judge the effectiveness of the media. An example of this type of indicator is a cost per click measurement or a cost per website visit measurement for traditional medias. This allows us to compare different media types based on an equal measurement and removes the biases that often favor online media over traditional media for acquisition cost and that favor traditional media over online for impression cost.

4.4.1.3 GOAL: Research and evaluation of projects

Discuss your firm's ability to provide research, such as surveys and focus groups.
Explain your firm's strategy for evaluating the effectiveness of marketing, advertising and/or public relations projects.

Vendor Response:

Amplify Relations has conducted numerous surveys to provide solid marketing, advertising and public relations strategies for our clients. We have used surveys to successfully position political candidates and predict election outcomes. Additionally, we wrote, surveyed and analyzed an extensive in-person survey for the Maricopa Department of Public Health about their target audience's sexual practices and to identify successful messages to urge the public to be tested regularly for sexually transmitted diseases.

Amplify Relations works directly with our clients to identify what information we would like to better understanding through our surveying. We will develop a strategy to use live surveying, automated surveying or focus grouping to best achieve your results. We will then establish our guidelines to ensure that each survey's results are scientific and fall within the smallest margin of error possible.

Following the completion of the survey, Amplify Relations will provide full analysis, including cross tabs, to thoroughly understand how the public feels and interacts with your agency and your goals. Using our analysis, we will provide recommendations about ways to make your advertising and outreach campaigns more effective.

4.4.1.4 GOAL: Organized and effective educational and/or promotional events

Discuss your approach in organizing informational public meetings, conferences, workshops, training sessions, seminars, press conferences, promotional tours, fundraisers and/or other events. Explain your strategy in managing various events.

Vendor Response:

Amplify Relations has extensive experience organizing and executing events. In managing events, our main strategy is to seek out events and venues that best match our targeted audience, emphasize organization in our logistic management so everyone feels confident in the event outcomes, and seek out opportunities to identify and recruit attendees in addition to the organizations traditional invite list. This has allowed us to successfully manage events and ensure positive outcomes for events ranging from bus tours, community meetings and fundraisers.

Amplify Relations was retained by Salt Lake County to organize and host more than a dozen community meetings over the course of one month. Amplify Relations was responsible for securing locations, coordinating location logistics, promoting the event and providing day-of meeting support. Additionally, we managed event sign in, question and answer forms and post-event follow up with the attendees.

Amplify Relations has also worked extensively with several clients to organize, manage and promote bus tours across numerous states. We organized, managed and executed a state-wide bus tour for the Nevada State Treasurer's Office in the fall of 2015 to promote their college savings and unclaimed property programs. Over the course of a month, the bus visited all major cities in the state and numerous community events. Amplify Relations was responsible for identifying targeted events, securing venues and staffing events.

Amplify Relations has also worked with Americans for Prosperity to promote their multi-state bus tours. We utilized an innovative approach to send automated call announcements out to a targeted audience and asked for recipients to RSVP using their phone keypad. We then sent reminder messages to those who had indicated they would like to attend. At events where we used this approach, turnout was significantly higher than events without the announcements and reminders.



4.4.1.5 GOAL: Coordinated online messaging with overall campaign

The scope of work that may be requested of the Vendor includes digital advertising creative such as banner ads and similar work that may be determined in the future. Discuss your firm's ability to provide an innovative use of a digital format. Include examples of your ability to coordinate a digital format with an overall marketing campaign.

Vendor Response:

Amplify Relations knows that a key component of a social media campaign is the use of online advertising to drive traffic to social media platforms and your website. We have done a wide variety of advertisements on social media. Amplify Relations has had great success coordinating digital advertisements with an overall marketing campaign by using a combination of Facebook ads, pre-roll video ads that will be displayed in online video players, such as Hulu, and utilizing retargeting and cookie tracking to place ads in front of our clients' target audiences.

In the case of the Nevada State Treasurers Office, we have been able to pinpoint parents whose children are of a certain age who are also currently researching ways to save for college and put ads in front of them. We are able to track these parents across multiple platforms and gain insight about their spending habits and priorities in order to create ads that they identify with. This year, Amplify Relations also implemented a new collaboration with local movie theaters and movie ticket apps to generate more ad time in front of parents who fit our target demographic.

4.4.1.6 GOAL: Affordable and quality subcontracted services

Provide a list of the Services contemplated under this RFP that you expect to be provided by subcontractors; detail how they may benefit the agency; and explain your process for selecting subcontracted services.

Vendor Response:

Amplify Relations does not intend to use subcontractors on this project. All labor will be provided by Amplify Relations staff, including in-person event management. Amplify Relations intends to use a number of media outlets, data services and media placement providers on a case-by-case basis once the overall campaign plan is completed. Potential vendors could include trade printers, Pandora, Hulu, Cento DPS, television and radio stations, etc. All media providers will be subject to media commission rates.



4.4.2 Creativity and Approach: Vendors are to provide in **Attachment A: Vendor Response Sheet** information regarding their firm as follows (a breakdown of scoring is provided in Section Six):

4.4.2.1 GOAL: A creative and comprehensive advertising campaign

To demonstrate its ability to meet the needs of the Agency, provide an advertising campaign the Vendor has completed for a client within the last (24) months (qualifying campaigns completed for the Agency during this timeframe should not be used as examples).

- a. Provide the advertising plan and budget, discussion of its strategy, types of subcontractors used and copies of materials used.
- b. Discuss the purpose of the campaign, how the materials were coordinated, how the message was conveyed, how the campaign progressed, whether the campaign remained within budget and the success of the campaign.

Vendor Response:

a. The Nevada State Treasurer's Office is a national leader in college savings programs, but as a result of the recession, new account creations have been trending downward, and many of their brands had not been updated since their creation more than 20 years ago. In July of 2015 the Nevada State Treasurer's Office hired Amplify Relations as their advertising agency of record to rebrand the Nevada College Savings Plans in a 6-week timeframe and launch an aggressive media campaign for the remainder of the fiscal year.

When Amplify Relations was awarded the contract, Amplify Relations proposed an innovative campaign to bring children into the conversation about saving for college with a campaign that would feel familiar to their millennial parents. To accomplish this, Amplify Relations created the character of Sage, the college savings desert tortoise. Sage appears in throughout the campaign as a cartoon, animation and live mascot that children love to interact with.

Our goals, plan and strategy for the campaign has remained the same since the outset; we sought the potential college savings customer directly with relatable, memorable imagery for the parent and a fun loving, boisterous character for the children. We knew that many young parents today fall at the latter end of the millennial generation spectrum and our design of Sage reflects the imagery that millennials grew up with, such as Ruff Mcgruff, Teenage Mutant Ninja Turtles, and Pinky and the Brain to name just a few.



Regardless of our intentions however, we still were faced with the challenge of not only introducing a new face into existing and recognizable programs-but also bringing them together into a cohesive whole. We knew that social media and the respective channels would be our best chance to capture the largest target market possible. Leading up the transition, we began posting hints and teasers about 'big changes' coming on the respective social channels of Prepaid Tuition, Kick Start, and SSgA UPromise 529.

Anticipating and working on an extremely tight schedule (a full brand overhaul in six short weeks), we began production on all television and radio spots the day after award, with three days of shootings and recording wrapping flawlessly. We delivered the product both to the client and our purchased media outlets without a hitch. Aside from making the biggest impact possible in just a short year, we also wanted to introduce something unheard of in college savings culture, a children's book written and voiced by Sage himself! For the highest amount of readers possible, we opted to not print the book itself but transcribe into an ebook. The process, while long (and giving Amplify Relations a newfound respect for full-time authors), was incredibly rewarding.

But having the book wasn't enough for Amplify Relation. Hitting the families of Nevada in one fell swoop was always to be a challenge based strictly on how the population centers are split; the south in Las Vegas and the surrounding Clark County, and the north in Reno and the surrounding Washoe County. So we on boarded a full-time educator and Market Specialist to assist us in creating a curriculum that would be used in every kindergarten classroom in Nevada! In tandem with Nevada Education standards and Nevada Treasurer Dan Schwartz we created a resource for teachers and parents to teach their young students the importance of saving for colleges while also doubling as an advertising piece to get the name of Sage and his programs out to each household.

But you don't get the names Bold, Passionate and Innovative by accident. We then embarked on a month-long road trip across the state to hand deliver the items to classrooms in the rural areas of Nevada as well as a kick-off introduction for the kids to meet Sage in person! It was met with resounding success and appreciation state wide.

Annual billings for the contract come in at \$800,000.

Please see a collection of materials used thus far in the campaign:



Copies of Materials from the Nevada State Treasurer's Office



LET'S GO TO COLLEGE
Nevada Save

Saving for your child's college education is a home run!

Visit NV529.ORG to learn more!



SSGA  promise529

NEVADA
PREPAID TUITION

nevada college
kickstart



MERRY CHRISTMAS!

From Sage!
NV529.ORG



Happy New Year!

From Sage!
NV529.ORG



SAGE

I WANT YOU
TO SAVE FOR COLLEGE
AT NV529.ORG
Administered by
Nevada State Treasurer Dan Schwartz



**NEVADA
PREPAID TUITION**

**Tomorrow's Tuition.
Today's Prices!**

Enroll Today!
 Enrollment closes
 March 31, 2016!

NV529.ORG

Kids grow up fast! Start saving today!

Legislative
MILLENNIUM
Scholarship

WHAT DO I HAVE TO DO TO QUALIFY IN HIGH SCHOOL?

Students in Graduating Classes of 2016 & later* will be eligible when **all** of the following conditions are met

FIRST

You must graduate with a diploma from a Nevada public or private high school!

GPA

You must finish high school with an overall 3.25 GPA for all coursework.

EXAM

If you are part of the Class of 2016 or earlier, you must pass all areas of the Nevada High School Proficiency Exams.

LEGISLATIVE CHANGES

Beginning with the "Class of 2016", you may also qualify for the Millennium Scholarship if you meet the following criteria:

RESIDENCE

You must have been a resident of Nevada for at least one of your high school years.

Finally, you must have completed the minimum state curriculum requirements:

HIGH SCHOOL COURSE	UNITS
English	4
Math (including Algebra I and Geometry)	4
Natural Science	4
Social Science and History	4
TOTAL	16

All requirements for the scholarship are outlined in both the Nevada Prepaid Tuition Chapter 400 and the NESE Board of Regents Nevada Prepaid Tuition and Guarantees. Access to these documents can be found on line in the NV529.org. *For more information regarding the new criteria required by the NESE Board of Regents, a number of factors already listed may be waived. **Please contact the Millennium Scholarship office regarding the eligibility criteria for students who do not graduate from a Nevada public or private high school.

MAINTAIN ELIGIBILITY

After your admission to an eligible institution, you must meet the following requirements to receive and maintain the benefit of the scholarship:

- To receive the benefits of the Millennium Scholarship Program, you must enroll in an eligible institution of higher education in Nevada.
- It is important to remember that meeting a Millennium Scholarship does not guarantee your admission to any institution.
- You must enroll in a program of study leading to a recognized associate degree, baccalaureate degree, or other postsecondary certificate.
- You must maintain a 2.00 semester GPA for each semester and you must complete a total of 30 credits. Starting in the semester in which you earn 30 or more credits, you must maintain a 2.75 GPA each semester you receive Millennium funds.

If you fail to meet the minimum requirements during a semester in which you receive funding, you will receive a notice and your scholarship will be suspended. Eligibility for the Millennium Scholarship can be regained only once by meeting all of the requirements listed above in a subsequent semester. Losing eligibility a second time will permanently remove you from the program.







NEVADA UNCLAIMED PROPERTY

Rack Card



Reporting Unclaimed Property

As of January 1, 2014,

Businesses are required to report abandoned property through the Online Public Reporting portal.

Follow these simple steps to report unclaimed property:

1. Identify the unclaimed property to be filed with the Nevada State Treasurer's Office.
2. Prepare our claims by completing the claim to claim the assets of any unclaimed property in your possession.
3. Complete the appropriate online reporting form, submit your unclaimed property report, and transfer the unclaimed property you possess to the State Treasurer's Office through the "Online Public Reporting" portal.

You can access the Online Public Reporting portal at NevadaTreasurer.gov

NevadaTreasurer.gov/UPSearch

Trade Show Banner



NevadaTreasurer.gov/UPSearch


Find your missing money

1. Search online
2. Submit your claim form
3. Receive your unclaimed property



Administered by
 Nevada State Treasurer
 Dan Schwartz

Rack Card




Find Your Unclaimed Property:

1. Search your name through the online portal at NevadaTreasurer.gov
2. Select a name and city to view property details
3. Verify your name and address in "Property Detail"

If you have unclaimed property, follow these steps to make a claim:

1. Select the property you wish to claim
2. Click "Add This Property to Your Cart"
3. Click "File Claim for these Properties"
4. To verify your identity, fill in your personal information, including your Social Security number and address
5. Click "Submit a Claim"
6. Mail in your claim form with all requested documents

Claims are processed in the order they are received and may take up to 90 days to process. If approved, an additional 30 days for you to receive your check. You may check the status of your claim at any time by visiting our website, located at: NevadaTreasurer.gov.




b. Amplify Relations is no stranger to building effective, engrossing, creative driven cohesive campaigns that penetrate far-reaching audiences. Amplify Relations has worked successfully with government entities, including the Nevada State Treasurer's Office "Let's Go to College: Nevada Saves" campaign to promote college savings.

We took an existing college savings brand and rebuilt it from the ground up, starting with the target audience and reevaluating why a campaign that was synonymous with saving culture in Nevada. The team at Amplify Relations believed that targeting not the parent of the child, but the child themselves was they key to future success. We knew that we had to get into the mind of children if we were to succeed, so we created a character, Sage the college savings desert tortoise.

We developed Sage with children in mind, how he looks, how he speaks, how he acts, what his fears and goals are, and how he is planning to achieve his dreams by saving for college. In one year, he has become the most recognized college savings mascot in college savings culture. We took an old conversation and gave it a new voice. But it was more than just a new face, it was a new emotional connection, one that meant any child can be whatever he or she wants to be, so long as they save like Sage.

A larger challenge even still, we proposed taking the many different programs that the Treasurer's Office had previously run individually out of their own respective labels and pool them together under an umbrella campaign, all with Sage as the driven force. Utilizing the new mascot, Amplify Relations proposed bringing all of the brands together under one umbrella, allowing families to compare the different plans to find the ones that best fit their needs.

Following the overwhelming success of the well-received mascot, we took to both television and radio with Sage's voice detailing the wonders and future possibilities to both parents and their children. The first four television spots ever produced for the Treasurer's office were targeted and split between both the parents and the kids respectively, with the initial spot to kick everything off speaking directly with the children, with the subsequent ads aimed at parents directly, conveying the message of saving now ensures happiness later. The third and fourth spots continued that same pattern with resounding success.

As a result of the campaign, we have seen an increase in new account creations. We have successfully created a benchmark and are better able to track how potential customers interact with the advertising campaign. We have also found that the umbrella campaign helps our advertising dollars go further by providing options, regardless of the program we are featuring.



4.4.2.2 GOAL: A well-designed and memorable brand awareness campaign

To demonstrate its ability to meet the needs of the Agency, provide an example of a brand development, rebranding or increased brand awareness project the Vendor has completed for a client within the last twenty-four (24) months (qualifying campaigns completed for the Agency during this timeframe should not be used as examples).

- a. Provide the plan, budget, research and any marketing or advertising materials that accompanied the project.
- b. Discuss the strategy of the brand development, rebranding or increased brand awareness and the success of the efforts.
- c. Explain how you ensured the branding was representative of the client.

Vendor Response:

a. When we first had the opportunity to assist Maricopa County in their efforts to raise brand awareness for their sexual health department, we knew we had to make a large splash early on. So we did what we do best and we offered them a bold and innovative approach to solving their problem.

We knew that we were going into uncharted territory when we pitched Maricopa County on the idea of using porn stars to sell the idea of sexual health. Maricopa County was intrigued by the proposal, and we immediately began what might be the most intimate and informative research project ever taken on by Amplify Relations. Finding the correct talent to be the face of the campaign proved to be quite the challenge as well, so we did what any self-respecting ad agency would do, and we went down to Las Vegas to attend the annual Adult Video Network Conference.

Our creative director, Bryce Keil, has never been afraid to get his hands dirty in the pursuit of client happiness. He spent the better part of a week networking with everyone who is anyone in the porn business. All joking aside; however, the adult film industry takes sexual health incredibly serious and they were very excited at the prospect of working with a government agency to help spread the word in a community that was well known within the adult film world as being at high-risk for contracting STDs.

Amplify Relations was awarded the marketing contract for STDAZ in December of 2015 with an annual billing of \$150,000. Before the creative began, Amplify Relations conducted an intensive, in-person survey to better understand the public opinion surrounding STD testing. Utilizing the information gained from the survey, Amplify Relations began a highly-targeted online advertising campaign to reach the desired population. Medias used include Grinder, Pandora, display ads, print ads and billboards.



Copies of Materials from Maricopa Department of Public Health



b. When Amplify Relations was awarded a contract with the Maricopa County Department of Public Health in increasing brand awareness with their sexual health program, STDAZ, which had been focused primarily on their outreach to the community of sexually active individuals; while all-encompassing, it was mostly directed at young homosexual males, aged 18-24 as they were and are still at the highest risk of contracting STDs. A stark difference in challenge as compared to the Nevada Treasurer's Office, Maricopa had an already established brand but were yet to draw the numbers they knew they could.

When tasked with raising brand awareness, we started with what we knew: the program exists but people are seldom using it. So we decided to take the route of gathering perceived well know faces to attract more usage and testing. Their office has run ongoing advertising to promote their testing services and was looking for a new direction to increase their testing rates.

Amplify Relations successfully executed a Public Service Announcement (PSA) advertising campaign with the aforementioned adult film stars reminding the residents of Maricopa County to get checked regularly, something that is required bi-weekly in their industry. Over the course of the first year of the campaign, staff reported an increase in foot traffic into their various clinics for testing. Additionally, in their surveying, Maricopa County identified that many of their customers are using their low-cost testing services for the first time and heard about them due to our advertising campaign.

When we finally moved forward into production, we went an old-fashioned route and produced collateral that could be seen in the targeted areas, cardboard cut outs of our talent in bars where accepted, billboards above at-risk neighborhoods, b-roll video advertisements placed on adult sites online and the aforementioned on-line targeting.

Amplify Relations recently received a renewal to continue the campaign for a second year.

c. Amplify Relations worked closely with Maricopa County to ensure that every piece of photography and video content was tasteful, clean, and concise. We began an extensive process to create decency standards in all collateral that was produced for Maricopa County, looking through various types of photography in categories ranging from boudoir shoots, to undergarment commercials, and adult magazines such as Playboy and Maxim.

Our purpose was to gather what standards should be set when it comes to placing on various outlets as many requested nothing less than an 'X' rating. Getting involved in anything that is viewed as dangerous territory, in this case the adult entertainment industry (removed directly or not) and keeping it rated for all audiences, proved to be quite the challenge indeed. Further still, adult film stars are not in the least bit shy which, no doubt, comes as no surprise.

Before Amplify Relations was on-boarded however, Maricopa County was using an in-house design of a character named 'STD Stan'. A bit like the bouncing balls you might have followed if you ever watched a sing along video with a smile, Stan was decidedly creepy. However, Amplify Relations understands the value of an established brand and incumbent brand recognition. Instead of proposing to remove Stan from the campaign outright, we redesigned their existing logo with one of our own, implementing him into the design. Both elements now work better than they did as individual icons.



Attachment B: Mandatory Specification Checklist

Proposals failing to meet any mandatory specification shall be disqualified. Vendor shall review each of the following mandatory specifications per Section 4, Subsection 5, and provide a response indicating it does or will meet them:

4.5 Mandatory Requirements:

- 4.5.1** The Vendor must be capable of providing or securing a full range of advertising services for multiple Agency programs simultaneously. These services shall include, but are not limited to, project planning and budgeting; project management; development of advertising and promotional themes and related materials; development of campaigns and associated materials for each project; production and/or procurement of collateral materials (including direct mail, flyers, pamphlets, brochures, booklets, manuals, signs, posters and displays); production and/or procurement of audio/visual materials; media procurement; event management; market research (including surveys and focus groups); social media strategies and implementations.

Vendor Response:

Amplify Relations is a full-service advertising and public relations firm. Amplify Relations can provide all requested services using our in-house creative and public relations teams. Additionally, Amplify Relations utilizes a national printing network with four of the nation's largest trade printers, giving us unmatched printing capabilities and the capacity to place orders from 1 to 1,000,000 pieces. Our printing partners have production facilities across the country and able to provide a 5-day turnaround, from order to delivery, on standard products, anywhere in the United States.

- 4.5.2** The Vendor must have been in the business of providing the Services requested for a minimum of five (5) years.

Vendor Response:

Amplify Relations has been in the business of providing advertising, public relations, event management and promotional services since 2009. The Amplify Relations principles each have more than a decade of experience planning and managing advertising and public relations campaigns. Clients have included state and local governments and private corporations with project budgets exceeding \$800,000 per year.



- 4.5.3** The Vendor will be required to assist the Agency in developing a series of public information and promotional strategies that are designed to utilize the available program funds in an efficient and cost-effective manner to achieve the desired results. For each strategy or project, the Vendor will develop and propose an itemized advertising plan and budget. The Agency and the Vendor shall mutually determine timeframes and deadlines for each project. Progress reports shall be provided for all ongoing projects with schedules mutually agreed upon by the Agency and Vendor.

Vendor Response:

Amplify Relations has significant experience working with state and local governments to develop an implement public information and promotional strategies and campaigns. Each of our projects have been managed in an efficient and cost-effective manner to help our clients achieve their desired results. Amplify Relations is always increasing and improving our list of media vendors to ensure the best, cost-effective results for our clients.

Amplify Relations works as a partner with our clients to develop and implement a detailed and itemized advertising plan and budget, including timelines and deadlines for each deliverable. We then send weekly status reports and hold periodic conference calls to keep you informed of the progress.

- 4.5.4** The Vendor will be responsible for finding low cost providers and negotiating favorable rates for advertising and other third-party purchases. The vendor shall submit the proposed plan and budget, with the proposed providers and costs, to the Agency for approval before implementation. Once a plan and budget is approved, and if the Vendor subcontracts for any goods and/or services, the Vendor shall remit payment to the subcontractors within 45 days of receipt of invoice from the subcontractor, regardless of whether the Vendor has yet to be reimbursed by the Agency.

Vendor Response:

Amplify Relations understand the importance of dependable media vendors. To accomplish this, Amplify Relations has a full list of providers that are able to provide low cost solutions and favorable rates. Our network of vendors are capable of providing a variety of high-quality products with a quick turnaround.

- 4.5.5** All materials and campaigns produced for the Agency must be approved in advance by the Agency before the Vendor commences work.

Vendor Response:

Amplify Relations strongly believes the client must approve all items produced for the campaign. To accomplish this, Amplify Relations subscribes to industry-leading, online proofing systems that not only ensure sign off is received every time, they keep a record of all feedback submitted online, reducing the number of drafts required to reach a finished product.

- 4.5.6** All materials and campaigns produced for the Agency will become the property of the Agency and may be used at any time during the engagement of this contract, as well as after the contract expires or is terminated.

Vendor Response:

Amplify Relations will release all materials, campaigns and copyrights to the Agency upon payment for services provided. Amplify Relations nor its vendors will be paid for royalties for any of the items used in the creation of advertisements, including audio, video or photography assets



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

State of West Virginia
 Request for Proposal
 34 — Service - Prof

Proc Folder: 173831

Doc Description: Advertising/PR/Marketing

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-09-08	2016-10-19 13:30:00	CRFP 1300 STO1700000001	1

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US


VENDOR

Vendor Name, Address and Telephone Number:

Amplify Relations
 140 Washington Street, #150
 Reno, Nevada 89503
 (775) 453-0618

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0488
 linda.b.harper@wv.gov

Signature X 

FEIN # 46-3291686

DATE October 27, 2016

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

ADDITIONAL INFORMATION:

Request for Proposal (CRFP)

The West Virginia Purchasing Division is soliciting proposals for the agency, the West Virginia State Treasurer's Office, to provide professional advertising, marketing, event management and promotional services per the attached documentation.

Online bidding has been prohibited for this solicitation.

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Consultation	100.00000	HOURL		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Consultation

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Design	300.00000	HOURL		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Design

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
3	Research	150.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Research

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
4	Print Media	200.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Print Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
5	Television Media	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Television Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
6	Radio Media	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Radio Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
7	Social/Website Media	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Social/Website Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
8	Publication Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Publication Production

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
9	Event Planning	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Event Planning

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
10	Survey and Analysis	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Survey and Analysis

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
11	Other	50.00000	HOURL		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Other

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
12	Subcontracted Services	0.00000	PCT		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Subcontracted Services

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Technical questions due by 3:00 p.m.	2016-09-22

STO1700000001	Document Phase Final	Document Description Advertising/PR/Marketing	Page 7 of 7
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

Megan Bedera, COO

(Name, Title)

Megan Bedera, Chief Operating Officer

(Printed Name and Title)

140 Washington St. #150

(Address)

(775) 453-0681 / (775) 360-7777

(Phone Number) / (Fax Number)

Megan@AmplifyRelations.com

(email address)

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Amplify Relations

(Company)

Megan Bedera, COO

(Authorized Signature) (Representative Name, Title)

Megan Bedera, Chief Operating Officer

(Printed Name and Title of Authorized Representative)

October 23, 2016

(Date)

(775) 453-0681 / (775) 360-7777

(Phone Number) (Fax Number)

REQUEST FOR PROPOSAL
West Virginia State Treasurer's Office -- CRFP STO170000001

Certification and Signature Page

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Amplify Relations

(Company)

Megan Beckem, COO

(Representative Name, Title)

(775) 453-0681 / (775) 360-7777

(Contact Phone/Fax Number)

October 23, 2016

(Date)

State of West Virginia
VENDOR PREFERENCE CERTIFICATE

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

1. Application is made for 2.5% vendor preference for the reason checked:
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification;
 Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; 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:
 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 that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's 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) rescind the contract or purchase order; 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.

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: Amplify Relations

Signed: Megan Bedern

Date: October 23, 2016

Title: Chief Operating Officer

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

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

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

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

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

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

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Amplify Relations

Authorized Signature: *Megan Bedner* Date: 10/23/16

State of NEVADA

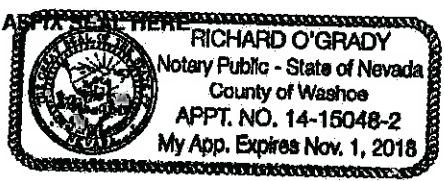
County of WASHOE, to-wit:

Taken, subscribed, and sworn to before me this 23rd day of OCTOBER, 2016.

My Commission expires Nov 1, 2018.

[Signature]

NOTARY PUBLIC



Purchasing Affidavit (Revised 08/01/2015)



Purchasing Division
 2019 Washington Street East
 Post Office Box 59130
 Charleston, WV 25305-0130

State of West Virginia
 Request for Proposal
 34 - Service - Prof

Proc Folder: 173831

Doc Description: Advertising/PR/Marketing

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-09-13	2016-10-19 13:30:00	CRFP 1300 STO1700000001	2

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

Amplify Relations
 140 Washington Street #150
 Reno, NV 89503
 (775) 453-0618

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X

FEIN # 46-3291686

DATE October 27, 2016

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

ADDITIONAL INFORMATION:

Addendum # 1 issued for the following reasons:

1. To change the the commodity lines in wvOASIS to match the commodity lines on the Attachment C: Cost Sheet.

Online responses remain prohibited. No other changes.

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Consultation	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Consultation

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Design	300.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Design

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
3	Research	150.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Research

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
4	Print Media	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Print Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
5	Television Media	15.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Television Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
6	Radio Media	25.00000	HOURL		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Radio Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
7	Social/Website Media	25.00000	HOURL		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Social/Website Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
8	Publication Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Publication Production

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
9	Event Planning	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Event Planning

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
10	Survey and Analysis	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Survey and Analysis

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
11	Other	50.00000	HR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Other

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
12	Media/Advertising Buys	0.00000	PCT		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Media/Advertising Buys

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
13	Subcontracted Services	0.00000	PCT		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Subcontracted Services

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Technical questions due by 3:00 p.m.	2016-09-22

STO1700000001	Document Phase Final	Document Description Advertising/PR/Marketing	Page 8 of 8
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

SOLICITATION NUMBER: CRFP STO1700000001

Addendum Number: 1

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:

Addendum # 1 issued for the following reasons:

1. To change the the commodity lines in wvOASIS to match the commodity lines on the Attachment C: Cost Sheet.

Online responses remain prohibited. No other 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.: CRFP STO17*01

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:

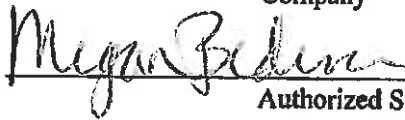
(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input 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.

Amplify Relations

Company



Authorized Signature

October 27, 2016

Date

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



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

State of West Virginia
 Request for Proposal
 34 -- Service - Prof

Proc Folder: 173831

Doc Description: Addendum 2 -Advertising/PR/Marketing

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-10-03	2016-11-01 13:30:00	CRFP 1300 STO1700000001	3

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

Amplify Relations
 140 Washington Street #150
 Reno, Nevada 89503
 (775) 453-0618

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X *Megan Bedina*

FEIN # 46-3291686

DATE October 27, 2016

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

ADDITIONAL INFORMATION:

Addendum # 2 issued for the following reasons:

1. To extend the bid opening from 10/19/2016 to 11/01/2016, at 1:30 p.m..

Responses to vendor questions will be issued under a separate addendum.

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Consultation	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Consultation

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Design	300.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Design

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
3	Research	150.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Research

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
4	Print Media	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Print Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
5	Television Media	15.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Television Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
6	Radio Media	25.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Radio Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
7	Social/Website Media	25.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Social/Website Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
8	Publication Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Publication Production

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
9	Event Planning	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Event Planning

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
10	Survey and Analysis	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Survey and Analysis

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
11	Other	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Other

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
12	Media/Advertising Buys	0.00000	PCT		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Media/Advertising Buys

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
13	Subcontracted Services	0.00000	PCT		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Subcontracted Services

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Technical questions due by 3:00 p.m.	2016-09-22

SOLICITATION NUMBER: STO1700000001
Addendum Number: 2

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:

Addendum # 2 Issued for the following reasons:

1. To extend the bid opening from 10/19/2016 to 11/01/2016, at 1:30 p.m.

Responses to vendor questions will be issued under a separate addendum.

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.: STO170000001

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 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.

Amplify Relations

Company


Authorized Signature

October 27, 2016

Date

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



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

State of West Virginia
 Request for Proposal
 34 -- Service - Prof

Proc Folder: 173831

Doc Description: Addendum 3 -Advertising/PR/Marketing

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2016-10-13	2016-11-01 13:30:00	CRFP 1300 STO1700000001	4

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

Amplify Relations
 140 Washington Street #150
 Reno, Nevada 89503
 (775) 453-0618

FOR INFORMATION CONTACT THE BUYER

Linda Harper
 (304) 558-0468
 linda.b.harper@wv.gov

Signature X

Megan Bedera

FEIN # 46-3291686

DATE October 27, 2016

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

ADDITIONAL INFORMATION:

Addendum # 3 issued for the following reasons:

1. To publish vendor questions with responses.
2. To modify SECTION FOUR: PROJECT SPECIFICATIONS, Subsection 4.4.1.5 GOAL: Coordinate online messaging with overall campaign, see Q.13./A.13.

No other changes

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Consultation	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Consultation

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Design	300.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :

Design

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
3	Research	150.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Research

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
4	Print Media	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Print Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
5	Television Media	15.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Television Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
6	Radio Media	25.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Radio Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
7	Social/Website Media	25.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Social/Website Media

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
8	Publication Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Publication Production

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
9	Event Planning	100.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Event Planning

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
10	Survey and Analysis	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Survey and Analysis

INVOICE TO	SHIP TO
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE CHARLESTON WV25304 US	PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E CHARLESTON WV 25305 US

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
11	Other	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Other

INVOICE TO	SHIP TO
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE CHARLESTON WV25304 US	PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E CHARLESTON WV 25305 US

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
12	Media/Advertising Buys	0.00000	PCT		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Media/Advertising Buys

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		PURCHASING AGENT WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145	
CHARLESTON	WV25304	CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
13	Subcontracted Services	0.00000	PCT		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description :
Subcontracted Services

SCHEDULE OF EVENTS

Line	Event	Event Date
i	Technical questions due by 3:00 p.m.	2018-09-22

SOLICITATION NUMBER: STO1700000001

Addendum Number: 3

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:

Addendum # 3 issued for the following reasons:

1. To publish vendor questions with responses.
2. To modify SECTION FOUR: PROJECT SPECIFICATIONS, Subsection 4.4.1.5 GOAL: Coordinate online messaging with overall campaign, see Q.13./A.13.

No other 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.

ATTACHMENT A

CRFP STO170000001 – Advertising/PR/Marketing

Vendor Questions

- Q.1. What was the cost last year?
- A.1. As stated in the RFP, the Vendor amount expended by the Agency in FY2015 was \$298,517.26. The amount expended in FY2016 was \$333,209.60. These amounts are for all expenditures, including advertising costs, media commissions, agency fees, production expenses and third party vendor expenses.
- Q.2. Who was the contractor?
- A.2. The Manahan Group
- Q.3. Where can I get a copy of the contract?
- A.3. The current contract number is CMA STO13002 and a copy can be obtained from the West Virginia Purchasing Division, 304-558-2306.
- Q.4. What was the bid tabulation for last year?
- A.4. The last RFP was awarded with a one (1) year contract term with two (2) successive one (1) year renewal options and a one (1) year extension. The technical opening was July 24, 2012, and the cost opening was November 30, 2012. A copy of the bid tabulation is attached. Bids can be viewed at the following link: <http://www.state.wv.us/admin/purchase/Bids/default.html> .
- Q.5. Is there a local vendor preference?
- Q.5. Yes, per item 15 in the Instructions to Vendors Submitting Bids, Vendor preference may be granted upon written request. A Vendor Preference Certificate form was included with the Solicitation Documents to allow Vendors to apply for the preference.
- Q.6. Is there any bonding required?
- A.6. No, per the General Terms and Conditions included with the Solicitation Documents, no bond requirements were included.
- Q.7. Can companies from Outside USA apply for this? (like, from India or Canada)
- A.7. Companies Outside USA are not excluded from applying, however, Vendors may apply for a local Vendor Preference Certificate (as stated in the Instructions to Vendors). Please note, bids for hourly rates and service charges shall include all costs, including travel and overhead, as stated in Attachment C: Cost Sheet.
- Q.8. Do we need to come over there for meetings?
- A.8. Yes, Vendor staff will periodically be required to attend planning meetings in Charleston, West Virginia. The Vendor may also be asked to be present for physical assistance with educational and/or promotional events at various locations in W.Va. (For example, the SMART529 program

hosts a SMART 5.29K run/walk in Charleston, West Virginia. The Vendor currently helps with on-location facilitation of this event.) Please note, bids for hourly rates and service charges shall include all costs, including travel and overhead, as stated in Attachment C: Cost Sheet.

- Q.9. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
- A.9. No, some, but not all tasks detailed in the project specifications may be performed outside the USA. Please see Q.8. answer and example.
- Q.10. Can we submit the proposals via email?
- A.10. No, proposals cannot be submitted via email, please following the Instructions to Vendors Submitting Bids included with the Solicitation Documents.
- Q.11. Is the incumbent, Manahan Group, eligible to participate in this RFP and/or are they going to participate?
- A.11. Any Vendor (including the incumbent Vendor) that meets the RFP specifications is eligible to participate and will be evaluated solely on the current bid submission as it relates to criteria listed in the RFP. Historically, incumbent vendors have participated in subsequent RFPs.
- Q.12. What is the reason for not holding a bidder's conference for this opportunity?
- A.12. It was determined the nature of the services requested were not specific to an on-site location.
- Q.13. Under 4.4.1.5 – can you clarify the services requested for “*website and social media including design and maintenance.*” Is the design and maintenance of <http://www.wvtreasury.com> included in the scope of work or should this be for the design and maintenance of social media properties and digital advertising creative such as banner ads?
- A.13. Currently, the website <http://www.wvtreasury.com> and social media accounts are designed and maintained by in-house STO staff. Therefore, the altered specification shall read as follows:
- 4.4.1.5 GOAL: Coordinate online messaging with overall campaign**
The scope of work that may be requested of the Vendor includes digital advertising creative such as banner ads and similar work that may be determined in the future. Discuss your firm's ability to provide an innovative use of a digital format. Include examples of your ability to coordinate a digital format with an overall marketing campaign.
- Q.14. On Attachment C – Cost Sheet, the estimated cost for Media/Advertising Buys is \$250,000. Is this estimate for the purchase of paid media only or do media commissions, agency fees and production expenses need to fall within this budget amount?
- A.14. \$250,000 is an estimated expenditure solely used for the purpose of evaluation. It includes media commissions, agency fees, production expenses, etc.
- Q.15. In section four of the RFP, can you clarify the “amounts expended by the agency in the past five (5) years”? Are these amounts the fees paid to the Vendors or are these the amounts the total spend for advertising, marketing, event management and promotional services including paid media?

A.15. In Section 4.2, the amounts paid by the Agency to the vendor in the past five (5) fiscal years include the total spent for advertising, marketing, event management and promotional services, including paid media.

Q.16. Questions 1 and 2 concern Attachment C: Cost Sheet.

Question 1: For the line Media/Advertising Buys. Using a service charge estimate equal to 15%, is the correct equation (a) or (b):

- (a) $\$250,000.00 \times .15 = \$37,500$
- (b) $\$250,000.00 \times 1.15 = \$287,500.00$

Question 2: For the line Subcontracted Service. Using a service charge estimate equal to 15%, is the correct equation (c) or (d):

- (c) $\$25,000.00 \times .15 = \$3,750.00$
- (d) $\$25,000.00 \times 1.15 = \$28,750.00$

A.16. Question 1: Equation (a) is correct for Cost Sheet tabulations. However, please note that the Vendor will be required to remit payment to subcontractors and outside vendors (including media) within 45 days of receipt of invoice, regardless whether the Vendor has yet to be reimbursed by the Agency (see Section 4.5.4 of RFP).

Question 2: Equation (c) is correct for Cost Sheet tabulations. However, please note that the Vendor will be required to remit payment to subcontractors and outside vendors (including media) within 45 days of receipt of invoice, regardless whether the Vendor has yet to be reimbursed by the Agency (see Section 4.5.4 of RFP).

Q.17. Questions 3 thru 6 refer to the following example, and concern Attachment C: Cost Sheet, the line referencing Media/ Advertising Buys.

An invoice from a media outlet has two amounts the gross amount and the net amount. The gross amount is the amount the station normally charges for an advertisement to run on their station. The net amount is the gross amount less the agency discount which is typically 15% of gross. The amount paid to the station is the Net Amount.

Example:	Gross Media	\$2,300.00
	Agency Discount	-\$ 345.00
	Net Amount due to Station	\$1,955.00

The example I will use is 10% Service Charge on \$25,000.00 which would be billed to WVSTO as \$27,500.00. There are two ways of calculating this media service charge – they are 10% of Net or 10% of Gross. See below:

	<u>10% of Net</u>		<u>10% of Gross</u>
Gross	\$28,750.00	Gross	\$25,000.00
Discount	\$ 3,750.00	Discount	\$ 3,750.00
Net	\$25,000.00	Net	\$21,250.00

<u>Service Charge at 10%</u>	<u>\$ 2,500.00</u>	<u>Service Charge</u>	<u>\$ 2,500.00</u>
Amount Billed to STO	\$27,500.00	Amount Billed to STO	\$27,500.00
Ad Agency Income	\$ 2,500.00	Ad Agency Income	\$ 6,250.00

To use the proper terms, and to clarify so that everyone is bidding on the same thing.

Question 3: When WVSTO refers to the \$250,000/\$25,000 is it referring to the Net Amount or the Gross Amount?

Question 4: Is the amount billable to WVSTO during the life of the contract the net amount plus service charge or the gross amount plus service charge?

Question 5: Some Ad Agencies do not take the Ad agency discount, and instead pay the media vendor the gross amount of the placement and then have the media outlet issue the Ad Agency a rebate on the difference between net and gross. This rebate is typically equal to the 15% agency discount. Do media rebates on media purchased on behalf of WVSTO need to be returned to the WVSTO or should they be factored into the Net amount of media being purchased and stated up front? If the Ad Agency uses this method, do the rebates need to be factored into the Cost Sheet?

Question 6:

- (a) Is the media placement service allowed to be sub-contracted to a third party vendor?
- (b) If yes, does the Advertising Agency placing the bid have to include the amount of mark-up being charged by the subcontractor on the pricing page?
- (c) If yes, does the third party subcontractor have to disclose the actual cost of the media and the actual amount of the service charge they are charging to WVSTO?
- (d) If the subcontractor is charging any fee above net, does this cost need to be reflected on the cost sheet?

A.17. Question 3: The WVSTO is referring to Net Amount.

Question 4: The amount billable to the WVSTO during the life of the contract is the Net Amount plus service charge.

Question 5: Yes, media rebates should be factored into the Net amount of media being purchased and stated up front. The Net amount should be used to calculate the Cost Sheet.

Question 6:

- (a) No, the Vendor should have internal media buying capabilities.
- (b) n/a
- (c) n/a
- (d) n/a

Q.18. Vendor Preference Page - In- state vendors receive a 2.5% to 5% vendor preference over out-of-state vendors.

This question pertains to Agencies claiming the in-state vendor preference.

There are two media rates -- in-state and out-of-state, the in-state rate being the cheaper rate.

This question also pertains to B&O tax. B&O tax is a location based tax, it is determined by where the agency is located, if the Ad Agency receives the invoice in Clarksburg, then they pay the B&O to Clarksburg, if they receive it in Nashville, then they pay it to Nashville.

- (a) Will Ad Agencies who receive the in-state vendor preference be required to purchase media at the in-state rate?
- (b) Will Ad Agencies who receive the in-state vendor preference be required to receive the invoices from the media outlets at an in-state address?
- (c) As part of the Cost Section, will Ad Agencies be required to state whether or not they are paying in-state or out-of-state advertising rates to WV media outlets (newspaper, television, radio)?

A.18.

- (a) Yes.
- (b) Yes.
- (c) No, the Net amount should be used to calculate the Cost Sheet. The Estimated Hours/Estimated costs provided on the Cost Sheet are solely used for the purpose of evaluation and should not be considered a set budget.

Q.19. In reference to 4.5.1. If a vendor is restricted from placing advertising at any radio, television or newspaper outlet within the state of WV, are they required to list those outlets for which they have any type of restriction/s? Would this include only being able to prepay for media placement? Would the vendor have to give an explanation for the restriction/s?

A.19. Yes, please disclose restrictions within the State of West Virginia, including prepayment requirements, as they pertain to advertising and media placement.

Q.20. With regard to the Service Charge column on the Cost sheet as it relates to Media/Advertising buys: should the service charge be represented as a percent of the GROSS amount of the buy (before any commissions or discounts are applied) or the NET cost of the buy (after commissions or discounts are applied)? Does the Agency expect any and all commissions or discounts to be forfeited by the vendor and passed onto the Agency?

A.20. The service charge should be represented as NET cost of the buy. The Agency expects commissions and discounts to be passed on to the Agency.

Q.21. What would the vendor's role be in the design, maintenance and content management of the Treasurer's Web Site. Do all State of WV web sites, including the Treasurer's site, still fall under a single, separate contract?

A.21. Please see the answer in Question 13.

Q.22. Are you able to provide a copy of last year's vendor contract?

- A.22. The current contract number is CMA STO13002 and a copy can be obtained from the West Virginia Purchasing Division, 304-558-2306.
- Q.23. How in the past has the agency processed media buys? Is it to be billed at a gross rate and rebated back with credit to the client or to the vender? Or should it be purchased at net with a mark up?
- A.23. The Vendor provides estimated costs that are approved by the Agency ahead of purchase. Advertising is purchased at net and the Vendor provides an invoiced with supporting documentation for each project.
- Q.24. Would you be willing to reallocate the distribution of hours based on campaign strategy?
- A.24. Yes. The hours used in the Cost Sheet are estimates and used solely for the purpose of evaluation.
- Q.25. Are you willing to consider multiple firms as a vendor based on expertise?
- A.25. No, the RFP will be awarded to one (1) Vendor.
- Q.26. Which Treasury program do you consider to be the most successfully promoted in 2015/2016? How is that success determined?
- A.26. Within the STO, the Unclaimed Property program is the largest advertising budget with two large newspaper bulletin insert buys and other various newspaper/online advertising initiatives which utilize the Advertising contract. This program is also successfully promoted through the use of earned media, most of which is handled by in-house STO staff.
- The STO returned more than \$13 million in unclaimed property FY2016, which would be a measurable statistic to determine the success of a combination of advertising/promotional efforts.
- Q.27. Could you provide baseline engagement metrics both for physical and digital platforms over the past three years?
- A.27. This information is not available.
- Q.28. Do you have background research /insights on your target audiences that you could provide?
- A.28. No, the target audience depends on the specific program and campaign.
- Q.29. Are there any other Treasury programs besides the West Virginia Board of Treasury Investments, the Unclaimed Property Division, SMART529, and the West Virginia Retirement Plus program that you anticipate focusing on in 2017?
- Q.29. Not at this time.

BID TABULATION

PO/Contract No:

STO13002

Bid Opening Date:

24-Jul-12

Description:

ADVERTISING SERVICES FOR WV STATE TREASURER'S OFFICE

Bidder Name & Address	Bid Amount	RVP Requested	Amount w/ RVP		Comments
THE MANAHAN GROUP 222 CAPITOL STREET CHARLESTON, WV 25301	\$89,250.00	5.0%	\$0.00 \$0.00 \$0.00	2.5% 3.5% 5.0%	* AWARDED VENDOR * Contact: GEORGE MANAHAN Fax: 304-343-2788
BULLDOG CREATIVE SERVICES 915 5TH AVENUE SUITE 305 HUNTINGTON, WV 25701	\$111,000.00	5.0%	\$0.00 \$0.00 \$0.00	2.5% 3.5% 5.0%	Contact: CHRIS MICHAEL Fax: 304-525-4043
		0.0%	\$0.00 \$0.00 \$0.00	2.5% 3.5% 5.0%	Contact: Fax:
		0.0%	\$0.00 \$0.00 \$0.00	2.5% 3.5% 5.0%	Contact: Fax:
		0.0%	\$0.00 \$0.00 \$0.00	2.5% 3.5% 5.0%	Contact: Fax:
Notes: 1.) AWARDED TO MANAHAN GROUP FOR RFP EVALUATION AND VENDOR EVALUATION.					

I do hereby certify that the above information is true and accurate.

By:


Frank Whittaker, Senior Buyer-File 44

12-14-2012
Date:

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: STO170000001

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 type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input checked="" 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.

Amplify Relations

Company



Authorized Signature

October 27, 2016

Date

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

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: STO1700000001

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(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 checked="" 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 |

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Amplify Relations

Company



Authorized Signature

October 27, 2016

Date

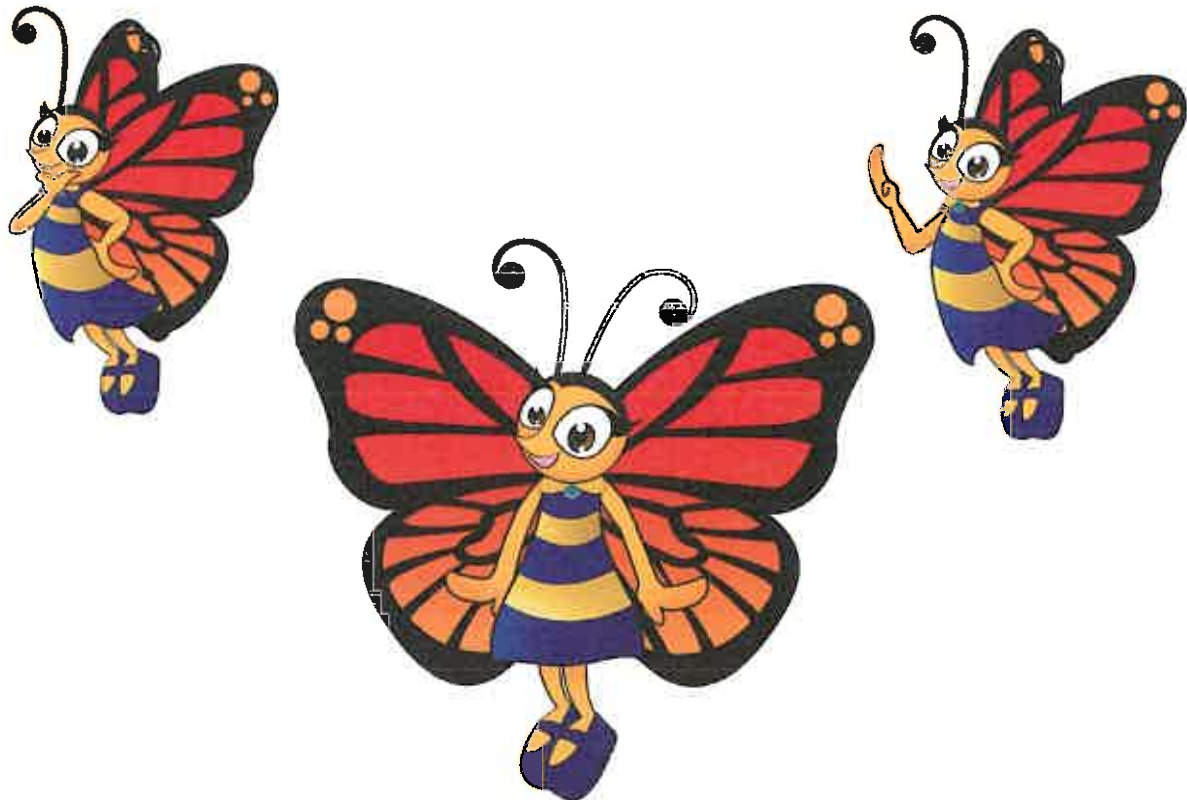
NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.
Revised 6/8/2012

Sample Creative

We like to provide sample creative in our proposals as a place to potentially start a conversation. We fully expect to have a dialogue with you to better understand your brand's unique characteristics and your goals for the campaign, however, the included art shows you an example of how we might approach your advertising campaign.

Laurel - A Southern Belle with Lots to Tell!

Amplify Relations is no stranger to the marrying of multiple brands into a single, cohesive, easily recognizable connection. With our past successes with Sage the college savings desert tortoise in Nevada, we know that we can repeat that success in the great state of West Virginia. Allow us to present you with Laurel, our proposed West Virginia Treasurer's Office Monarch Butterfly (and, cleverly, named after the state flower)! We designed Laurel with simplicity and recognition across the generations in mind, while also taking into careful consideration of not cross-branding with any existing mascot in the state. On the second page you'll find an example of a brochure featuring Laurel interacting with the Smart529 brand.





WV 529 Plan Overview

A 529 plan is a tax-advantaged savings plan designed to encourage families to save for college. Earnings on 529 investments accumulate tax-free, and distributions are tax-exempt as long as they are applied toward eligible education expenses such as tuition and room and board.

529 plans are named for the section of the federal tax code that governs them. They are most often sponsored by individual states and managed by a mutual fund or other financial services company. The investments underlying a 529 plan typically consist of mutual funds.

Important points about 529 plans:

- Account owners maintain complete control of the account and there are no income limitations.
- Anyone who has reached the age of majority, as specified by their state of residence, may open an account and anyone may contribute to a beneficiary's account (grandparents, aunts, uncles, friends).
- Account maximums are typically high enough to cover qualified undergraduate, graduate and professional education expenses.
- Account owners may change a beneficiary to another eligible family member or to themselves if the beneficiary does not continue with higher education.
- Account owners may make one investment strategy change per year.



SMART529 is a program of the West Virginia College Proposal Plan and Savings Program Board of Trustees and is administered by Hartford Life Insurance Company.

West Virginia provides its residents with tax advantages for investing in SMART529. If you reside in or have taxable income in a state other than West Virginia, you may be eligible to qualify whether your state has a qualified tuition program that offers favorable rates, income tax or other benefits similar to your state's program that are not available under the SMART529 program.

Unwithdrawn contributions are treated as ordinary income to the extent of earnings and may also be subject to a 10% federal income tax penalty. Such withdrawals may have state income tax implications.

Investments in SMART529 are not guaranteed or insured by the State of West Virginia, the Board of Trustees of the West Virginia College Proposal Plan and Savings Program, the West Virginia State Treasurer's Office, Hartford Life Insurance Company, The Hartford Financial Services Group, Inc., the investment sub-advisors for the Underlying Funds or any underlying institution. Investments in SMART529 are subject to investment risk, including the risk of the principal amount invested, and may not be appropriate for all investors.

Investments in SMART529 are subject to market prices, and will fluctuate in value. Your investment may increase. Please see the Offering Statement for details of charges and fees that apply to investments in SMART529.

The information is written in conjunction with the protection afforded by the mutual fund industry. It does not constitute an offer of insurance or any other financial product. It is provided for informational purposes only. It does not constitute an offer of insurance or any other financial product. It is provided for informational purposes only.

You should carefully consider the investment objectives, risks and charges and expenses of SMART529 and its Underlying Funds before investing. This fact sheet is not intended to be relied on in making an investment decision. For more information on charges and expenses for the Underlying Funds, which can be obtained on the website or by calling toll-free (866) 574-5522, please read their carefully before you invest or send money. SMART529 is distributed by Hartford Financial Services Group, Inc., Member SIPC.




Open a new SMART529 College Savings account today!

SMART529.COM

SMART529.COM

Administered by
West Virginia State Treasurer's Office



Open An Account

Take these steps to open your SMART529 WV Direct college savings account.

- 1 Choose your investment options**
Review your college savings choices and the available SMART529 Plans.
- 2 Read the SMART529 Offering Statement**
The offering statement contains information about investment fees, expenses, performance history and risks.
- 3 Gather all required information**
Social Security Numbers, dates of birth, bank information and other details are necessary to complete the enrollment process. Refer to the New Account Checklist for a list of the information you'll need.
- 4 Open your account**
The account owner or beneficiary must be a West Virginia resident.

SMART529.COM



You can enroll in one of two ways:



ONLINE

Opening an account online takes about 10 minutes.

Please. If you are opening a rollover as a trust or lower limit investment or rollover, please contact us by mail.





BY MAIL

- Download the SMART529 account application and mail your application with your initial contribution.
- Prefer paper? Request an enrollment kit and we will mail you a SMART529 brochure, account application and transfer rollover form, and Offering Statement.

Additional Ways to Save

When it comes to saving for college, every contribution to the account helps. From regular contributions, to make regular contributions, start today! Here are additional opportunities to help you save regularly and effectively to get ahead.

Earn college savings with Upromise®

Upromise lets you earn money for college when you make everyday purchases through online retailers. Earn cash and more just by using Upromise to do your online shopping. Upromise can help you earn more than 20% off on the items you purchase through the program. It's a really great way to save!

Give College Savings with UGift®

Put college savings in your gift. The UGift service lets you give your friends and family a special gift that can help pay for college. It's a really great way to save!

Learn more

Visit SMART529.COM to learn more. You will also receive periodic notices through your child's school and the West Virginia State Treasurer's Office.

SMART529.COM

Sample Mailer

Are We Holding YOUR Unclaimed Property?

WHAT IS UNCLAIMED PROPERTY?

Unclaimed Property is any asset that has remained unclaimed for a specific period of time, such as utility deposits, unredeemed stock, a check that was never cashed, or contents of a safe deposit box.



WEST VIRGINIA UNCLAIMED PROPERTY

DO YOU HAVE UNCLAIMED PROPERTY?

Property is reported as unclaimed after a certain period of dormancy or lack of activity. There are many reasons you may lose track of your property but the most common reasons are changing jobs, moving, or the death of a close family member.

HOW DO YOU CLAIM YOUR PROPERTY?

Do a FREE search here. If you find your name, you can start your claim online (additional information may be requested for certain claims.) You can also call our office to request a claim form.

WHAT IS THE UNCLAIMED PROPERTY ONLINE AUCTION?

To free up valuable storage space, our office holds periodic online auctions of safe deposit box contents held in unclaimed property accounts. All proceeds from the auction are held in accounts under the name of the original property owner.



WEST VIRGINIA UNCLAIMED PROPERTY

Si ad moris, committat se volenti fecerit, sed ut expedit, as, tunc quod. Hic idolo officium veritatis cor re maximus. Ebit quo et in estis eum venditibus vobis.

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Find Your Missing Money Now!