




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

Header 1

 List View

General Information

Contact

Default Values

Discount

Document Information

Procurement Folder: 594676

Procurement Type: Central Purchase Order

Vendor ID: 000000165535

Legal Name: BULLDOG CREATIVE SERVICES LLC

Alias/DBA: FISHKNEE COMPANY 1 LLC

Total Bid: \$20,748.80

Response Date: 07/12/2019

Response Time: 8:51

SO Doc Code: CRFQ

SO Dept: 0932

SO Doc ID: DRS2000000001

Published Date: 7/16/19

Close Date: 7/18/19

Close Time: 13:30

Status: Closed

Solicitation Description: Addendum No. 3 - Graphic Design and Banner/poster

Total of Header Attachments: 1

Total of All Attachments: 1



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

**State of West Virginia
 Solicitation Response**

Proc Folder : 594676

Solicitation Description : Addendum No. 3 - Graphic Design and Banner/poster

Proc Type : Central Purchase Order

Date issued	Solicitation Closes	Solicitation Response	Version
	2019-07-18 13:30:00	SR 0932 ESR07111900000000140	1

VENDOR
000000165535 BULLDOG CREATIVE SERVICES LLC FISHKNEE COMPANY 1 LLC

Solicitation Number: CRFQ 0932 DRS2000000001

Total Bid : \$20,748.80 **Response Date:** 2019-07-12 **Response Time:** 08:51:22

Comments: Please see attached document for agency information, qualifications and work samples.

FOR INFORMATION CONTACT THE BUYER
 Tara Lyle
 (304) 558-2544
 tara.l.lyle@wv.gov

Signature on File	FEIN #	DATE
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All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	GRAPHIC DESIGN SERVICES	1.00000	JOB	\$1,290.000000	\$1,290.00

Comm Code	Manufacturer	Specification	Model #
82140000			

Extended Description : PER ITEM 4.1.1 SPECIFICATIONS

Comments: We will meet the requirements as stated from 4.1.1.1 through 4.1.1.7

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	RETRACTABLE BANNER	160.00000	EA	\$118.580000	\$18,972.80

Comm Code	Manufacturer	Specification	Model #
82121505			

Extended Description : PER ITEM 4.1.2 SPECIFICATIONS

Comments: We will meet all the requirements of this section.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	POSTER	200.00000	EA	\$2.430000	\$486.00

Comm Code	Manufacturer	Specification	Model #
82121505			

Extended Description : PER ITEM 4.1.3 SPECIFICATIONS

Comments: We will meet all the requirements of this section.



PROPOSAL RESPONSE

DRS2000000001

RESPECTFULLY SUBMITTED ON 7/11/19

BULLDOG CREATIVE SERVICES

1400 COMMERCE AVENUE • HUNTINGTON, WV 25701 • 304.525.9600

CHRIS MICHAEL, CEO • CMICHAEL@BULLDOGCREATIVE.COM



**WE MAKE
IDEAS
HAPPEN.**

EVEN THE RUFF ONES.

**SMALL DOG.
BIG BITE.**

    bulldogcreative.com

GRAPHIC DESIGN
HD VIDEO PRODUCTION
MARKETING STRATEGY & DEVELOPMENT
MEDIA PLANNING, BUYING & MANAGEMENT
RESPONSIVE WEBSITE DESIGN & SEO
SOCIAL MEDIA & CONTENT DEVELOPMENT
PUBLIC RELATIONS

EXECUTIVE SUMMARY

SUCCESS DOESN'T HAPPEN OVERNIGHT.

Work Hard.

Established in 1999, Bulldog Creative Services has grown tremendously from a one-man show to a team of more than a dozen talented creatives, developers, producers and account executives. From banks to educational institutions to industrial companies to medical facilities, Bulldog assists a wide range of clients with all things advertising and marketing including strategic planning, creative services, media planning and buying, collateral materials, website/app design and programming and HD video production.

We appreciate the opportunity to present this supporting documentation alongside our WVOasis quotation. With our experience, proven capabilities, and talents we are certain we can partner with the West Virginia Division of Rehabilitation Services to complete this project in a timely, affordable and creative fashion.



A SNAPSHOT OF BULLDOG

Bulldog Creative Services is a full-service advertising agency. As a comprehensive organization, we are equipped and experienced in all areas of advertising and marketing that allow our clients to make a positive impact to their defined goals.

We have been in business since 1999 and have achieved outstanding growth since our inception. Often in the face of challenging economic conditions across the region, state and country, we have been able to maximize our own resources and those of our clients for the good of all involved.

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

At Bulldog Creative Services we are a collection of talented, experienced advertising and marketing professionals that have a distinct passion for our clients. Our business is comprised of people who are proud enough to recognize accomplishment yet humble enough to allow others to revel in it. Our corporate structure includes authority and responsibility across positions. Each and every team member is empowered to make decisions on behalf of themselves, the company and the client so long as each is mutually beneficial. The accountability rests in the entire company for each of those decisions.

We are in the business of making an impact. Our mission is to “Accomplish our goals by creatively and effectively exceeding client expectations with advertising solutions that work.”



TEAM BULLDOG

A SNAPSHOT OF BULLDOG

As a full-service advertising agency, Bulldog Creative provides numerous services to our clients:

○ **Marketing Strategy & Development**

We identify brand problems and solve them using data collection and creative ideas. Building on a base of market research we work with our clients to identify goals and achieve them. We bring you solutions and results not just a nice design.

○ **Graphic Design**

We visually bring big ideas to life with exceptional award-winning designers who know how to speak to audiences through graphic design elements and years of professional practice.

○ **Media Planning, Buying, & Management**

We work on the client's behalf with numerous media vendors to create strong results through well-planned and executed media buying. Our experience spans across mediums such as digital display/search, print, television, radio, outdoor, retargeting, and social media.

○ **HD Video Production**

We shoot, edit, animate, and scout. Our production team is completely in-house and has created award-winning creative in television, radio, internet, and corporate video production.

○ **Responsive Website Design & SEO**

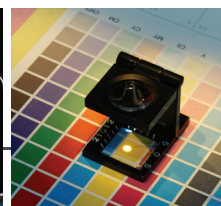
We craft award-winning websites using strategic web architecture, design, and development. From beginning to the end of the user experience we create a seamless, attractive online presence that speaks to your brand. Our in-house team of developers create websites, mobile apps, and 360-degree tours.

○ **Social Media & Content Development**

Your online presence is only as strong as the content you create. We work with our clients to curate engaging content and social media tactics to drive traffic, generate leads, and reach goal conversions.

○ **Public Relations**

We aim to build strong relationships with every entity that comes in contact with your brand. Reputation management in the form of releases, events, speaking with the media and stakeholders is valuable for our clients.



To demonstrate that expertise, we submit a sampling of the recognition our team has received for it's efforts:

AMERICAN ADVERTISING AWARDS

AMERICAN ADVERTISING FEDERATION ADDY AWARDS

A national competition awarding excellence in advertising design in many areas. Our results include:

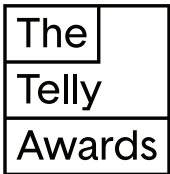
- 1 | Judge's Choice & 1 Best of Show Addy Award
- 15 | Gold Addy Awards
- 28 | Silver Addy Awards
- 5 | "Best of the Rest" Addy Awards



GRAPHIC DESIGN USA AWARDS

An international awards competition amongst advertising agencies, designers, in-house marketing departments and advertising professionals. Our results include:

- 73 | Awards of Excellence; Two years with more awards than any other agency in the United States (2013 and 2014)



TELLY AWARDS

An international awards competition focused on the production of television and internet commercials, campaigns and websites. Our results include:

- 11 | Telly Awards, all won for productions submitted and produced in the year they were reviewed for awards.



CABLE TELEVISION ADVERTISING BUREAU CAB AWARDS

A national competition awarding excellence in design and production of cable television advertising. Our results include:

- **National Finalist** | Regional Production



NATIONAL ASSOCIATION OF COLLEGIATE MARKETING NACMA AWARDS

A national competition awarding excellence in design and effectiveness of collegiate sports marketing. Our results include:

- 2005 | Two Gold Awards
- 2006 | One Gold Award

SOME OF OUR PARTNERS

At Bulldog Creative Services we represent a diverse client base, from healthcare to education, retail, hospitality and tourism, government agencies, professional service companies, industry, and non-profits. We don't believe in a one size fits all approach and we take the time to strategically plan and implement tactics that work for each individual client. Please see below for a sample of some of the clients that we are privileged to work alongside.

- St. Mary's Medical Center
- West Virginia Lottery
- Rubberlite, Inc.
- Richwood, Inc.
- Huntington Internal Medicine Group (HIMG)
- Marshall University & University Athletics
- Woodrow Wilson Presidential Library
- Fast Change Lube & Oil
- Huntington Tri-State Airport
- Cabell Huntington CVB
- City of Huntington
- Big Sandy Superstore Arena
- Glade Springs Resort
- River City Ford
- River City Subaru
- Region 2 WORKFORCE Investment Board
- Bloss & Dillard, Inc.
- Physicians' Clinic of Iowa (Cedar Rapids, IA)
- Moroch Agency (McDonald's Restaurants)
- Huntington YMCA
- The Greenbrier - America's Resort
- Tamarack, the Best of West Virginia
- Keith-Albee Performing Arts Center
- Mercer Mall
- City of Hurricane
- Tri-State Rehab Services
- CNB Bank
- First Sentry Bank
- Ramaco Coal
- Blackhawk Mining
- Cabell Huntington Hospital
- Coalfield Development Corporation



OUR WORK

Like any agency, the team at Bulldog Creative is proud of the work we've been fortunate enough to create with our clients. We feel the best examples of our efforts are on both our website, our YouTube page, and a supporting online Flipbook we've created. Access to each is gained by clicking on the particular image below.

bulldogcreative.com

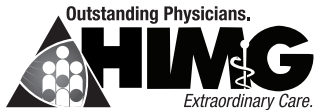


Online Flipbook



Bulldog YouTube Channel





HIMG

HIMG is a multi-specialty medical practice group that consists of more than sixty physicians, physician assistants and nurse practitioners in the areas of primary care, urgent care and medical and surgical sub specialties. Bulldog Creative provides full advertising and marketing services to HIMG including strategic planning, media planning and buying, graphic design, web management, video production, public relations, and social media management.

Contact Information:

Matt Rohrbach, MD
5170 U.S. 60
Huntington, WV 25705
304.563.9040

Mark Morgan, CEO
5170 U.S. 60
Huntington, WV 25705
304.528.4698



RIVER CITY FORD / RIVER CITY SUBARU

We work directly with River City management, staff and selected vendors to promote and support the advertising and marketing efforts of one of the fastest-growing Subaru franchises in the U.S. We additionally provide advertising and marketing services, on a full-service basis for River City Ford. We provide full service for both operations.

Contact Information:

Ikie Light, Owner
5233 US Route 60
Huntington, WV 25705
304.736.7777



RUBBERLITE INC.

Rubberlite, Inc. is a manufacturer and distributor of specialized polyurethane foam products. We have worked with Rubberlite on a full-service basis since early 2005. We provide all advertising, marketing, web, production and strategic direction for the multi-national company.

Contact Information:

Kevin Ross, Product Manager
2501 Guyan Avenue
Huntington, WV 25702
304.525.3116

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFQ DRS200000001

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

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

Addendum Numbers Received:


(Check the box next to each addendum received)

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

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that 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.

Bulldog Creative Services _____

Company



Authorized Signature

07/11/2019 _____

Date

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

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

ALL CONTRACTS: 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: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: BULLDOG CREATIVE SERVICES

Authorized Signature: [Signature] Date: 7/11/19

State of West Virginia

County of Cabell, to-wit:

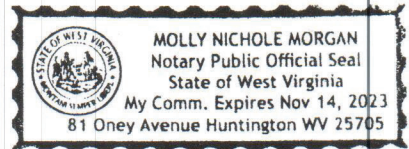
Taken, subscribed, and sworn to before me this 11 day of July, 2019.

My Commission expires November 14, 2023, 20 .

AFFIX SEAL HERE

NOTARY PUBLIC

[Signature]



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.

Chris Michael, CEO

(Name, Title)

Chris Michael, CEO

(Printed Name and Title)

1400 Commerce Avenue • Huntington, WV 25701

(Address)

(304) 525-9600 • No longer use fax

(Phone Number) / (Fax Number)

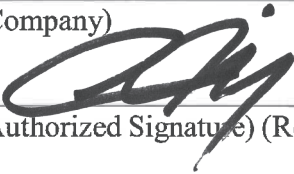
cmichael@bulldogcreative.com

(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.

Bulldog Creative Services

(Company)



(Authorized Signature) (Representative Name, Title)

Chris Michael, CEO

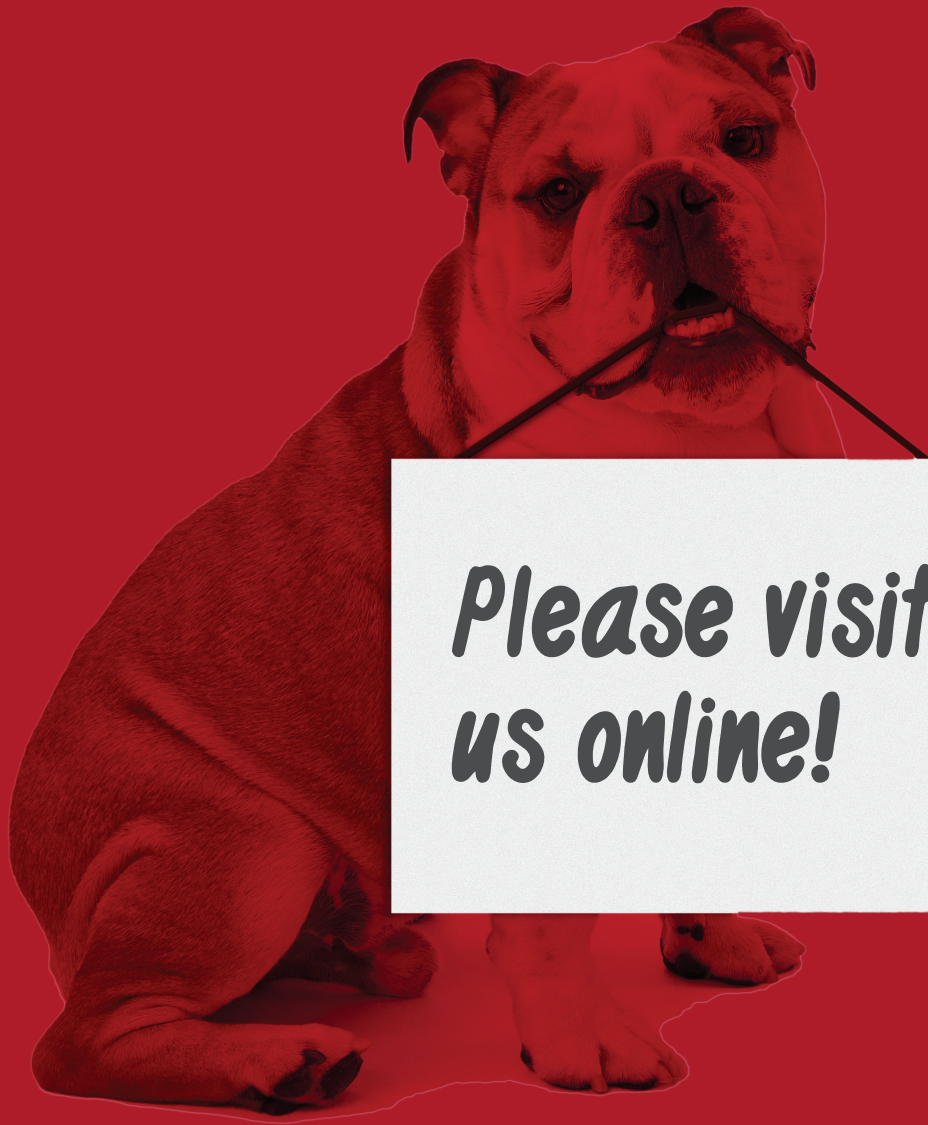
(Printed Name and Title of Authorized Representative)

07/11/2019

(Date)

(304) 525-9600 • No longer use fax

(Phone Number) (Fax Number)



*Please visit
us online!*



bulldogcreative.com



www.youtube.com/user/BulldogWorks



www.facebook.com/BulldogCreativeServices



[bulldogcreativeservices](https://www.instagram.com/bulldogcreativeservices)