

FAX COVER SHEET

TO	MelissaPettrey
COMPANY	WV Purchasing Division
FAX NUMBER	13045583970
FROM	Lucas Thompson
DATE	2021-07-09 21:05:08 GMT
RE	CRFP-1300-STO2100000002-2 - Cerberus (VS0000038290)
	Proposal

COVER MESSAGE


Hello:

Please find attached our submission for CRFP-1300-STO2100000002-2, the advertising and marketing services RFP from the State Treasurer's Office. We have included our cost sheet and proposal separately. Our WVOasis vendor ID is VS0000038290.

Best,

Lucas Thompson
President, Cerberus Strategies

RECEIVED
07/12/21 08:48:59
WV PURCHASING DIVISION

	Department of Administration Purchasing Division 2019 Washington Street East Post Office Box 50130 Charleston, WV 25305-0130	State of West Virginia Centralized Request for Proposals Service - Prof

Proc Folder: 876247 Doc Description: Advertising/Marketing/PR		Reason for Modification: Addendum No. 1 - to provide responses to vendor questions and extend the bid opening.	
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2021-07-01	2021-07-13 13:30	CRFP 1300 STO2100000002	2

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code: VS0000038290
Vendor Name : Cerberus Strategies LLC
Address : Cerberus Strategies
Street : 216 Paddington Road
City : Baltimore
State : MD **Country :** USA **Zip :** 21212
Principal Contact : Lucas Thompson
Vendor Contact Phone: 785.331.6688 **Extension:**

FOR INFORMATION CONTACT THE BUYER
 Melissa Pettrey
 (304) 558-0094
 melissa.k.pettrey@wv.gov

Vendor Signature X Lucas Thompson
Digitally signed by Lucas Thompson
 DN: cn=Lucas Thompson, o, ou,
 email=lthompson@gmail.com, c=US
 Date: 2021.07.09 03:09:45 -0400

FEIN# 85-4348206 **DATE** July 9, 2021

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

ADDITIONAL INFORMATION

Addendum No. 1 -

1. To provide responses to vendor questions. See attached pages.
2. The bid opening has moved from 07/08/2021 to 07/13/2021. The bid opening time remains at 1:30 pm.

Please note:

Submission of a response to a Request for Proposal is not permitted in wvOASIS.

The Purchasing Division will not accept bids, modifications of bids, or addendum acknowledgment forms via e-mail.

No other changes.

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145	
CHARLESTON	WV 25304	1900 KANAWHA BLVD E	WV 25305
US		CHARLESTON	US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	Account Management	50.00000	HOUR	0	0

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:
Account Management

All account management costs will be included in the percentage of the overall buy.

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145	
CHARLESTON	WV 25304	1900 KANAWHA BLVD E CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
2	Creative/Design Services	50.00000	HOUR	0	0

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description: All design costs will be included in the percentage of the overall buy.
Creative/Design Services

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145	
CHARLESTON	WV 25304	1900 KANAWHA BLVD E CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
3	Video/Audio Production	20.00000	HOUR	0	0

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:
Video/Audio Production

All a/v production costs will be included in the percentage of the overall buy.

INVOICE TO			SHIP TO		
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE			WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E		
CHARLESTON	WV	25304	CHARLESTON	WV	25305
US			US		

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
4	Digital Production	20.00000	HOUR	0	0

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Digital Production All digital production costs will be included in the percentage of the overall buy.

INVOICE TO			SHIP TO		
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE			WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E		
CHARLESTON	WV	25304	CHARLESTON	WV	25305
US			US		

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
5	Print Production	20.00000	HOUR	0	0

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Print Production

All print production costs will be included in the percentage of the overall buy.

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145	
CHARLESTON	WV 25304	1900 KANAWHA BLVD E CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
6	Print Production	20.00000	HOUR	0	0

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Print Production All print production costs will be included in the percentage of the overall buy.

INVOICE TO		SHIP TO	
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE		WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145	
CHARLESTON	WV 25304	1900 KANAWHA BLVD E CHARLESTON	WV 25305
US		US	

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
7	Advertisement Placement Buys	0.00000	PCT	20%	\$76,866

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Advertisement Placement Buys

Cost estimate is based on FY20 advertising budget and is subject to change with budget. If budget increases, additional print, digital, and a/v materials will be created commensurate with the increase.

INVOICE TO			SHIP TO		
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CHARLESTON	WV	25304	CHARLESTON	WV	25305
US			US		

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
8	Subcontracted Services	0.00000	PCT	0	0

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:
Subcontracted Services

SCHEDULE OF EVENTS		
Line	Event	Event Date