Jul 9 2021 05:07pm 14432670188 F P001

From: Lucas Thompson

FAX COVER SHEET

ТО	MelissaPettrey
COMPANY	WV Purchasing Division
FAXNUMBER	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,CerberusStrategies



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P002 From: Lucas Thompson

14432670188



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 2021-07-01

Solicitation Closes 2021-07-13 13:30

CRFP

Solicitation No

1300 STO2100000002 2

Version

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

Lucas

Digitally signed by Lugas Thompson

Signature X

Thompson

DN: cn=Lucas Thompson, o, ou, email=Itthompso@gmail.com, c=US Date: 2021.07.09 03:09:45 -04'00'

FEIN# 85-4348206

DATE

July 9, 2021

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

Date Printeg: Jul 1, 2021 Page: 1

FORM ID: WV-PRC-CRFP-002 2020\05

ADDITIONAL INFORMATION

Addendum No. 1 -

1. To provide responses to vendor questions. See attached pages.

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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-mall.

No other changes.

INVOICE TO		SHIP TO
WEST VIRGINIA STATE TREASURERS OFFICE		WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL
322 70TH ST SE		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
1	Account Management	50.00000	HOUR	0	0
Ï					

Comm Code	Manufacturer	Specification	Model #	
82101800				

Extended Description:

Account Management

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

Jul 1, 2021

Received: 14432670188

Jul 9 2021 05:09pm

P004

From: Lucas Thompson To: 13045583970 Page: 04 of 18 2021-07-09 21:05:51 UTC 14432670188

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

Line	Comm Ln Desc	Qty	Unit of Measur	e Unit Price	Total Price
2	Creative/Design Services	50.00000	HOUR	0	0
	All the contract of the contra		spenica of the second		

Comm Code	Manufacturer	Specification	Model #	
82101800				o vers mil til sommendere månnde kolmunis

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

INVOICE TO		SHIPTO	
WEST VIRGINIA STAT	E TREASURERS OFFICE	WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL	
322 70TH ST SE		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
3	Video/Audio Production	20.00000	HOUR	0	0

Comm Code	Manufacturer	Specification	Model #
82101800	33 30 30 30 30 30 30 30 30 30 30 30 30 3		

Extended Description:

Video/Audio Production

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

Jul 9 2021 05:09pm

P005

14432670188

From: Lucas Thompson

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 US	WV 25304	CHARLESTON WV 25305

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

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		WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL		
322 70TH ST SE		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 #	THE SECOND
82101800				
02101000				

Extended Description:

Print Production

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

To: 13045583970

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m P006 From: Lucas Thompson

WEST VIRGINIA STATE	TREASURERS OFFICE	WEST VIRGINIA STATE	TREASURERS OFFICE - CAPITOL
322 70TH ST SE		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
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		WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL		
322 70TH ST SE		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
7	Advertisement Placement Buys	0.00000	PCT	20%	\$76,866
 '	Advertisement Placement Buys	0.00000	FO:	20%	\$76,8

Comm Code	Manufacturer	Specification	Model#
82101800			

Extended Description:

Advertisement Placement Buys

Jul 1, 2021

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.

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m P007 From: Lucas Thompson

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

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
8	Subcontracted Services	0.00000	PCT	0	0
1.					

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

To: 13045583970

Subcontracted Services

SCHEDUL	E OF EVENTS	
Line	Event	Event Date
	The state of the state of the state of	All the second s

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