

EVIDENCE OF COMPETITION - INFORMAL SOLICITATION

LETTER TO REQUEST BIDS

January 7, 2010

The Higher Education Coordinating Board (HECB) is soliciting proposals to provide creative direction/advertising for the Guaranteed Education Tuition (GET) Program 2010-2011 enrollment year. Creative direction/advertising shall include developing an overarching campaign concept to include a television and radio commercial as well as a print advertisement. The 2010-11 enrollment year runs September 15, 2010 to March 31, 2011.

The scope of work will include:

- Meeting with the GET marketing team prior to the start of the project to discuss goals for the upcoming enrollment year. Meeting expected to be approx. one hour in Olympia. Additional consultations via phone and email as needed to facilitate project
- Developing an overarching campaign concept that can be translated into print, television, radio, outdoor advertising and Web site. At least three draft concept ideas will need to be presented to GET by April 2; The final concept will need to be approved by GET by April 9
- Based on the approved concept, writing copy for one radio ad, one television ad, one print ad, and one billboard by May 3
- Working with the Seattle-based film/radio production firm to design production of the approved television and radio commercials. Supervising production, which will include but is not limited to: selecting models, talent, location(s) and props in cooperation with GET, and directly overseeing production to ensure timelines and quality standards are met. Both the radio and television commercial need to be filmed/recorded no later than June 30, 2010 to be ready for broadcast by August 1, 2010. Concept and photos for print collateral will need to be finalized and made available to GET's graphic designer by July 15, 2010
- Consulting on brand-building and related marketing initiatives, as budget allows.

The HECB will:

- Pay all direct production (including talent) and graphic design costs through separate contracts. (Do not include graphic design or commercial production as part of the bid.)
- Contract with the successful bidder on an hourly basis, following receipt of a monthly timesheet to the HECB that outlines hours spent and tasks completed.

The GET campaign should highlight parents, babies and young children as opposed to current college students. GET's target market is parents who are age 25-49, who have young children, have at least some college education and who have a household income greater than \$75,000/year.

The period of performance of any contract awarded as a result of this *Letter to Request Bids* is tentatively scheduled to begin on or about March 1, 2010 and be in force through September 30, 2010 with possible amendments extending the period of performance.

It is anticipated that any contract awarded under this solicitation shall be in an amount not to exceed \$19,900. The HECB does not anticipate the selected contractor's involvement beyond September 30, 2010. However if the HECB determines it is necessary to extend the period of performance, such an amendment shall be at the sole discretion of the HECB.

The bidding is open to individuals or organizations that meet the following minimum criteria:

- Bidder must be licensed to perform work in Washington State.
- Bidder's place of business must be within the greater Puget Sound area
- Bidder must have a minimum of five years of experience providing creative campaign development including both television and radio commercials and printed collateral as well as experience providing creative campaigns for at least one of the following client groups: financial services, education, or non-profit entities.
- Bidder firm must have at least two employees who will be involved with the project
- Bidder must have at least three (3) non-Bidder owned customer references for whom the Bidder has provided similar services during the past thirty-six (36) months preceding the bid due date
- Bidder must be insured as follows: Must provide a Commercial General Liability Insurance Policy, including contractual liability for no less than \$1,000,000 per occurrence. Must also carry Automobile Liability insurance for a minimum of \$1,000,000 per occurrence, using a Combined Single Limit for bodily injury and property damage.

Bidders who do not meet these minimum qualifications shall be deemed to be non-responsive and will not be evaluated and no score will be assigned.

Proposals may be submitted electronically. The proposal is to be brief but should include:

1. Experience on comparable projects, to include at least one TV and radio ad sample, and a .pdf of print advertising that shows creative campaign experience
2. Staff qualifications
3. Names, addresses and telephone numbers of three business references.
4. Project approach and work plan
5. Schedule to accomplish the project
6. Hourly fee and estimate of time necessary for the project

Proposals will be evaluated by the HECB based on the required items listed above. Only proposals that include all items listed will be considered responsive. The deadline for submission of responses is January 22, 2010 at 5 p.m. PST, in Olympia, Washington or to susanm@hecb.wa.gov. **LATE BIDS WILL NOT BE ACCEPTED AND WILL BE AUTOMATICALLY DISQUALIFIED FROM FURTHER CONSIDERATION.** Interviews of the top three bidders are scheduled for Thursday, February 4, 2010.

Proposals are to be mailed, emailed or hand-delivered to:

Guaranteed Education Tuition (GET)

ATTN: Susan Martensen

919 Lakeridge Way SW (for hand-delivery only; mail is not delivered to this address)

P.O. Box 43450 (for all mail submissions)

Olympia, WA 98504-2318

Phone: No phone calls please

Email: susanm@hecb.wa.gov

Bidders assume the risk for the method of delivery chosen. The HECB assumes no responsibility for delays caused by any delivery service or for problems with Bidder's email.

The following weights will be assigned for bid evaluation purposes:

Experience/Staff Qualifications	30 points
Project Approach and Work Plan	30 points
Schedule	20 points
Cost	20 points
TOTAL	100 points

The HECB reserves the right at its sole discretion to reject any or all bids prior to the execution of a contract. This *Letter to Request Bids* does not obligate HECB to contract for the services specified herein. The final selection, if any, will be the bid that in the opinion of HECB best meets the requirements set forth in the *Letter to Request Bids* and is in the best interest of the state of Washington. The HECB is not obligated to select the lowest price bid. The HECB shall not be responsible for any costs associated with a bidder's preparation of a bid in response to this *Letter to Request Bids*.

In submitting a bid in response to this *Letter to Request Bids*, the bidder agrees to accept the terms set forth in this *Letter to Request Bids*.

Any requests for information about this project are to be directed to the Project Manager named above.

Thank you for considering this solicitation.

Sincerely,

Susan Martensen
Marketing & Communications Manager
Guaranteed Education Tuition (GET)