



**State of New Hampshire  
Request for Advertising Agency Proposals  
Conservation License Plate Program, "Moose Plate"**



**Request for Proposals**

**Title:** Marketing/Advertising Services—Conservation License Plate

**Issuing Agency:**

State of New Hampshire  
Department of Resources and Economic Development  
DIVISION OF FORESTS & LANDS – Conservation License Plate Program  
172 Pembroke Road, PO Box 1856  
Concord, NH 03301

**Issue Date:** June 10, 2013

**Period of Contract:** From date of contract approval by the Governor and Executive Council through June 30, 2015 (with an option to extend to 2017).

**Proposal Deadline:** Proposals must be postmarked by **Friday, July 5, 2013**

**To mail proposal by U.S. Postal Service send to:** Department of Resources and Economic Development  
Division of Forests and Lands  
Conservation License Plate Program  
Attn: Sabrina Stanwood  
PO Box 1856  
Concord, NH 03301

**Overnight/express mail, or hand-deliver to:** 172 Pembroke Road, Concord, NH 03301

All inquiries for information should be directed to: [MoosePlate@dred.state.nh.us](mailto:MoosePlate@dred.state.nh.us)

In compliance with this Request for Proposals, and to all the conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed proposal, or as mutually agreed upon by subsequent negotiation.

***Please fill out electronically and print answers wherever possible.***

|                                          |                                          |
|------------------------------------------|------------------------------------------|
| Name and Address of Firm:                | Name and Title of Applicant:             |
| <br><br><br><br><br><br><br><br><br><br> | <br><br><br><br><br><br><br><br><br><br> |

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **PURPOSE**

The State of New Hampshire's Conservation License Plate Marketing Subcommittee is soliciting proposals from qualified interested parties to provide advertising agency services from the date of contract approval by the Governor and Executive Council to June 30, 2015, with an option to renew through June 30, 2017 upon the agreement of both parties.

## **BACKGROUND**

### Conservation License Plate Program

In 1998, the New Hampshire General Court passed RSA 261:97-d, which created the Conservation License Plate Program. The program is a way to supplement existing state conservation and preservation programs with additional funding through voluntary public purchases of the plate.

The conservation license plate supports the protection of critical resources in New Hampshire including wildlife, scenic properties and cultural artifacts. Revenues from the sale of the plate are distributed through state agencies to:

- Preserve and/or purchase significant, publicly-owned historic properties, works of art, artifacts, and archaeological sites
- Research and manage non-game wildlife species and native plant species and educate the public regarding these species
- Provide grants to counties, municipalities, and non-profits for resource conservation projects
- Expand roadside wildflower planting
- Administer the Land and Community Heritage Investment Program (LCHIP)

The New Hampshire Conservation License Plate Advisory Committee is comprised of legislators and staff from state agencies that oversee the design of the plate and the distribution of the plate's revenues. The Committee submits annual reports to the General Court which summarizes the number of plates issued, revenues collected and the accomplishments of the program.

## **SCOPE OF WORK**

*The Conservation License Plate Marketing Subcommittee is seeking a firm that will provide the following services:*

- Increase the number of Conservation Plates sold
- Create promotional pieces consistent with the Conservation License Plate Program goals
- Develop website and social media goals and strategies
- Develop a media-buying plan that incorporates the appropriate media outlets within the marketing strategy and existing budget; create tracking reports
- Manage a cash budget up to \$50,000 annually for Conservation License Plate promotion
- Communicate effectively with subcommittee via email and in structured meetings (in person or conference call)

## BIDDER INSTRUCTIONS

The following criteria should be included in each bid **(Please fill out electronically and print answers wherever possible):**

1. Completed and signed Request for Proposal
2. Completed Attachment A (Contractor Data sheet) that includes:
  - a. Contractor Information
  - b. Years in Business
  - c. References
  - d. Number of accounts
  - e. Relevant experience
3. Completed Attachment B (Rates and Fees Schedule) that includes:
  - a. Rates for services
  - b. Explanation of fees
  - c. Fee schedule and a firm “not-to-exceed” bid to provide the services listed in the Scope of Work
4. Statement (one-page maximum) outlining your company’s philosophy and management strategy regarding this account
5. Description of proposed methods to increase number of Conservation License Plate purchases and license plates sold
6. Relevant work samples, including color brochures and advertisements
7. Cover letter signed by the person submitting the bid that summarizes the terms of the bid and commits to providing well-documented invoices in a timely manner. Letter must state the person/business is able to provide a tax-payer ID number if bid is selected
8. List of possible conflicting accounts and company’s policy if conflicts arise

## SUBMITTAL PROCEDURE

A total of six (6) copies are required. **At least one (1) copy must be a signed original hard copy.** In a commitment to reduce paper and mailing costs, the other five (5) copies may be submitted either electronically **or** mailed with the original signed copy.

Applicants must **mail** one (1) signed original hard copy of their proposals to:

Department of Resources and Economic Development  
Division of Forests and Lands—Conservation License Plate Program  
Attn: Sabrina Stanwood  
PO Box 1856, 172 Pembroke Road  
Concord, NH 03301  
Email proposal copies to: [MoosePlate@dred.state.nh.us](mailto:MoosePlate@dred.state.nh.us)

**Proposals must be postmarked by Friday July 5, 2013**

## **EVALUATION PROCEDURE**

An evaluation committee consisting of six (6) members will select the media firm that can best meet the needs of the Program, based on the following criteria:

| <b>Criteria</b>                   | <b>Maximum Score</b> |
|-----------------------------------|----------------------|
| Qualifications of individual/firm | 35                   |
| Marketing Strategy and Creativity | 45                   |
| Cost                              | 20                   |

## **AWARDING OF CONTRACT**

Pending approvals, including Governor and Council, and assignment of a State of New Hampshire vendor code, work will be assigned, approved and paid for on a project-by-project basis. The "Scope of Work" is a realistic outline of work to be done, but the Scope may increase or decrease during the term of the final service agreement. Work is expected to begin upon Governor and Council approval. The Conservation License Plate Marketing Subcommittee reserves the right to reject any and all proposals.

**ATTACHMENT A**  
**Contractor Data Sheet**

*Please fill out electronically and print answers wherever possible*

**1. Contractor information:** Name, address, phone number and date of incorporation. If not a corporation, state the type of business organization, names and addresses of owners, address of principle place of business, date business began, and state in which organized.

**2. Years in Business:** Indicate the length of time you have been in business, providing this type of service:

\_\_\_\_\_ years \_\_\_\_\_ months

**3. References:** Indicate below at least three recent references for whom you have provided this type of service, of which at least two (2) shall be related to the conservation and heritage industry. Include the dates service was furnished, as well as name and phone of the person the Conservation License Plate Marketing Subcommittee has permission to contact:

| Client | Dates | City/State | Contact and Phone |
|--------|-------|------------|-------------------|
|        |       |            |                   |
|        |       |            |                   |
|        |       |            |                   |

**4. The average # of accounts per year:** \_\_\_\_\_.

**5. Describe any conservation and natural heritage and historic resources experience held by members of your staff who will work on our account. (Attach supplement pages if needed)**

**ATTACHMENT B**  
**Rates and Fees Schedule**

*Please fill out electronically and print answers wherever possible*

**1. Rates and Expected Totals for service:**

If additional or alternative categories are used, please explain fully.

| Category                                                  | Hourly Rate | Anticipated total |
|-----------------------------------------------------------|-------------|-------------------|
| Administration                                            |             |                   |
| Advertising related work in-house/Creative planning       |             |                   |
| Pay out to vendors (e.g. amount of purchased advertising) | n/a         |                   |
| Other                                                     |             |                   |
| Total \$                                                  | n/a         |                   |

- 2. Agency fee structure:** The State will not pay any mark-up on costs. All costs must be net to the State of New Hampshire. Applicants may request a fee for services provided. Please explain in detail what will be covered in fees.

**\*\*Finalists may be required to review financial statements with Committee Members, if requested.**