

**HOLYOKE COMMUNITY COLLEGE
303 Homestead Avenue
Holyoke, MA 01040
Media Buying Services**

REQUEST FOR PROPOSAL #22-07

Holyoke Community College, an agency of the Commonwealth of Massachusetts, is soliciting proposals for media buying services. **This will be a three (3) year contract starting July 1, 2022; with the option to renew for two (2) additional one (1) year extensions.**

Holyoke Community College seeks to enhance its brand awareness and visibility across multimedia channels to increase enrollment and communicate the value of an HCC education.

RFPs must be submitted on the forms supplied by the College for receipt NO LATER THAN June 10, 2022 at 11:00 AM EST. Email all proposals with the subject line **RFP #22-07 Media Buy Services** to Brian Jackson in the Purchasing Department at bjackson@hcc.edu.

- Prices quoted must be available for acceptance for at least sixty (60) days after the bid opening date and extend through the term of the contract unless otherwise noted in your quote.
- Product/service needed no later than the specified times. Bidder must specify the earliest available date.
- All prices must be submitted on a net basis. Cash, trade and quantity discounts to be reflected in bid prices and delivery free of all charges to Holyoke Community College.

Firm Name: _____

Contact Individual: _____

Address: _____

Telephone: _____

Fax: _____

E-mail: _____

By: _____

(SIGN YOUR BID IN INK)

___ **I have received and reviewed the RFP and all amendments to RFP #22-07**

Schedule of Events

Posted on CommBUYS	May 13, 2022
Questions due by	May 20, 2022 at 2:00 PM EST
Responses to be posted by	May 27, 2022 at 5:00 PM EST
Proposals due by	June 10, 2022 at 11:00 AM EST
Awarding of Contract by	June 17, 2022
Start Date of Contract	July 1, 2022

All dates and times provided are binding. Proposals not in compliance with the dates will be deemed non-responsive.

All questions should be forwarded to Brian Jackson by email; no phone calls, please.

Email address is bjackson@hcc.edu

If Holyoke Community College is closed due to uncontrolled events such as fire, snow, ice, wind, or building evacuation, the responses will be due at 11:00 AM EST. on the next normal business day. Proposals will be accepted until that date and time.

The College reserves the right to accept the proposal deemed best for the Commonwealth of Massachusetts and Holyoke Community College. Inspection at point of delivery and material not in accordance with specifications will be returned at vendor's expense.

The vendor will be required to execute a [Request for Taxpayer Identification Number and Certification \(W-9\)](#), [Commonwealth Standard Contract](#) and [Commonwealth Terms & Conditions](#) with Holyoke Community College.

Responder's Instructions for submitting proposal:

All Responders must submit **two separate emails**; one with the Proposal and another with Pricing.

The Proposal email should contain **Proposal RFP #22-07** in the subject line, and be addressed to bjackson@hcc.edu. It should include attachments that address each of the eight queries listed under Qualifications on Page 4. Be sure to include requested samples of media plans as well as references, using a separate Business Reference Form (Attachment 1) for each of the six references.

PLEASE NOTE: If any pricing information is revealed in the Proposal email, the submission shall be deemed non-responsive and eliminated from consideration.

The Pricing email should be designated **Pricing RFP #22-07** in the subject line, and should contain all pricing information (Attachment 2). This email should be addressed to bjackson@hcc.edu.

Qualifications:

1. Provide a representative sampling of media plans and media buys you have produced for clients in which you execute a campaign strategy through online display, contextual search, social media promotion, geolocation (retargeting, geofencing, beacons), print display, video, television, radio (streaming and broadcast) and any other channels you utilize.
2. Describe your experience in producing annual media plans and media creative for diverse audiences while maintaining institutional branding and visual identity standards.
3. Describe your experience in producing media plans and executing media buys for higher education clients within a defined project budget.
4. Provide your approach to tracking (e.g. Google analytics, social media metrics, etc.) the success of a campaign. Do you provide comprehensive reports with campaign statistics?
5. Briefly describe your capacity to produce media plans, execute media buys and develop creative (as needed) for Holyoke Community College (e.g. staff, equipment, software, physical space, office location, etc.).
6. Describe your approach and capabilities to produce radio, video and television spots. Address what type of team would be assigned to a comprehensive project and a project targeted at a single program or initiative. What would each person's role be?
7. Provide a company profile, length of time in business, core competencies and bios of key personnel who will be working with the College.
8. Provide references for six (6) current or former clients. At least one must be a higher education client.

Evaluation of Proposals:

The contract to provide media buying services will be awarded to the responder(s) offering the most comprehensive, qualified and responsive proposal and the highest quality sample projects at the best value to the College. Only those proposals that meet the minimum requirements and/or conditions, and include all required attachments, will be deemed qualified.

Proposals will be evaluated based on the following criteria:

- Suitability of the Proposal – The proposed solution meets the needs and criteria set forth in the RFP. (4 Points)

Weight _____ Total _____
(Points x Weight)

- Quality of media campaigns and strategic approach: Prior work demonstrates comprehensive plans targeted to diverse audiences utilizing all forms of media: online, print, radio and television. (5 Points)

Weight _____ Total _____
(Points x Weight)

- Strength and aesthetic quality of print and online creative, video/TV and radio samples: Prior work demonstrates well-planned, articulate approach to media and tells engaging, compelling stories that expresses clients’ key messages and conveys the relevance of subjects/events/programs to clients’ strategic goals and branding. (5 Points)

Weight _____ Total _____
(Points x Weight)

- Candidate Experience: Candidate has successfully completed similar assignments, has the qualifications necessary to undertake assignments for Holyoke Community College and has demonstrated a commitment to providing high-quality product as well as a high-level of customer service. (4 Points)

Weight _____ Total _____
(Points x Weight)

- Depth and Breadth of Staff: The candidate firm has appropriate staff to provide product in the time frames needed. (3 Point)

Weight _____ Total _____
(Points x Weight)

Weight:

4- Highly Advantageous

3- Advantageous

1- Acceptable

0- Not Acceptable

*Any response that receives a “Not Acceptable” rating in any category shall be deemed not responsible and eliminated from consideration

**** Only Proposals ranking higher than 45 points will be evaluated for pricing.**

RFP General Information.

- A. Bidder Communication: Bidders are prohibited from communicating directly with any employee of the College except as specified in this RFP. No other individual, College employee or representative is authorized to provide any information or respond to any question or inquiry concerning this RFP. Bidders may email the Contact Person for this RFP in the event this RFP is incomplete or the Bidder is having trouble obtaining any required attachments electronically through CommBUYS. Bidders with disabilities or hardships that seek reasonable accommodation must communicate such requests by email to the Contact Person, who has the right to reject unreasonable request.
- B. Public Records: All responses and information submitted in response to this RFP are subject to the Massachusetts Public Records Law, M.G.L., Chapter 66. Any statements in responses inconsistent with these statutes shall be disregarded.
- C. Holyoke Community College makes no guarantee that any Services will be purchased from any Contract resulting from the RFP. Any estimates or past procurement volumes referenced in this RFP are included only for the convenience of Bidders, and are not to be relied upon as any indication of future purchase levels.
- D. The goal of this RFP is to provide the best value of Services to achieve the procurement goals of the Department. Bidders that propose discounts, uncharged Services or other benefits in addition to the RFP specifications may receive a preference.

GENERAL SPECIFICATIONS

- a. All invoicing for goods and services must be in arrears and directed to the following address:
 - 1. Holyoke Community College
 - 2. Accounts Payable
 - 3. 303 Homestead Ave.
 - 4. Holyoke, MA 01040
- 2. Payment terms must not be any shorter than Net 45 days unless a prompt payment discount is offered. The College will not accept any late payment charges or penalties.
- 3. All bid prices shall remain firm for at least sixty (60) days after the bid closing date and throughout the term of the contract.
- 4. If the Vendor takes exception to any of the terms or conditions listed in the specifications, it must be noted in the bid.
- 5. The contract will be awarded to the vendor who offers the best combination of price, capability and varied service options and equipment as determined by the College. Holyoke Community College reserves the right to reject any or all bids, wholly or in part,

and to make the award in a manner deemed to be in the best interests of the Commonwealth of Massachusetts and the College.

6. The Vendor agrees that if the contract/award is made for \$5,000 or more, he/she will sign a certificate and abide by the provisions of the anti-boycott covenant as required by executive order #130. View the EO at <http://www.lawlib.state.ma.us/source/mass/eo/eotext/EO130.txt>.
7. Every contract or agreement for the purchase of services or materials of any kind will include the following provisions: "The Governor or his designee, the Secretary of Administration and Finance and the State Auditor or his designee shall have the right at reasonable times upon reasonable notice to examine the books, records and other compilations of data which pertain to the performance of provisions and requirements of this contract or agreement."
8. The Vendor is responsible for all freight and/or transportation costs involved in the award and must bear the cost of any insurance necessary to cover the goods until the College accepts and takes possession of the goods.
9. Proposals should be made on the forms supplied by the College. Should the bidder find discrepancies in or omissions from the specifications, or shall be in doubt as to their meaning, he/she shall at once notify the College contact person by email. The College will not be responsible for any oral instructions. In turn, if the College desires, it will post an amendment to CommBUYS by the response date. The College is not responsible for typographical errors in this document. Any bulletins and/or addenda issued during the time of bidding are to be covered in the proposal and closing the contract thereof.
10. All awards will be based upon the availability of funds.
11. The College reserves the right to reject any bid proposal that is not in full compliance with the specifications; reject any or all bids wholly or in part; to waive technicalities or minor deviations; to make awards in a manner deemed in the best interest of the College; and to correct any award or specification erroneously made as a result of a clerical error on the part of the College.
12. The contract as described in the specifications shall be governed by the Laws of the Commonwealth of Massachusetts and will constitute the entire agreement between parties. The contract specifications may not be varied unless specifically done in writing, signed by both parties.
13. The Vendor shall include in the proposal and fully state the maximum warranty available and quoted price, if applicable.
14. Non-discrimination in Employment and Affirmative Action: Holyoke Community College does not discriminate on the basis of race, color, national origin, sex, sexual orientation, age or handicap in admission or access to or treatment or employment in its programs and activities.

The Vendor shall not discriminate against any qualified employee or applicant for employment because of race, color, national origin, ancestry, age, sex, sexual orientation, religion, veteran status or disability. The Vendor shall be in performance of this contract's affirmative action to employ minority and female subcontractors, vendors and suppliers. The Vendor agrees to comply with all applicable federal and state statutes, rules and regulations prohibiting discrimination in employment, including Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, Massachusetts General Laws, Chapter 151B and all applicable administrative orders and executive orders.

The Vendor must comply with the terms of the College's policies on sexual harassment issues while carrying out their activities on College property. Copies of the College's harassment policies may be obtained in the College Personnel Office.

The College reserves the right to disqualify as a Vendor any person or entity that fails to adhere to the prohibitions against discrimination in employment that are contained in this section.

**ATTACHMENT 1
BUSINESS REFERENCE FORM**

Bidder:

RFP Name/Title: Media Buying Services

RFP Number: #22-07

The bidder must provide 6 business references.

Reference name: _____

Address: _____

Phone: ()

Fax: ()

Email:

Internet address:

Description and date(s) of commodities and services provided:

References will be contacted to confirm the bidder's abilities and qualifications as stated in the bidder's response. The department may deem the bidder's response unresponsive if a reference is not obtainable from a listed reference after reasonable attempts.

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**ATTACHMENT 2
COST PROPOSAL SHEET**

The cost of each project will be determined based on scope of work, targeted audience, available budget and media agency recommendations. For individual services above the general project cost for media buys, please provide the following itemized costs.

We anticipate spending approximately \$200,000 to \$400,000 based on available budget.

ITEMIZED COST OF THIS PROJECT:

Vendor:		
	Recommended Outlets	Rate(s) for Year 1
Online display ad artwork production: HCC retains image rights		
Print display ad artwork production: HCC retains image rights		
Social media promotion: HCC retains image rights		
Television and video ad production: HCC retains video rights		
Radio (streaming & broadcast) production: HCC retains radio rights		

Billboard Displays		
Geotargeting/fencing		
Other channels		
Assistant		
Agency Service Fees:		
Other:		

MAXIMUM % OF INCREASE:

Year 2 Max: _____%

Year 3 Max: _____%

Optional Renewal Year 1: _____%

Optional Renewal Year: _____%

Vendor Name _____

Signature of Authorized Representative

Title

Date

The above quotation is hereby submitted for consideration of award. I hereby warrant having reviewed all the proposal and general specifications, and believe to the best of my knowledge, except as noted, that this quote is in compliance with the same.