

Monroe County Community College Bid Sheet

Bid Project: Enrollment/Branding Campaign
Date of Bid Opening: 4/25/2022
Time of Bid Opening: 12:00pm

Vendor Name:	Sleek Fire	The Jakes Group	Interact	Hart	Concentrek
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Title Page - Title page must include name of vendor's firm, address, name and telephone number of contact person.	Yes	Yes	Yes	Yes	Yes
Table of Contents	Yes	Yes	Yes	Yes	Yes
Profile of the Vendor - Include the number of higher education clients your company currently has, preferably specifying how many are community colleges, and the number of years your company has been providing marketing communications services and solutions to higher education clients. Indicate any third-party firms involved in the proposal and state their roles	Yes	Yes	Yes	Yes	Yes
Project Scope – Provide a general description of the solution proposed and speculative creative concepts/storyboards based on the project scope, which is outlined in the next section.	Yes	Yes	Yes	Yes	Yes
Professional Services - Provide a summary of the professional services that will be provided to support implementation of the proposed solution and speculative creative execution.	Yes	Yes	Yes	Yes	Yes
Time & Resource Requirements - Provide specific information detailing the time requirement to implement the solution and speculative creative solution put forth in your proposal. Include the time and resource requirements needed from MCCC. The anticipated go-live date for the campaign is on/before November 1, 2022. Please discuss the feasibility of the timeline.	Yes	Yes	Yes	Yes	Yes
Case Studies - Provide at least two case studies of similar campaigns developed by the agency.	Yes	Yes	Yes	Yes	Yes

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<p>Pricing – Include invoicing procedures and estimated vendor’s fees for the development and implementation of the campaign specifically outlines in the Campaign Elements/Deliverables section.</p>	<p>\$87,500.00</p>	<p>Activate Budget- \$70,000.00- \$85,000.00 Creative Budget – \$4,800.00- \$6,000.00</p>	<p>Creative Message Strategy- \$8,000 Digital Video Pkg w/ 17 Videos- \$70,000.00 Radio Pkg \$11,000.00 Banner Ads \$1,250.00 Digital Ad Pkg. \$25,000.00 Print Pkg. \$18,000.00 Totals with 1 Video= \$125,250.00 Totals with 4 Videos= \$343,250.00</p>	<p>Social Videos, 4, \$35,000.00 Low, \$39,000.00 High Radio, 4, \$16,000.00 Low, \$18,500 High Social Ads, 4, \$8,000.00 Low, \$9,500.00 High Print Ads, 4, \$11,900.00, Low, \$14,900.00, High 8 Pg Brochure, 1, \$15,500.00 Low, \$17,500.00 High Total Low= \$86,400.00 Total High+ \$99,400.00</p>	<p>\$83,000.00</p>
<p>Signed Vendor Acknowledgement Form</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>
<p>Completed Iran Economic Sanctions Act Form</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>
<p>Completed Familial Disclosure Form</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>
<p>References - Provide a listing of references from current or former clients to which the vendor has provided similar services as described in the RFP</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>

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Additional Comments					

Opened at MCCC by: Suzanne Wetzel
Witnessed by: Amy Salliotte