

Entity Name: South Dakota State Government
Event Number: 10253
Event ID: 24RFP10253
Event Name: Marketing and Public Relations Services
Requested By: Missy Schuetzle
Created By: Missy Schuetzle
Due By Date: 04/22/2024 05:00 PM Central Time
Q&A Cutoff Date: 03/18/2024 11:30 AM Central Time
Invitation Type: Invitation Only
Assigned Commodities: 915-22 Communications Marketing Services; 918-76 Marketing Consulting

Allow Supplier Terms and Conditions: No
Public Responses: No
Display Awardee: Display
Posting Board Status: Published
Event Status: Event Under Review

Section #: Name:

1 Section 1 - 24RFP10253

"Response to Offeror Questions" document attached.

Do not submit responses through ESM Sourcing; please submit your response as specified in the RFP document.

The Invitation Type for this RFP, designated as "Invitation Only," indicates that vendors who have chosen the applicable NIGP codes for the requested services will receive an autogenerated system email notification. The Invitation Only designation does not impose exclusivity or restrictions on access; it does not limit who can respond. Also, the RFP document is accessible to all interested parties for download via the Central Bid Exchange on OPM's website: <https://sourcing.esmsolutions.com/postingboard/entities/3444a404-3818-494f-84c5-2a850acd7779>.

All vendors are encouraged to download the RFP and submit their proposals following the instructions outlined in the RFP document.

1.0 GENERAL INFORMATION

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The South Dakota Governor's Office of Economic Development is seeking the professional services of an agency with extensive experience in handling marketing consulting services including media buys, digital marketing, and traditional marketing.

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

The Governor's Office of Economic Development is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota, Governor's Office of Economic Development. The reference number for the transaction is RFP #24RFP10253. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

1.3 LETTER OF INTENT

All interested offerors must submit a Letter of Intent to respond to this RFP.

The letter of intent should be received in the Governor's Office of Economic Development by no later than March 25, 2024 by 5:00 PM CST. If submitted by mail the envelope should be addressed to:

Missy Sinner, Marketing Director
South Dakota Governor's Office of Economic Development
4901 S. Isabel Pl. Ste. 200
Sioux Falls, SD 57108

Be sure to reference the RFP number in your letter.

The Letter of Intent may be submitted to Missy Sinner via email at missy.sinner@sdgoed.com. Please place the following in the subject line of your email: "Letter of Intent for RFP 10253".

1.4 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication March 18, 2024

Letter of Intent to Respond Due March 25, 2024
Offeror Questions Due March 29, 2024
Responses to Offeror Questions April 5, 2024

Proposal Submission April 19, 2024
Oral Presentations/discussions (beginning) April 29, 2024
Anticipated Award Decision/Contract Negotiation May 23, 2024

1.5 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received in the Governor's Office of Economic Development by the date and time indicated in the Schedule of Activities.

Proposals received after the deadline will be late and ineligible for consideration.

An original and two (2) identical copies of the proposal shall be submitted.

All proposals must be signed by an officer of the responder, legally authorized to bind the responder to the proposal, and sealed in the form intended by the respondent. Proposals that are not properly signed may be rejected. The sealed envelope should be marked with the appropriate RFP Number and Title. Proposals should be addressed and labeled as follows:

REQUEST FOR PROPOSAL #24RFP10253
PROPOSAL DUE April 22, 2024 by 5:00PM CST

Missy Sinner, Marketing Director
South Dakota Governor's Office of Economic Development
4901 S. Isabel Pl. Ste. 200
Sioux Falls, SD 57108

No proposal shall be accepted from, or no contract or purchase order shall be awarded to any person, firm or corporation that is in arrears upon any obligations to the State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by the State of South Dakota.

Terms and Conditions

ESM Sourcing Terms

None

General Terms and Conditions

None

Event Specific Terms and Conditions

See attached RFP Document.