

**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

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**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](mailto: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.

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#### Terms and Conditions

##### **ESM Sourcing Terms**

None

##### **General Terms and Conditions**

None

##### **Event Specific Terms and Conditions**

See attached RFP Document.