

Entity Name: South Dakota State Government
Event Number: 10858
Event ID: 24RFP-NSU-2401
Event Name: NSU Marketing Campaign
Requested By: Missy Schuetzle
Created By: Missy Schuetzle
Due By Date: 05/22/2024 05:00 PM Central Time
Q&A Cutoff Date: 04/22/2024 11:40 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: Ready for Responses

Section #: Name:

1 Section 1 - 24RFP-NSU-2401

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)

Northern State University is seeking proposals from an agency to fulfill a range of service requests aimed at advancing its mission and promoting its unique contributions to South Dakota's economy. The selected agency will be tasked with implementing strategic marketing initiatives to attract potential students from diverse backgrounds, enhancing brand awareness in specific markets, establishing a robust CRM system and email marketing workflow for the university, conducting comprehensive analysis to identify key distinguishing factors, and developing highly effective campaigns aligned with specific objectives. These initiatives are crucial for the university's growth and success, and the awarded contract(s) will be based on factors such as value, price, and technical considerations, following a thorough evaluation process. The University shall award a contract or contracts to vendor(s) whose services and proposals provide the best value to the University, price and technical factors considered based on the process stated.

The selected vendor(s) must be capable of managing local, regional, and national campaigns and public relations initiatives, developing marketing plans for specific audiences with defined objectives and creating and producing print and multimedia collateral to support those campaigns, plans and initiatives. In addition, agency may act as a strategic consultant.

Proposals should address budget requirements and an approach for the University to meet its goals as defined in section 4.0 for the following components individually:

- 1. Campaign development and media buying**
- 2. Creative services**
- 3. Market research**
- 4. Public relations**

The University reserves the right to enter into separate contracts for the above-mentioned areas.

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

Northern State University is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota. The reference number for the transaction is RFP #NSU-2401. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

1.3 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication April 22, 2024
Offeror Questions Due May 3, 2024
Responses to Offeror Questions May 13, 2024
Proposal Submission May 22, 2024

Oral Presentations/discussions (if required) May 29 – May 30, 2024
Anticipated Award Decision/Contract Negotiation June 7, 2024

1.4 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received in the Northern State University Office of the Vice President for Finance and Administration 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 of the proposal and an identical electronic PDF formatted copy of the proposal shall be submitted to Veronica.Paulson@northern.edu.

All proposals must be signed, in ink, 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 #NSU-240001

PROPOSAL DUE May 22, 2024

DELIVER TO:

Northern State University

Attn: Veronica Paulson

1200 S Jay St.

Aberdeen, SD 57401

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.