

Entity Name: South Dakota State Government
Event Number: 9483
Event ID: 23RFP9483
Event Name: Marketing & Advertising Services
Requested By: Missy Schuetzle
Created By: Missy Schuetzle
Due By Date: 01/24/2024 04:00 PM Central Time
Q&A Cutoff Date: 12/14/2023 2:02 PM Central Time
Invitation Type: Invitation Only
Assigned Commodities: 915-22 Communications Marketing Services
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 - 23RFP9483

"Response to Offeror Questions" document attached.

Do not submit responses through ESM Sourcing as this is for informational purposes only. Please download the attached RFP document and follow submittal instructions.

1.0 GENERAL INFORMATION

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

Black Hills State University is seeking an agency to perform designated marketing, advertising, and communications functions promoting the University. The primary function of the agency will be to launch a campaign focused on enrollment growth by assisting in the development and execution of marketing and advertising campaigns by utilizing and building upon recently launched brand imagery and messaging. 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 a multimedia vendor capable of managing local and regional campaigns, developing targeted advertising for the University as well as specific programs with defined objectives and creating and producing work including, but not limited to, television commercials, digital messaging, paid social media, out-of-home media, graphic design, billboards, and printed collateral. In addition, agency will assist with media scheduling and placement, provide design services for designated projects, and 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. Enrollment growth
2. Targeted undergraduate academic programs
3. Graduate programs
4. Certificate programs

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

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

Business Services is the issuing office for this document and all subsequent addenda relating to it, on behalf of Black Hills State University, Marketing & University Relations. The reference for the transaction is RFP# 23RFP9483. 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: December 14, 2023

Offeror Questions Due: January 3, 2024, 3PM (MT)

Responses to Offeror Questions: January 10, 2024

Proposal Submission: January 24, 2024, 3PM (MT)

Oral Presentations/discussion (if required): Week of January 29-Feb 2, 2024

Contract Negotiation/Contract Award: February 9, 2024

1.4 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received in the Business Services Office by the date and time indicated in the Schedule of Activities.

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

The proposal should be page numbered and should have an index and/or a table of contents referencing the appropriate page number.

Due by:

Electronic proposal in PDF format emailed to:

RFP #23RFP9483 BUSINESS SERVICES - BARB MUSTARD

Barbara.Mustard@sdsmt.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.

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.