

ATTACHMENT A

Solicitation No. EV00000495

This Solicitation is a Contract Document and is a request for proposal in connection with the Contract awarded by the Office of Management and Enterprise Services as more particularly described below. Any defined term used herein but not defined herein shall have the meaning ascribed in the General Terms or other Contract document.

PURPOSE

The Office of Management and Enterprise Services (OMES), Central Purchasing Division, is seeking responses on behalf of Oklahoma Department of Commerce (ODOC) from potential Suppliers to provide a contract for the implementation of the State of Oklahoma brand via the Statewide Branding Initiative (SBI). Oklahoma Department of Commerce (ODOC) on behalf of the Lieutenant Governor's Office is awarding this contract to a vendor that will provide services for the continued implementation of established campaigns and/or development of new campaigns to promote the Oklahoma brand. The Statewide Branding Initiative (SBI) launched in February 2020 with the goal of implementing a consistent brand across all state agencies and commissions to give those entities additional credibility with the citizens of Oklahoma. SBI also executes branding campaigns to showcase Oklahoma as an ideal place to live, work, play, and visit. Statewide Branding Initiatives are crucial for not only attracting visitors to our state, but also businesses, jobs, and investment. A Contract resulting from this Solicitation may be designated for use as a Statewide Contract.¹

The Contract is awarded on behalf of Oklahoma Department of Commerce that will provide services for the continued implementation of established campaigns and/or development of new campaigns to promote the Oklahoma brand. All state agencies and state affiliates may avail themselves of this contract.

1. Contract Term and Renewal Options:

1.1. The initial Contract term, which begins on the effective date of the Contract through one (1) calendar year, and there are four (4) one-year options to renew the Contract. ODOC reserves the right to renew subscription annually upon signed agreement by both parties; renewal is not automatic.

2. Contract Specifications

2.1. Certain Contract requirements and terms are attached hereto as Exhibit 01 and incorporated herein.

3. Solicitation Criterion:

¹ 74 O.S. 85.5(G)(3)

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3.1. Bid will be evaluated using best value criteria, based on the following:

- 1) General brand awareness
- 2) Management of subcontractor for e-commerce website
- 3) Stakeholder engagement
- 4) Past experience and performance
- 5) Price

4. Scope and Description:

The Bid Response must reflect for each requirement on Exhibit 1 whether the requirement is met by an out-of-the-box solution or whether the requirement necessitates customization to the Bidder's proposed solution.

5. Executive Summary and Company Information shall be proposed using Exhibit 03 - Bidder Company Information.

6. The response to pricing shall be proposed using Exhibit 06 - Pricing.

7. Value-added products and/or services within the scope of the Acquisition are to be included in Value Added tab of Exhibit 06 - Pricing.

8. Business References shall be proposed using Exhibit 04 - Bidder References.

9. Third-party vendor information shall be proposed using Exhibit 05 - Third Party Supplier Information.