

Date Issued: 6/1/2023



Request for Proposal:
DIGITAL
ADVERTISING FOR
PRIMARY
CAMPAIGNS

Request for Proposal Number:
#CC588-23

PROPOSAL DUE DATE AND TIME:
JUNE 22, 2023 – 2:00 P.M. Mountain Time

Request for Proposal Opening:
JUNE 22, 2023 – 2:00 P.M. Mountain Time

Question Deadline:
JUNE 15, 2023 – 2:00 P.M. Mountain Time

PROCUREMENT REPRESENTATIVE:
Shane Pulliam
E-MAIL ADDRESS: shane.pulliam@caspercollege.edu
TELEPHONE NO: (307) 268-2633

TABLE OF CONTENTS

SECTION ONE: DEFINITIONS AND TERMINOLOGY

SECTION TWO: SPECIFICATIONS AND SCOPE OF WORK

SECTION THREE: EVALUATION METHODOLOGY

1. Overview
2. Evaluation Criteria

SECTION FOUR: INSTRUCTIONS TO BIDDERS AND PROPOSAL REQUIREMENTS

1. General Conditions
2. Preparation of Proposals
3. Pre-Proposal Meeting and Job Walk
4. Submission / Modifications / Withdrawals / Late proposals
5. Questions About RFP / Addendums
6. Bid Opening
7. Award and Contract Information
8. Required Documentation for Awarded Proposal
9. Qualification of Bidder
10. Laws and Regulations
11. Environment, Health, and Safety

SECTION FIVE: SCHEDULE OF ACTIVITIES

SECTION SIX: PROPOSAL FORM

ATTACHMENT A: BUILDINGS

ATTACHMENT B: INFORMATION / CONTACTS

SECTION 1: Definitions and Terminology

Wherever used in this bid these or other related procurement documents, the following terms have meanings indicated which are applicable to both the singular and plural thereof. The terms can be used interchangeably.

Addendum: Written or graphic instruments issued prior to the opening of bids that clarify, correct, or change the bid documents or the related procurement documents.

Bid / Bid Form: The price and/or form that is submitted to the college to fulfill the request for proposal.

Bidder / Firm / Agency: The company/vendor that is submitting a bid.

Contract: An agreement between Casper College and the bidder that will include a written contract, RFP, addendums (if any), purchase order(s), purchase order terms and conditions, as well as the bidder's response to the RFP.

Contractor: The Company awarded a contract or PO for this Bid.

Evaluation Committee / Stakeholders: Casper College hired contractors or employees that have an interest in the project.

Purchase Order / PO: A contractual agreement with a firm for goods or services that specifies payment terms, delivery dates, item identification, quantities, freight terms, and other obligations and conditions.

Request for Proposal (RFP) / Proposal: This formal publicly released document outlining a need and inviting businesses to submit bids to fulfill our request.

Schedule of Values: A start to finish list of work items on a project including the cost associated with those work items that the bidders will want to be paid on throughout the project.

Specifications / Scope of Work: Those portions of this proposal consisting of written or graphic technical descriptions of materials, equipment, construction systems, standards, workmanship, goods, services, and administrative details applicable.

SECTION 2: SPECIFICATIONS AND SCOPE OF WORK

1. Background

- 1.1. Casper College is one of the largest and most comprehensive community colleges in the region. Over 4,000 students from Wyoming, the United States and beyond attend Casper College. Our students transfer or join the work force having received a quality education at the certificate and associate's levels. Casper College has more than 130 academic transfer and technical and career programs. Located in Casper, Wyoming, the campus consists of 28 buildings on more than 200 acres.
- 1.2. The college actively markets its services throughout Wyoming and its surrounding states. Digital advertising is coordinated by the public relations department. The department plans and provides the creative for all campaigns. Casper College is seeking an outside agency to assist with its primary campaigns. The contracted services will include selection of advertising tactics, ad placement, scheduling, monitoring, and improving advertisement performance.
- 1.3. Casper College is looking for a partner that will bring additional expertise, buying leverage, and access to advanced targeting, and planning capabilities otherwise not available to the college. Campaign performance and value towards attracting potential students to enroll at Casper College will be the main objective for this partnership.

2. Campaign Goals

- 2.1. The primary goal of this partnership is to attract potential students to visit the college's website and engage in its content. This is defined as having potential students complete one of three tasks; submitting an inquiry, application, or request for a campus visit. These events are tracked by the college both in Google Analytics as well as its CRM.
- 2.2. The secondary goals are related to each tactic for reach, frequency, clicks, etc.

3. Campaign Targets

- 3.1. Potential students, pursuing a degree or certificate, include two primary groups: traditional ages 18-23 years and nontraditional ages 24-45 years in the State of Wyoming.
- 3.2. Both student groups include a majority of females (67%). The ratio will fluctuate depending on their program of study.
- 3.3. Both student groups follow a pattern of consumer behaviors including:
 - Online research about programs and required education for their desired career.
 - Online research about colleges and financial aid.
- 3.4. Casper College will provide assistance with keywords.

4. Budget and Timeline

- 4.1. There is a preliminary budget of \$2,500 monthly or \$30,000 annually based on a fiscal year of July 1, 2023 to June 30, 2024. The budget will include all services and advertising costs charged by the bidder and details provided in the proposal. The preliminary term of this RFP is for two fiscal years. After the preliminary two-year term has ended Casper College would reserve the right to sign year to year option for 2 more additional years. The total length of this RFP's contract could be a total of four years.
- 4.2. If work outside of the scope of this RFP are identified by Casper College and the awarded bidder agrees to complete. A separate agreement/ contract will be established with agreed upon terms of both parties.
- 4.3. Casper College will provide creative content to the awarded bidder at the beginning of the agreement. It may be requested that content run for one month or for longer durations depending on the goal of the campaign. Historically, creative has been changed out monthly or every two months.
- 4.4. The college should be billed at the close of each month, net 45 days.

5. Creative Content

- 5.1. The Casper College public relations department will provide final creative content in a format that is required for each advertising tactic.

6. Proposal Deliverables

- 6.1. The college is interested in the expertise, unique targeting capabilities, and buying leverage offered by the bidder. The bidder needs to show their ability to focus digital advertising on the people with the most likelihood to enroll at Casper College. Please address each point below in your proposal.
- 6.2. It is important to Casper College that the bidder can demonstrate how they will:
 - Make recommendations on the tactics or advertising tools that will be most effective in addressing the campaign goal.
 - Receive and implement creative files from the Casper College public relations department in a timely manner throughout the year. Campaigns may include two different sets of creative targeting different audiences.
 - Provide a pixel for the college's website that will connect website visitors to campaign analytics. In addition, assign UTM codes and other monitoring tactics as appropriate.
 - Provide 24-7 access to an online advertising performance dashboard and analytics.
 - Provide access to advanced and proven targeting capabilities and technologies that can maximize the college's advertising results beyond the college's internal capabilities.
 - Provide account management expertise that assists the college in guiding the best possible results for the goals of the campaign.

- Monitor campaign performance and highlight where improvements can be made.
 - Meet agreed upon deadlines for campaign implementation or changes.
 - Provide timely response to questions and requests for changes to campaigns.
 - Stay strictly within the identified budget for the campaign and/or annual amount assigned to this RFP.
 - Provide timely invoices immediately following the close of each month's campaign.
- 6.3. Each response to this request for proposal should include an overview of the tactics and expected results the bidder would hope to accomplish under an agreement with the college for the assigned budget and goals.

SECTION 3: EVALUATION METHODOLOGY

1. Overview:

- 1.1. Casper College will conduct a comprehensive, fair, objective, and impartial evaluation of proposals received in response to this request for proposal. An evaluation committee will evaluate proposals. The evaluation committee is made up of members who represent subject expertise on the project.

2. Evaluation Criteria:

- 2.1. Proposals will be evaluated on, but not limited to, the following criteria (not necessarily in priority order).
- Pricing: Although a concern, the bidder with the most favorable pricing may not necessarily be awarded the order. The award will be based on what is considered the best value to the college.
 - Specifications/Qualifications: Bidder has met the terms, criteria, and qualifications that are considered necessary and/or essential components of this proposal.
 - Reputation: Information acquired through references and other sources available to Casper College. Results of previous projects (if any) on our campus.
 - Experience: How much experience does the bidder and their personnel have with the work they are proposing.
 - Sub-Contracting: What portions of the work will be performed by the bidder and what portions of the work will be performed by sub-contractors?
 - Timeliness: Time required to complete the project. Can the bidder complete the project by the dates shown in the proposal?
 - Etc.: Other miscellaneous criteria.

SECTION 4: Instructions to Bidders and Bid Requirements

1. General Conditions:

- 1.1. The Procurement Department will receive proposals for providing Digital Advertising Primary Campaigns. Proposals are due no later than **6/22/2023, 2:00 P.M. Mountain Time.**
- 1.2. Casper College reserves the right to waive irregularities and informalities, even those that are shown as mandatory requirements, as long as it doesn't give an advantage to the bidder submitting the proposal or disadvantage any competing bidders.
- 1.3. Casper College may also accept or reject any and all proposals. Casper College does not bind itself to the lowest proposal but rather the proposal that is felt to be in the institution's best interest. Although pricing is important, it is not the only factor considered when evaluating proposals.
- 1.4. Casper College reserves the right to negotiate with the successful firm, within the requirements of the RFP, in order to serve the best interests of Casper College. In the event Casper College is unsuccessful in negotiating a contract with the apparent best firm within a reasonable time frame, Casper College may begin negotiations with another firm. Respondents are cautioned, however, to submit proposals initially on a most favorable basis, since an award decision shall be made without any negotiation, based on price and terms of the original proposal.
- 1.5. The bidder warrants that no kickbacks, gratuities, or contingency fees have been paid in connection with this request for proposal and none have been promised. The bidder warrants that no one being paid pursuant to the proposal is engaged in any activities that would constitute a conflict of interest with respect to the purposes of the proposal.
- 1.6. Casper College will ensure that minority business enterprises are afforded full opportunity to submit proposals. Casper College will not discriminate on the grounds of age, race, color, sex, creed, religion, national origin, or disability status. In addition, the successful bidder shall comply with the Americans with Disabilities Act and the Wyoming Fair Employment Practices Act.
- 1.7. The bidder hereby certifies that all persons employed by their firm, their affiliates, subsidiaries, holding companies, or subcontractors are treated equally by their firm without regard to or because of age, race, color, sex, creed, religion, national origin, or disability as required by federal and state anti-discrimination laws. Violation of this certification may constitute a material breach of contract upon which the owner may determine to cancel, terminate, or suspend the contract.

- 1.8. All proposals in response to this request become public records and are subject to public inspection. Any proprietary or confidential information must be clearly identified and can only be treated as such to the extent of the Open Records Act. Proprietary or confidential information is defined to be any information that is not generally known to competitors and which may provide a competitive advantage (pricing is not considered proprietary or confidential). Proposals in their entirety cannot be specified as proprietary or confidential.

2. Preparation of Proposals

- 2.1. Bidders are encouraged to examine all documents, specifications, scope of work, addendum(s), and attend scheduled site visits associated with the request for proposal. Failure to do so will be at the bidder's risk. The RFP and all referenced documents must be used in the preparation of each proposal. Casper College assumes no responsibility for errors, misinterpretations, and/or verbal communication resulting from the use of incomplete proposal documents.
- 2.2. The bidder shall furnish the information required by the RFP. The bid form and all requested documents (see *SECTION FIVE*) shall be completed, signed, and returned by the respective firm's authorized agent. All required bid documents must be returned with the bidder's sealed bid.
- 2.3. Any deviation or substitution from the specifications, scope of work or drawings must be noted in detail and attached to the bid form. Complete specifications must be attached for any deviations or substitutions offered. In the absence of a specifications deviation statement and accompanying specifications, the bidder shall be held accountable for full compliance with the RFP specifications.
- 2.4. Failure to submit a specification deviation statement and accompanying specifications, if applicable, may be grounds for rejection of the item(s) offered and or the entire proposal.
- 2.5. A proposal may be rejected if it modifies any of the provisions, specifications, or minimum requirements of the request for proposal.
- 2.6. Proposal prices must include all material, labor, bonds, insurance, profit, and delivery (FOB) Casper College, Casper WY. Include a copy of material and labor warranties when applicable. In case of an error in the extension of prices in the proposal, unit prices will govern.
- 2.7. If applicable, please submit a schedule of values with each payment application in your proposal package. The schedule of values will need to be agreed upon by the bidder and Casper College. Paying invoices will be based upon the bidder successfully completing the deliverables within the stated deadlines, and upon the Agency's written acceptance of the deliverables or services. Casper College prefers the AIA G702 format.

- 2.8. Any expenses incurred in proposal preparation, pre-bid meeting, site visits, submission, presentations, demonstrations, etc. are the responsibility of the bidder and will not be reimbursed by Casper College.
- 2.9. All Bid Documents will be available free of charge at www.caspercollege.edu/offices-services/purchasing and www.rockymountainbidsystem.com.

3. Submission / Modifications / Withdrawals / Late Bids

- 3.1. Sealed proposals should be accompanied by the attached Casper College – Bid Form and signed by the proper official of the firm. All sealed proposals must be in the possession of the Casper College Procurement Department representative by the due date and time. Any proposal that is not sealed or in possession of the representative by the due date and time will be rejected.
- 3.2. On the Bid Form the Total Lump Sum Price will need to include all costs to complete the item outlined on the Bid Form and in the proposal. This is including, but is not limited to all labor, materials, operations, inspections, permits, bonds, insurance, profit, accessories, incidentals, rentals, hotels, per diem, tax, shipping, and removal and proper disposal of existing materials.

- 3.3. Sealed Proposals must be mailed or hand delivered to:

Attention: Procurement Department GW #311
Casper College
125 College Drive
Casper, WY 82601

- 3.4. Clearly mark on the outside of your sealed proposal “DIGITAL ADVERTISING PRIMARY CAMPAIGNS #CC588-23”.
- 3.5. A proposal that is in the possession of the Procurement Office may be modified or withdrawn by an email, fax, or letter bearing the signature or name of the person authorized for bidding, provided that it is received prior to the date and time set for the proposal opening.
- 3.6. Modifications must be initialed by the person signing the proposal.
- 3.7. If the pricing portion of your proposal needs to be altered, you must resubmit the revised pricing in a sealed envelope and it must be received by our Procurement department prior to proposal opening.
- 3.8. Telephone or verbal alterations or withdrawals of a proposal will not be accepted.
- 3.9. If a proposal is accepted and the bidder then fails to furnish the service agreed to in the proposal, that bidder may be eliminated from future consideration.
- 3.10. Telephone, fax, or electronic submittals will not be accepted.

4. Questions About the RFP / Addendums

- 4.1. All questions, inquiries, matters, issues, comments, and/or clarifications pertaining to the request for proposal should be directed to the following individual.
- Shane Pulliam, Director of Procurement
 - 125 College Drive
 - Casper, WY 2601
 - Phone: (307) 268-2633
 - Email: shane.pulliam@caspercollege.edu
- 4.2. All questions, inquiries, matters, issues, comments, and/or clarifications pertaining to the request for proposal should be submitted no later than 6/15/2023 2:00pm mountain time. Any questions received after the deadline will not be accepted or considered. Casper College will try and post any addendums within 2 business days from the above date and time.
- 4.3. All changes or interpretations of the request for proposal will be made by written addendum. These will be made only by the Casper College Procurement Department. No oral or telephone interpretations of this bid proposal shall be binding upon Casper College. The addendum(s) will be posted on www.rockymountainbidsystem.com and www.caspercollege.edu/offices-services/purchasing.
- 4.4. Bidders are responsible for checking these sites before submitting their proposals. All issued addendums should be acknowledged on the bid form.

5. Bid Opening

- 5.1. A public bid opening of each bid received will be conducted on date: 6/22/2023 at 2:00pm mountain time. The location will be room 312 in the Gateway Building on the Casper College campus. The Bid opening is a public meeting, open to anyone interested in attending.
- 5.2. Each firm submitting a proposal agrees that their proposal shall remain valid for a minimum of forty-five (45) calendar days from the date of closing of this Bid.

6. Award and Contract Information:

- 6.1. A contract will be issued by Casper College for this project. The contract between Casper College and the successful bidder will include the wording contained in the formal written contract, the request for proposal, addendums (if any), attachments, purchase order(s), purchase order terms and conditions, as well as the bidder's response to the request for proposal.
- 6.2. The bidder expressly warrants to Casper College that it has the ability, expertise, and required legal credentials to perform the contract if awarded. In doing so it shall use the highest standards of professional workmanship.

- 6.3. Awarded bidder is prohibited from subcontracting, assigning, transferring, the contract its rights, title or interest therein, or its power to execute such a contract to any other firm without the prior written consent of Casper College.
- 6.4. In the event that the successful bidder decides not to accept the contract, Casper College reserves the right to grant the contract to the second successful bidder, reissue the request for proposal, or cancel the request for proposal.

7. Qualifications of Bidder

- 7.1. The bidder may be required to submit three (3) letters of reference from past projects that are similar to the work described by the specification of the request for proposal. The preference would be that these projects were completed within the last three (3) years. The procurement department will need the names, phone numbers, and addresses of these references.
- 7.2. The bidder shall secure and pay for all federal, state, and local licenses and/or permits required for the work that is outlined in the request for proposal. Casper College will cooperate with the successful bidder in obtaining all licenses and/or permits. The successful bidder shall pay for any and all taxes, fees, and assessments attributable to the performance of the contract work and/or services.

8. Laws and Regulations

- 8.1. The successful firm shall comply with all laws, ordinances, and regulations of any applicable federal, state, county, or city government applicable to the performance of the services described herein. In addition, the successful bidder shall also comply with all Casper College policies.
- 8.2. The bidder has the sole responsibility of compliance with all applicable State Statutes. Casper College reserves the right to request written verification of compliance.

9. Environment, Health, and Safety

- 9.1. The bidder agrees to indemnify and hold Casper College harmless for any release of toxic wastes or hazardous material, and / or any violation of laws or regulations of the EPA or DEQ that is caused by the bidder.
- 9.2. The successful bidder shall take reasonable and proper care of Casper College property, facilities, and equipment under its care, custody, and control in a manner that shall not cause any violations, abuse, or misuse of said property, facilities, and/or equipment.

SECTION 5: Schedule of Activities

Activity	Date	Time (our clock)
<i>Issue / Post RFP</i>	<i>6/1/2023</i>	N/A
<i>Last Date for clarification inquiries</i>	<i>6/15/2023</i>	2:00 pm
<i>Proposal submission deadline/Proposal opening</i>	<i>6/22/2023</i>	2:00 pm
<i>Project Award</i>	<i>Week of 6/26/23 (estimated)</i>	N/A
<i>Project Start</i>	<i>7/1/2023</i>	8:00 AM

Shane Pulliam



Casper College
Director of Procurement

SECTION 6: BID FORM

<i>Casper College - Bid Form</i>			
DIGITAL ADVERTISING PRIMARY CAMPAIGNS			RFP #CC588-23
Qty	UOM	Description	Contract Price
1	LOT	DIGITAL ADVERTISING PRIMARY CAMPAIGNS (ANNUAL)	
		<u>GRAND TOTAL=</u>	
Received Addendum # 1 _____ Addendum # 2 _____ Addendum # 3 _____ (initial only if addendums were issued)			
Bidder Information:		Comments:	
Bidder Name:		Mailing Address:	
City:	State:	Zip:	
Phone Number:		Fax:	
Bidders Name (print):		Title:	
Signature:		Email Address:	
* Signing this form indicates you agree with all the conditions shown in this RFP, addendums (if any) and attachments.			