

Request for Qualifications for Marketing, Advertising, PR, and Branding Services

RFQ CV2014/04

Date Issued: April 4, 2014

Closing Date: April 30, 2014, 5:00 PM EST

Marketing, Advertising, PR, and Branding Services

I. Purpose

Civergy, Inc. (“Civergy”) and its subsidiary companies (collectively “Company”), New West Technologies (New West) and BION Enterprises (BION), are seeking responses from qualified firms to provide marketing, advertising, public relations (PR), and branding services. This Request for Qualifications (RFQ) is expected to establish a pool of one or more firms to assist the Company with discrete marketing, advertising, PR, and branding services.

A qualified firm will have demonstrated experience and expertise in forming strategic partnerships with government sector organizations, especially U.S. government services and technology firms. It will have proven success in conceiving and executing large scale marketing, advertising, public relations, and branding projects. A qualified firm will be viable, professionally organized, well-versed in communicating in a variety of media, skilled at telling the Company’s story clearly and persuasively, and, above all, creatively.

II. Qualifications

Proposed personnel should have significant experience in brand, advertising, public relations, graphic design, information and/or print design. Firms or teams should have sufficient staff and resource capabilities within the firm or team identified in the response to provide a range of services necessary to support the Company in a timely fashion, without further subcontracting. Firms or teams should have the capability to respond to requests for services from the Company on limited notice and with quick turnaround times. The Company recognizes that teams of firms may be able to provide greater scope coverage than individual firms, and welcomes proposals from teams.

III. Instructions on Response Submission

Closing Submission Date

The deadline for receipt of responses is April 30, 2014 at 5:00 PM EST. Responses must be received by this deadline at the following location:

Rebecca Cales
Director of Capture and Proposal Development
NWBSS, LLC
10333 E. Dry Creek Road, Suite 200
Englewood, CO 80112
Tel: 720.253.1789
rcales@newwestbss.com

Responses received after the date and time listed will be returned and will not be considered.

Inquiries

Copies of the RFQ, questions and answers, and any related documents are available on the Civergy website: www.Civergy.com

Questions pertaining to this RFQ must be submitted in writing and be received via email to the contact person listed above.

Schedule

RFQ Issue Date	April 4, 2014
Questions Due	April 10, 2014
Responses to Questions Posted	April 15, 2014
Proposals Due	April 30, 2014
Evaluation Period/Finalists	May 15, 2014
Contract Negotiation	Late May 2014

Conditions of Proposal

All costs incurred in the preparation of a proposal responding to this RFQ will be the responsibility of the Offeror and will not be reimbursed by Civergy or any of its subsidiary companies.

Instructions to Prospective Contractors

The firm must submit three (3) original hard copies of the response to the contact person and address listed above. Submissions must be clearly marked with "P13/0431 Request for Qualifications". In addition, the firm must submit one (1) digital PDF copy of the slide deck addressing the Sample Creative Approach on media suitable for printing and copying. The digital copy may be submitted on a thumb drive shipped with the hard copy response or via email to rcales@newwestbss.com.

Proposals must be received no later than April 30, 2014 at 5:00 PM EST. Failure to do so may result in premature disqualification of your proposal. It is the responsibility of the Offeror to ensure that the response is received by the Company by the date and time specified.

Entity Submitting RFQ

The terms "vendor," "proposer," "offeror," "firm," "consultant," "contractor," or "agency," used in this RFQ or any subsequent documents or communications related to this RFQ are interchangeable and mean the entity submitting and seeking to enter into a contract for the goods and/or services requested in the RFQ.

Right to Reject

The Company reserves the right to reject any and all proposals received in response to this RFQ. A contract for the accepted proposal will be drafted based upon the factors described in this RFQ, as well as final negotiated rates.

Notification of Award

The top three to four (3-4) firms whose responses are chosen as finalists in our down-select process will be invited to make oral presentations in person, by phone, or WebEx, on or about May 15, 2014, prior to the final selection and negotiation of the winning firm(s).

It is expected that a decision selecting the successful firm(s) will be made within one (1) month of the closing date for the receipt of proposals.

The Company is the client and makes no guarantee as to the number and size of projects which may be awarded under this proposal. The Company may elect to use in-house services and resources, including interns and staff, for all or part of any project. The Company's Business Support Services group will be the firm's point of contact throughout the contract and will coordinate the professional services required of the firm. The term for the agreement will be one (1) year with an option to renew for four (4) additional one-year terms if mutually agreed upon by the Company and the agency.

IV. Description of Entity

Civergy, Inc.

Civergy is a family of technology-enabled government services businesses that lead the way in energy security, cybersecurity, and document intelligence. For more than 15 years, Civergy's government brands have developed, managed, and secured our nation's critical infrastructure to solve problems of vital importance to the U.S. federal government.

Civergy's 130+ employees provide best-value services, scientific resourcefulness, and problem-solving passion – allowing the company to continually exceed expectations. The Civergy family of companies values accountability, integrity, responsibility, and trust. Whether it's IT solutions, cybersecurity, energy security, or document intelligence, Civergy solutions can drive performance anywhere the mission requires. For more information, visit www.civergy.com.

New West Technologies, LLC

(Acquired by Civergy on 1/1/14)

Jim S. Williamson had a vision to help Native American Tribes address their energy needs. In 1996, his vision led to the founding of New West Technologies and the

mission soon grew beyond the confines of his own community in Montana to the national stage. In 2002, New West was granted SBA 8(a) status from the Small Business Administration (SBA) and began work on government contracts for a variety of federal departments in the fields of program and grants management, engineering and technical services, and, true to its roots, energy. Today, New West strives to advocate for “clean” energy in all of its programs.

New West has received multiple awards from prestigious organizations. 2012 marked the fifth year that New West has been recognized by INC500/5000 Magazine as one of the fastest growing companies in the country. Denver Business Journal has recognized New West in multiple years as one of the fastest growing Minority Owned Businesses in Colorado. Awards have also been received from various government departments including the SBA, U.S. Department of Housing and Urban Development, and the General Services Administration.

New West (headquartered in Colorado) has expanded its operational base in response to its growing list of programs by opening offices in Washington, DC, in Landover, MD, in Yorkville, NY, and San Antonio, TX. Satellite offices are planned in various locations throughout the country in response to new contracts.

Despite its phenomenal growth, New West retains its original core values – honesty, integrity, innovation, and a commitment to excellence in all its services. For more information, visit www.nwttech.com.

BION Enterprises, LLC

BION Enterprises is the software lab that developed the patent-pending SmartFile technology. SmartFile software lets users effortlessly connect Microsoft Office and Adobe PDF files to the internet, providing connection for the life of the documents. Users can know when documents are opened or viewed, printed, saved, or shared with others worldwide. No special software of any type is required on the viewing computer (PC, Mac or Linux). For more information, visit www.bioncorp.com.

Target Markets

- Energy – SmartGrid
- Cybersecurity
- Research & Development (national laboratories)
- Predictive Analytics (Intelligence software systems)

Target Clients

- U.S. federal government agencies
- State and local government

- Commercial
- International

V. Scope of Services

Through this RFQ the Company is seeking to prequalify individuals or firms interested in providing marketing, advertising, PR, and branding services. This RFQ is expected to establish a pool of qualified firms to be on call to assist the Company with discrete projects. Consultants may subsequently be asked to assist the Company on a variety of projects. The budget for each project will depend upon the nature and duration of the tasks required to complete the project. Each project will be executed through a specific Statement of Work (SOW) on a time and materials or firm fixed price basis with a not-to-exceed maximum value for each individual SOW.

Goals

- Develop and project the image of the Company, and its subsidiaries as good community partners
- Increase awareness of the Company as a technology-enabled service provider
- Increase awareness of specific programs, products, and services
- Support marketing, business development, client retention, and growth

Professional Services

The Company has developed a 130+ person firm supporting U.S. federal government agencies and commercial firms, primarily in alternative energy, microgrid, SmartGrid, and grants and program management with an excellent service record rating. However, with recent changes, including ongoing merger and acquisition activity and graduation from the SBA small business program, the Company must now compete with larger, well-funded, established competitors. In this new market environment, the Company will need a different image and competitive strategy to update and reposition its brand. Professional services under this contract may include, but are not limited to:

- Market research, analysis, and counsel
- Advertising, conception, planning, design, development, production, and evaluation
- Brand development and management
- Media buying/earned media, placement, and monitoring
- Social media and website plan
- Graphic design
- Photography

- PR and press support, including press releases, media campaign (coverage)
- Conferences, trade shows, and speaker opportunities (SMEs)
- Assist in internal communications, particularly complex or sensitive issues.

VI. Proposal Preparation and Submittal

Proposals must conform to all requirements stated below, and elsewhere in this RFQ. Disregarding these requirements may result in disqualification of the response.

Before submitting a proposal, each firm shall familiarize itself with the entire RFQ, including Scope of Work, contract form and all laws, regulations, and other factors affecting contract performance. The firm shall be responsible for fully understanding the requirements of a subsequent contract and otherwise satisfy itself as to the expense and difficulties accompanying the fulfillment of contract requirements. The submission of a proposal will constitute a representation of compliance by the firm. There will be no subsequent financial adjustment for lack of such familiarization.

All proposal materials must be placed in a sealed package (envelope, box, etc.) clearly marked with the proposal name and number and the firm's name. It is the responsibility of the firm to ensure that proposals are received in the Office of the Purchasing Director by the due date and time stated on page 1 of this RFQ. The firm is responsible for delivery of their proposal by the deadline notwithstanding any claims of error or failure to perform by a mail, courier, or package delivery service. No proposals or proposal modifications may be submitted orally, electronically, or via telephone, facsimile, electronic mail (email), or telegraph.

All proposals must be submitted both in hardcopy and electronic format per the instructions on page 2 of this RFQ. All responses shall be typewritten and be in the required format incorporating the forms provided in this RFQ package, if any. It is permissible to copy these forms as required. The authorized person signing the proposal shall initial erasures, interlineations, or other modifications to forms in the proposal.

Proprietary Information

In the event any proposer shall include in the proposal any information deemed "proprietary" or "protected," such information shall be separately packaged from the balance of the proposal and clearly marked as to any proprietary claim. The Company discourages the submission of such information and undertakes to provide no more than reasonable efforts to protect the proprietary nature of such information. The Company shall have the right to use any and all information included in the proposals submitted unless the information is expressly restricted by the proposer.

VII. Proposal Contents

The Offeror, in its proposal, shall, as a minimum, include the following items:

Cover Letter

All proposals must include a cover letter submitted under the firm's name on the firm's letterhead containing the signature and title of a person or an official of the firm who is authorized to commit the firm to a potential contract with the Company. The cover letter must also identify the primary contact for this proposal and include the Company's RFQ number found within this RFQ. The cover letter should express the firm's interest and serve as an executive summary of the proposal. Claims of proprietary information must be included in the cover letter.

Past Performance

Provide description of services for at least **five (5)** companies or government agencies to which you have provided similar services. Highlight similarities to work required by this RFQ and include:

- a) Samples of your work, including print, video, radio, direct mail, or online
- b) Contact information for the company or government agency
- c) Account type (full-service advertising, graphic design, media buying, etc.)
- d) Account budget (annual cost of services provided)
- e) Account manager (person responsible for the overall success of the project)
- f) Project team (other members of the firm or outside affiliates with key roles)
- g) Dates of service.

Background

- a) Company profile (provide an overview of the company including location, number of staff, year founded, and describe the services the firm provides)
- b) Team member companies (if applicable)
- c) Total billings for the past two years
- d) An organizational chart showing staffing and lines of authority
- e) Individual Experience/Qualifications (identify the proposed personnel and their qualifications and capabilities to provide services within the key areas identified in section 5 of this RFQ)
- f) Company Experience/Qualifications (provide information regarding the corporate experience and qualifications related to the services required for the proposed services)
- g) Description of your firm's technology, including relevant graphic arts, photography, publishing, and/or data-analysis capabilities
- h) List of services your firm routinely subcontracts, if any

- i) If the firm is not locally owned and operated (DC Metro or Denver area), explanation of how the firm will provide contracted services
- j) References (provide names and contact information of representatives of three current or recent clients for whom the firm has provided services related to those in this RFQ)
- k) Provide any additional data you consider essential to the submittal recognizing that the Company appreciates and prefers succinct proposals

Cost

Provide hourly rates and costs for all proposed personnel and/or labor categories, including any subcontractors and other direct costs. All related direct expenses must be included and itemized.

Exceptions Requested

Any exceptions to the requirements of this RFQ that the firm requests the Company to consider must be placed in this section. Each alternate or exception should be addressed separately with specific reference to the requirement. If there are no proposed alternates or exceptions, a statement to that effect must be included in this section of the proposal. Any proposed terms and conditions, contracts, waivers, licenses or agreements required by the firm should be included here with a brief explanatory introduction.

Sample Creative Approach – Slide Deck

To help the Company get an idea of how you would approach a task order under this contract, please provide a detailed website / branding plan to increase New West's profile in our market sector(s). Please submit this as a slide deck with no more than 25 slides. Provide any information that you think is necessary to evaluate your approach. Please include a schedule of anticipated milestones and deliverables, as appropriate. *This slide deck should be submitted electronically as a PDF and should not be included in your hard copy submission.* Do not include cost as part of this sample approach. If your firm / team is chosen to present to the Company, this slide deck will be incorporated into your presentation.

VIII. Proposal Evaluation

Proposals shall be evaluated based on the requirements set forth in the RFQ. Selection of the firm(s) will be at the discretion of the Company and will be based on the proposal that the Company deems to be the most responsive and responsible and serves the best interests of the Company.

Selected proposer(s) may be required to make on-site oral and visual presentations or demonstrations at the request of the Company. The Company will schedule the time

and location for any presentations. Costs and equipment for such presentations are the responsibility of the proposer. Best and Final offers may be solicited from the pool of finalists prior to selection of the successful firm. The Company may at its discretion interview potential candidates or request additional information from select candidates.

Proposals will be reviewed by a selection committee and will be evaluated based on the following criteria:

1. Firm Experience and Qualifications
 - a) Experience with projects of similar type and scope
 - b) Experience with private sector organizations and federal agencies
2. Staff Expertise / Implementation and Operational Teams
 - a) The qualifications and experience of staff proposed to be involved in the project
 - b) Proven and demonstrated hands-on expertise of key management team members and staff in this area of work
 - c) Demonstrated expertise in being a strategic partner with clients
 - d) Capacity and availability of team personnel to respond to tasks and complete assigned work efficiently and on schedule
3. Quality of design portfolio and relevant past projects and demonstrated ability to:
 - a) Communicate in a variety of media
 - b) Effectively combine words and images
 - c) Write clearly and persuasively
 - d) Conduct market research and analyze market data
 - e) Be creative
4. Financial Proposal
 - a) Total cost to Company as it relates to the services in the sample task
 - b) Analysis of hourly rates and categories
5. Financial Viability
 - a) Contractor's ongoing financial viability to provide services to the Company
6. References
 - a) Feedback from submitted references

IX. RFQ Completion Checklist

This checklist is a summary of some of the required components of the RFQ. It is provided as a convenience to contractors, but is not intended to be all-inclusive or to

imply acceptance or evidence of compliance by its use. It is the responsibility of the contractor to submit complete and compliant proposals.

- Cover Letter
- Proposal Form
- Past Performance
- Background
- Sample Creative Approach
- Cost
- Exceptions Requested
- Appendix

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