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Little Rock

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Little Rock



Keeping the Natural State natural.

Arkansas Game and Fish Commission

Loren Hitchcock
Director

Ron Duncan
Springdale

Emon Mahony
El Dorado

Fred Brown
Corning

Fred Spiegel, Ph.D., Ex Officio
University of Arkansas
Fayetteville

May 10, 2011

To whom it may concern:

As part of the Arkansas Game and Fish Commission's continuing efforts to provide critical information to the state's outdoorsmen, we are soliciting proposals from qualified advertising agencies. We are looking for a group that will perform marketing and public relations services for the AGFC.

Enclosed, you will find a detailed document outlining the marketing needs for this agency. It is the responsibility of the agency to inquire about clarification of any aspect of the RFQ that is not understood. Questions for clarification should be addressed in writing to:

Arkansas Game and Fish Commission
2 Natural Resources Dr.
Little Rock, AR 72205
Attn: Mike Armstrong, Assistant Director
501-223-6308
Fax: 501-223-6364
marmstrong@agfc.state.ar.us

We look forward to hearing from your agency. If you should have any questions, don't hesitate to contact me.

Sincerely,
Mike Armstrong
Assistant Director



Keeping the Natural State natural.

**2 Natural Resources Dr.
Little Rock, AR 72205
501-223-6342**

**REQUEST FOR PROPOSALS AND QUALIFICATIONS
MARKETING AND PUBLIC RELATIONS SERVICES**

May 10, 2011

SECTION 1: Instructions to Firms

1.1 Submissions Being Solicited in Fair and Open Process

The Arkansas Game and Fish Commission (AGFC) is soliciting submissions from qualified marketing and public relations firms.

AGFC is soliciting submissions under this Request for Qualifications (RFQ) in a fair and open process.

Written submissions responding to the requirements contained in this RFQ should be submitted to the following address:

Arkansas Game and Fish Commission
2 Natural Resources Dr.
Little Rock, AR 72205
Attn: Mike Armstrong, Assistant Director
marmstrong@agfc.state.ar.us

To be considered, please submit three (3) proposals, one (1) original and one (1) copy plus one (1) electronic PDF copy, of your response directed to the above-mentioned address no later than **2 p.m. on May 31, 2011. All submissions received by the AGFC by 2 p.m. on May 31, 2011 will be publicly opened by AGFC at its offices at the above address at 3 p.m. on May 31, 2011. Awards shall be made publicly by resolution of the Commission of the AGFC at a subsequent meeting.** Late submissions will not be accepted and will be returned unopened. No oral, written or other form of amendment will be accepted by the AGFC after this time, unless requested by the AGFC. The AGFC reserves the right to reject any or all submissions, to waive any requirements of the RFQ and to modify or amend, with the consent of the respondent, submissions. All submissions become the property of the AGFC.

The preparation of an RFQ response shall be at the expense of the respondent. The AGFC will not reimburse firms for any costs associated with the preparation or submittal of any response.

By responding to this RFQ, you acknowledge and consent to the conditions set forth herein relative to the submission, review and consideration of your response.

1.2 Contact Information

It is the responsibility of the respondent to inquire about clarification of any aspect of the RFQ that is not understood. Questions for clarification should be addressed in writing to:

Arkansas Game and Fish Commission
2 Natural Resources Dr.
Little Rock, AR 72205
Attn: Mike Armstrong, Assistant Director
501-223-6308
Fax: 501-223-6364
marmstrong@agfc.state.ar.us

1.3 Proposal Format

Responses should cover all information requested in Section 3 of this RFQ. Your response must be placed in a sealed envelope and clearly labeled with the title "Proposal to Serve as Marketing and Public Relations Firm for AGFC" and the firm's name and business address. Each proposal must be accompanied by a letter of transmittal not exceeding two (2) pages. The letter must include the full legal name and business address of the firm.

Submissions which, in the sole judgment of the AGFC, fail to meet the requirements of the RFQ or which are in any way conditional, incomplete, obscure, contain additions or deletions from requested information, or contain errors may be rejected.

Submissions should provide a straightforward and concise delineation of the respondent proposal and commitment to satisfy the requirements of the RFQ.

1.4 Criteria Used for Basis of Award

Submissions will be evaluated on the basis of marketing and promoting the AGFC and its programs as well as other factors. The evaluation will consider the criteria of experience and reputation in the field, professional expertise, knowledge of the AGFC and the subject matter to be addressed under the contract, availability to accommodate any required meetings of the AGFC, availability of personnel and other resources to do the work on the schedule set forth by the AGFC, designated professional and support staff, strength of assurances of performance provided, references in general, fee and compensation proposal, and other factors as demonstrated to be in the best interest of the AGFC.

Selection of the award shall be based solely on the AGFC's evaluation of the submissions and the criteria set forth above. The AGFC reserves the right to interview the respondents. AGFC also reserves the right to negotiate the terms and conditions of the contract to obtain the most advantageous situation for the AGFC.

1.5 Compliance with Laws

The firm selected shall comply with all applicable federal, state and local statutes, rules and regulations.

1.6 Indemnification

The selected firm shall defend, indemnify and hold harmless the AGFC, its officers, agents and employees from any and all claims and costs of any nature whether for personal injury, property damage or any other liability arising out of or in any way connected with any acts or omissions of the respondent or any of its principals, employees or agents under this request for qualification or under any agreement executed with the AGFC.

1.7 Subcontractors

If the firm intends to subcontract out any part of the work contained in the scope of this RFQ, the firm shall provide a complete description of the services to be subcontracted, an estimate of the overall amount of work to be subcontracted, the rationale behind the need to subcontract, and a comprehensive description of the proposal and experience of the proposed subcontractor. The AGFC reserves the right to disapprove any proposed subcontractor and to revoke previous approval of a subcontractor should the need arise.

1.8 Conflict of Interest

Firms must identify any conflict of interest that may arise from providing services to the AGFC. The AGFC reserves the right: 1) to disqualify any firm or reject any proposal at any time solely on the grounds that a real or perceived legal or policy conflict of interest is presented; 2) to require the firm to take any action or supply information necessary to remove the conflict; or 3) to terminate any contract arising from this solicitation if any such relationship would constitute or have potential to create a real or perceived conflict of interest that cannot be resolved to AGFC's satisfaction.

1.9 Proposal as Public Information and Property of AGFC

The information submitted in each proposal may be subject to public disclosure pursuant to state and federal law. All proposals will become the property of the AGFC. Proposals submitted will not be returned to respondents unless they are received late.

SECTION 2: Evaluation of Request for Qualifications and Selection Procedures

2.1 Initial Screening

A screening of all qualifications will be conducted to determine overall experience. Documents determined to be incomplete or non-responsive will be disqualified.

2.2 Evaluation of Submission Documents

The proposals of each firm will be evaluated based upon the requirements of this RFQ and the criteria set forth above in Section 1.4. This evaluation process will take into account all items submitted and will not be based solely upon the Fee Schedule submitted by the firm. The review will focus on the experience and expertise of the firm. This step of the overall evaluation may include verification of credentials and stated experience.

SECTION 3: Submission Requirements *(Please respond in as much detail as possible and label sections in order as follows)*

3.1 Description of Firm and Capabilities. Provide a history and description of your firm and its capabilities.

3.2 Staffing Levels. Detail the staff level of your firm including principals and associates as of the date of this RFQ.

3.3 Personnel. Please provide brief resumés of the individuals in your firm who would provide the services, indicating the senior partner or principal. Provide a brief resumé for each such person and describe his/her other experience in rendering services of the nature the AGFC seeks. Indicate the role of each individual expected to serve the AGFC.

3.4 Experience. Please briefly summarize your experience providing services for municipal entities and government agencies both in and outside of Arkansas.

3.5 References. Provide three (3) references which can be contacted during the RFQ process indicating the name, contact person, his/her title and address and telephone number for whom you have provided similar services over the past two years. Indicate your role and a list of work completed for such client.

3.6 Ownership Affidavit. Respondent is required to submit the attached Ownership Affidavit (See Exhibit A):

3.7 Conflicts Statement. Describe any existing or potential conflicts of interest your firm might have, or which reasonably might arise, due to your involvement with the AGFC. If no conflicts are expected, then please respond with "No Conflicts".

3.8 Proof of Insurance. Document and detail your insurance coverage applicable to the services described herein. Such coverage must be adequate to sufficiently cover the services detailed herein and must include, at a minimum, general liability insurance coverage and professional liability insurance coverage.

3.9 Other Information. Please discuss any other factors not mentioned above which you believe are relevant to the AGFC's selection of your firm.

3.10 Fee Schedule. Please attach your fee schedule for providing the services requested in this RFQ. Include the fee structure for all staff that will be assigned to the AGFC for this transaction, as applicable. In addition, please detail your firm's billing procedures and rates as to overhead and out-of-pocket expenses. As noted in Section 1.4, the AGFC reserves the right to negotiate the terms and conditions of the contract to obtain the most advantageous situation for the AGFC.

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EXHIBIT A

OWNERSHIP AFFIDAVIT

STATE OF _____)

:ss

COUNTY OF _____)

_____ being sworn according to
law, on his/her oath deposes and says:

1. That he/she is authorized to make this affidavit on behalf of

_____ (Name of Firm)

2. That in compliance with Chapter 33 of Public Laws of 1977, which provides that no corporation or partnership shall be awarded any state, county, municipal or school district contract for the performance of any work or the furnishing of any materials or supplies unless prior to the receipt of the Proposal or accompanying the Proposal of said corporation or partnership there is submitted a statement setting forth the names and addresses of all stockholders in the corporation or partnership who own ten percent (10%) or more of its stock of any class, or of all individual partners in the partnership who own a ten percent (10%) or greater interest therein, the following is a complete list of all stockholders in the corporation/partnership with ten percent (10%) or greater interest therein.

[additional pages may be attached]

By: _____

Title: _____

Subscribed and sworn to before me this
_____ day of _____, 20__

_____ [SEAL]

Notary Public, State of _____

My commission expires _____.

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