

# STATE OF COLORADO



## REQUEST FOR PROPOSAL COVER SHEET & SIGNATURE PAGE

Date: April 11, 2014

RFP Number:

**BAA14-004**

Submit Sealed Proposals to: Department of Agriculture  
Purchasing Office  
700 Kipling St, Suite 4000  
Lakewood, CO 80215-8000

Purchasing Agent: Rob Archer

RFP Submission Deadline: May 9, 2014  
2:00 p.m. (Mountain Time)  
Caution: Daily mail may not be received prior to 4 pm.  
Vendors are responsible to ensure timely receipt.

Number of Copies: One Original plus  
\_5\_ Hard Copies. One  
Electronic Copy on  
CD/Disk is Required in  
MS WORD, Excel or  
other software as  
specified.

All Bids Shall be Quoted F.O.B. Destination unless Otherwise Specified

### *Colorado Wine Branding and Marketing Campaign*

Per the attached specifications, terms and conditions

F.E.I.N.: \_\_\_\_\_

Delivery Date: \_\_\_\_\_

Payment Terms:  
(Minimum of Net 30) \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Typed/Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Contact for Clarifications: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**IMPORTANT:** The following information must be on the outside of the Bid Return Envelope:

*Bid Number - Opening Date and Time*

Please be advised that telegraphic or electronic bids (Fax, Western Union, Telex, e-mail, etc.) cannot be accepted in the Purchasing Office as a sealed proposal. Offerors are urged to read the solicitation document thoroughly before submitting a proposal. Offerors are required to submit Federal Employer Identification Number (F.E.I.N.) prior to payment from the State of Colorado.

\_\_\_ Confirm that you are aware that the award notice will be published on BIDS.  
My company is registered on Colorado BIDS. \_\_\_ Yes \_\_\_ No

**THIS PAGE MUST BE COMPLETED, SIGNED AND RETURNED WITH RESPONSE**

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## **Section 1 – Administrative Requirements**

### **1.01 Official Means of Communication**

During the solicitation process for this RFP, all official communication with Offerors will be via notices on Colorado's *BIDS* system. Notices may include any modifications to administrative or performance requirements, answers to inquiries received, clarifications to requirements, and the announcement of the apparent winning offeror. *It is incumbent upon Offerors to carefully and regularly monitor BIDS for any such notices.*

### **1.02 Bid Information and Distribution System (BIDS) and Registration**

This solicitation is published using the Colorado Bid Information and Distribution System (BIDS). Offerors must be registered on BIDS in order to download solicitation documents and information and to be considered responsive at the time of proposal due date. BIDS and its registration information may be linked through the State Purchasing Office link at <http://www.gssa.state.co.us>.

### **1.03 Structure of this Request for Proposal**

The State of Colorado Solicitation Instructions and Terms and Conditions linked through the BIDS Solicitation Page govern except as modified or supplemented in these instructions.

### **1.04 RFP Cancellation**

The State reserves the right to cancel this entire Request for Proposal or individual phases at any time, without penalty.

### **1.05 Scope of the RFP/Basis for Award**

The purpose of this Request for Proposals (RFP) is to solicit proposals to establish one contract to provide marketing and promotional services for the Colorado Wine Industry Development Board. A non-numeric evaluation will be conducted, and award will be made to the Offeror whose proposal is determined to be most advantageous to the State considering the evaluation factors set forth in Section 6 below.

### **1.06 Number of Awards**

The State will award one contract as a result of this RFP for: strategic branding and planning, advertising and design/creative, as well as public relations. The State encourages offerors to partner with other firms with complementary skills and experience, or to sub-contract portions of the task, to present the strongest proposal possible to meet all the requirements of the Statement of Work, Sect. 4 of this RFP. Joint applications should detail the amount of work and budget share devoted to each of the Statement of Work, Sect. 4 tasks detailed below.

Offerors or collaborating offerors must include all aspects of the scope of work in all proposals.

### **1.07 Term of the Contract**

This RFP may result in a one year contract with renewal periods not to exceed five years. The initial contract will be effective upon approval by the State Controller for one year. The contract may be renewed for up to four additional one-year periods, at the sole discretion of the State, contingent upon contractual requirements being satisfied and funds being appropriated, budgeted, and otherwise made available.

### **1.08 Issuing Office**

This Request for Proposal (RFP) is issued by the Department of Agriculture. The agency below is the sole point of contact concerning this RFP. Offerors should not contact any other state office or individual regarding this RFP or this project.

### **1.09 Inquiries**

Offerors may make email or written inquiries concerning this RFP to obtain clarification of requirements. No inquiries will be accepted after the date and time indicated in the Schedule of Activities. The Department of Agriculture prefers that all inquiries be sent by electronic mail with the RFP number and RFP Title in the subject line to:

[Rob.Archer@state.co.us](mailto:Rob.Archer@state.co.us)

Colorado Department of Agriculture  
700 Kipling St, Suite 4000  
Lakewood, CO 80215-8000  
Fax: (303) 239-4160

RFP No: BAA14-004, Colorado Wine Branding and Marketing Campaign

Response to offeror's inquiries (if required) will be published as a modification on the BIDS system in a timely manner. Offerors should not rely on any other statements, either written or oral, that alter any specification or other term or condition of the RFP during the open solicitation period. Offerors should not contact any other state office or individual regarding this RFP or this project. Offerors are responsible for monitoring BIDS for publication of modifications to this solicitation.

### **1.10 News Releases**

News releases pertaining to this RFP shall NOT be made prior to execution of the contract without prior written approval by the State.

### **1.11 Proposal Submission/Copies**

Detailed instructions on proposal preparation and submission are in Sections 5 and 6. It is the responsibility of the Offeror to ensure that the Department of Agriculture receives the proposal on or before the proposal opening date and time, regardless of the delivery method used. Caution: Daily mail may not be received prior to 4 pm. Vendors are responsible to ensure timely receipt. Telegraphic or electronic proposals (fax, e-mail, etc.) will not be accepted.

The State of Colorado Request for Proposal Cover Sheet **MUST** be signed in ink, preferably in blue ink, by the Offeror or an officer of the Offeror legally authorized to bind the Offeror to the proposal. Proposals that are determined to be at a variance with this requirement may not be accepted.

### **1.12 Proprietary/Confidential Information**

Any restrictions of the use or inspection of material contained within the proposal shall be clearly stated in the proposal itself. Written requests by the Offeror for confidentiality shall be submitted to the Department of Agriculture in advance of the RFP submission deadline. Please allocate sufficient time prior to the RFP submission deadline to allow for a response by the State. The Offeror must state specifically what elements of the proposal are to be considered confidential/proprietary and must state the statutory basis for the request under the Public (open) Records Act. (Section 24-72-201 *et seq.*, C.R.S.).

Confidential/Proprietary information must be readily identified, marked and separated/packaged from the rest of the proposal. Co-mingling of confidential/proprietary and other information is not acceptable. Neither a proposal,

in its entirety, nor proposal price information will be considered confidential and proprietary. Any information that will be included in any resulting contract cannot be considered confidential.

The Department of Agriculture will make a written determination as to the apparent validity of any written request for confidentiality. In the event the Department of Agriculture does not concur with the offeror's request for confidentiality, the written determination will be sent to the offeror. Ref. Section 24-72-201 *et. seq.*, C.R.S., as amended, Public (open) Records Act.

Offeror acknowledge that they may come into contact with confidential information contained in the records or files of the State in connection with any resulting contract or in connection with the performance of its obligations under any resulting contract. The awarded Offeror shall keep such records and information confidential and shall comply with [specific statutory citations (if any) and,] all laws and regulations concerning the confidentiality of such records to the same extent as such laws and regulations apply to the State.

The awarded Offeror shall notify its employees that they are subject to the confidentiality requirements as set forth above, and shall provide each employee with a written explanation of the confidentiality requirement before the employee is permitted access to confidential data. Awarded Offeror shall provide and maintain a secure environment that ensures confidentiality. The confidentiality of all information will be respected and no confidential information shall be distributed or sold to any third party nor used by awarded Offeror or its assignees and/or subcontractors in any way except as authorized by this contract. Confidential information shall not be retained in any files or otherwise by awarded Offeror. Disclosure of such information may be cause for legal action against the awarded Offeror. Defense of any such action shall be the sole responsibility of the awarded Offeror. Unless directed otherwise, awarded Offeror is required to keep all State information in a secure, confidential manner.

### **1.13 RFP Response Material Ownership**

The State of Colorado has the right to retain the original proposal and other RFP response materials for its files. As such, the State of Colorado may retain or dispose of all copies as is lawfully deemed appropriate. Proposal materials may be reviewed by any person after the "Notice of Intent to Make an Award" letter(s) has/have been issued, subject to the terms of Section 24-72-201 *et seq.*, C.R.S., as amended, Public (open) Records. The State of Colorado has the right to use any or all information/material presented in reply to the RFP, subject to limitations outlined in the clause, Proprietary/Confidential Information. Offeror expressly agrees that the State may use the materials for all lawful State purposes, including the right to reproduce copies of the material submitted for purposes of evaluation, and to make the information available to the public in accordance with the provisions of the Public Records Act.

### **1.14 Acceptance of Proposal Content**

The contents of the proposal and the terms of this request for proposals will become contractual obligations of the successful offeror.

### **1.15 Proposal Prices and Payment Schedule**

The total budget for the strategic branding, marketing, design and public relations services in this this project is a not to exceed price of \$200,000 for the contractual year. The final division of budget between the tasks and sectors in the Statement of Work, Sect. 4 will be determined by the selection committee based on the most advantageous proposal selected.

Offerors, however, are free to divide the \$200,000 among the primary areas of the scope of work as they think will best meet the needs and goals of the CWIDB within the various aspects of the scope of work: strategic planning for brand development (including all industry surveys, focus groups, interviews, Logo revisions, graphic design, story, web design, etc.), advertising and design, and finally public relations. The preferred method of

response is to provide an offer that provides the most creative, comprehensive and far-reaching promotion of Colorado wine, while staying well within the intended budget of not more than \$200,000. Offers in excess of \$200,000 total will not be considered.

### **1.16 Selection of Successful Proposal and Notice of Intent to Award**

The State reserves the right to make an award on receipt of initial proposals, so Offerors are encouraged to submit their most favorable proposal at the time established for receipt of proposals. Offerors not meeting the requirements identified in the RFP shall be ineligible for further consideration. The State may conduct discussions with Offerors in the competitive range for the purpose of promoting understanding of the State's requirements and the offeror's proposal, to clarify requirements, make adjustments in services to be performed, and in prices. Changes to proposals, if permitted, will be requested in writing from offerors.

Upon review and approval of the evaluation committee's recommendation for award, the Department of Agriculture will issue "Notice of Intent to Make an Award" letter(s) to all offerors. In addition, an Intent to Award will be posted on the BIDS system.

Section 6 provides additional information related to the evaluation and award of this solicitation.

### **1.17 Parent Company**

If an Offeror is owned or controlled by a parent company, the name, main office address and parent company's tax identification number shall be provided in the proposal.

### **1.18 Certification of Independent Price Determination**

**1.18.1** By submission of this proposal each Offeror certifies, and in the case of a joint proposal each party, thereto, certifies as to its own organization, that in connection with this procurement:

*a)* The prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other Offeror or with any competitor;

*b)* Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the Offeror and will not knowingly be disclosed by the Offeror prior to opening, directly or indirectly to any other Offeror or to any competitor; and

*c)* No attempt has been made or will be made by the Offeror to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

**1.18.2** Each person signing the Request for Proposal Cover Sheet of this proposal certifies that:

*a)* He/She is the person in the offeror's organization responsible within that organization for the decision as to the prices being offered herein and that he has not participated, and will not participate, in any action contrary to 1.18.1(a) through 1.18.1(c) above; or

*b)* He/She is not the person in the offeror's organization responsible within that organization for the decision as to the prices being offered herein but that he has been authorized in writing to act as agent for the persons responsible for such decision in certifying that such persons have not participated, and will not participate, in any action contrary to 1.18.1(a) through 1.18.1(c) above, and as their agent does hereby so certify; and he has not participated, and will not participate, in any action contrary to 1.18.1(a) through 1.18.1(c) above.

**1.18.3** A proposal will not be considered for award where 1.18.1(a), 1.18.1(c), or 1.18.2 above has been deleted or modified where 1.18.1(b) above has been deleted or modified, the proposal will not be considered for award unless the Offeror furnishes with the proposal a signed statement which sets forth in detail the circumstances of the disclosure and the head of the agency, or his designee, determines that such disclosure was not made for the purpose of restricting competition.

### **1.19 Standard (Model) Contract**

Except as modified herein, the standard State Contract Terms and Conditions and the Model Contract (attached separately on BIDS) included in this RFP shall govern this procurement and are hereby incorporated by reference. Please note this Model Contract lists the State's required legal provisions but does not include the specific Statement of Work and requirements for this RFP.

The Offeror shall review the attached Model Contract and note exceptions. Offerors agreeing to abide by the requirements of the RFP are also agreeing to abide by the terms of the Model Contract. Unless the Offeror notes exceptions in its proposal, the conditions of the Model Contract will govern. It may be possible to negotiate some of the wording in the final contract; however, there are many provisions, (such as those contained in the Special Provisions pages) which cannot be changed. Offerors are cautioned that the State believes modifications to the standard provisions, terms and conditions, and Special Provisions constitute increased risk to the state and increased costs. Therefore, the scope of requested exceptions is considered in the evaluation of proposals.

### **1.20 Legislative Changes**

The State of Colorado reserves the right to amend the contract in response to legislative changes that affect this project.

### **1.21 Order of Precedence**

In the event of any conflict or inconsistency between terms of this request for proposal and the offer, such conflict or inconsistency shall be resolved first, by giving effect to the terms and conditions of the contract, second to the request for proposal, and third, to the proposal.

### **1.22 Venue**

The parties agree that venue for any action related to performance of this contract shall be in the City and County of Denver, Colorado.

### **1.23 Audit**

The successful Offeror may be required to have a process audit conducted of the program at least once every three years. If the successful Offeror has not had such an audit prior to awarding of this contract, one may be required to begin within six months of the award of this contract. A complete copy of the audit must be provided to the project manager as identified in the final contract within five working days of its completion. The State will negotiate directly with the Offeror regarding any exceptions or findings from the audit.

### **1.24 Organizational Conflict of Interest—Requirements of this Solicitation and Any Subsequent Contract**

Any business entity or person is prohibited from being awarded a contract if the business entity or person has an "Organizational Conflict of Interest" with regard to this solicitation and the resulting contract.

No person or business entity who was engaged by the State to prepare the original RFP shall be eligible to participate (directly or indirectly) in the submission of a proposal for this solicitation **IF**:

- 1) Such person or entity had prior access to source selection information related to this procurement process, and
- 2) That prior access included, but was not limited to: requirements, statements of work, or evaluation criteria.

The State considers such engagement or access to be an Organizational Conflict of Interest, which would cause such business entity or person to have an unfair competitive advantage.

If the State determines that an Organizational Conflict of Interest exists, the State, at its discretion, may cancel the contract award. In the event the successful Offeror was aware of an Organizational Conflict of Interest prior to the award of the contract and did not disclose the conflict to the procuring agency, the State may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed by subcontractors in connection with the performance of the contract, with the terms “contract,” “contractor,” and “contracting officer” modified appropriately to preserve the State’s rights.

## **1.25 Submission**

**By submission of a proposal, Offeror agrees as follows:**

- Except as replaced, modified, or supplemented by the Department of Agriculture for this solicitation, all items in the State of Colorado Solicitation Instructions/Terms and Conditions are considered part of, and are incorporated by reference into this document.
- Offeror testifies that bid prices were arrived at independently and there was no collusion involved.
- The Bidder/Offeror/Vendor guarantees to the State that it understands and agrees to the terms and conditions of this solicitation and that they will not default from performance by virtue of a mistake or misunderstanding. Offerors shall seek clarification from the Department of Agriculture of any specifications, terms and/or conditions that they determine to be unclear. The failure of a bidder to seek clarification may be deemed a waiver of any such clarification.
- Pursuant to CRS 24-30-202.4 (as amended), the State controller may withhold debts owed to State agencies under the vendor offset intercept system for: (a) unpaid child support debt or child support arrearages; (b) unpaid balance of tax, accrued interest, or other charges specified in Article 22, Title 39, CRS; (c) unpaid loans due to the student loan division of the department of higher education; (d) owed amounts required to be paid to the unemployment compensation fund; and (e) other unpaid debts owing to the State or any agency thereof, the amount of which is found to be owing as a result of final agency determination or reduced to judgment as certified by the controller.
- Reciprocity is mandated by statute. CRS 8-18-101 states, “When a contract for commodities or services is to be awarded to a bidder, a resident bidder...shall be allowed a preference against a nonresident bidder equal to the preference given or required by the state in which the nonresident bidder is a resident.” The Department of Agriculture will apply this statute to the extent necessary for all solicitations posted on the B.I.D.S.
- The Department of Agriculture reserves the right to reject any and all proposals or parts thereof, and to waive informalities or irregularities.
- ***Award resulting from this solicitation shall be available for use by Department of Agriculture***



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**Section 2 – Schedule of Activities & Inquiries**

**2.1 Schedule of Activities**

**Deadline (Mountain Times)**

- |   |   |
|---|---|
| 1. RFP Notice Published On The Bids System<br><a href="http://www.gssa.state.co.us">www.gssa.state.co.us</a>                            | <hr/> <b>April 11, 2014</b> <hr/>                         |
| 2. Prospective Offerors Written Inquiry Deadline<br>(No Questions Accepted After This Date/Time)  | <hr/> <b>April 23, 2014</b> <b>5:00 PM</b> <hr/>          |
| 3. Response to Written Inquiries (Anticipated)<br><br>Proposal Submission Deadline  | <hr/> <b>April 25, 2014</b> <hr/>                         |
| 4. (One Original plus 5 Hard Copies & One Electronic Copy on CD/Disk Required in MS<br>WORD and/or Excel/ or other software specified.) | <hr/> <b>May 9, 2014</b> <b>2:00 PM</b> <hr/>             |
| 5. Oral Presentations/Site Visits ( <b>Held at State's Discretion</b> )   | <hr/> <b>To Be Determined</b> <hr/>                       |
| 6. Contract Award (initial period - estimated)  | <hr/> <b>July 1, 2014</b> THRU <b>June 30, 2014</b> <hr/> |
| 7. The resulting contract may be renewed for a maximum of <u>4 Additional Years</u> , at the sole discretion of the State.              |   |

## **Section 3 – Background Information**

### **3.1 Background**

The Colorado Wine Industry Development Board (CWIDB) is a Type 1 Board under the Department of Agriculture and can exercise its powers and perform its duties and functions specified by C.R.S. 35-29.5-103. The CWIDB was created by the Colorado General Assembly through the Colorado Wine Industry Development act in 1990 and is designed to support “viticulural and enological research and experimentation to develop maximum yields and quality from Colorado lands suitable to the production of grapes for commercial wine production, to promote the marketing of wines and wine grapes produced in Colorado, to promote the responsible consumption of all wines, to promote the integration of the Colorado wine industry as a component of the state's tourism program, and to serve as a resource for the entire wine industry of Colorado.”

### **Colorado Wine Industry Development Board Budget and Intentions**

Past Colorado Wine advertising efforts have occurred sporadically throughout the year, mainly coinciding with wine-focused holidays and summer wine festivals. Many wineries release wines at various times and bottles of wine are available for purchase year-round. In order to keep Colorado Wine “top of mind” to consumers, the Colorado Department of Agriculture proposes to develop a year-round and state- and nation-wide marketing campaign for Colorado Wine with an estimated term, July 1, 2014 - June 30, 2015.

Colorado Wine is not currently under contract with any branding company or public relations company. Promotional efforts in the past have included a website, brochure, social media, wine bottle carriers, posters, festivals, the Governor’s Cup (a statewide commercial wine competition) and industry-focused tastings, tours and seminars. Coordination is expected among Colorado Wine and the selected firm to ensure consistency of messaging.

The state will contract with one or more firms with experience in reaching targeted consumers in Colorado to develop a strategic branding / marketing /promotion plan, buy and place media (if applicable), pursue public relations and report measures of success. Elements may include, but are not limited to television, radio, print, social media, outdoor advertising, participation in events (festivals, statewide wine competition, consumer events, and conferences), media tours and foodservice and retail merchandising. The selected vendor(s) will be able to subcontract services if required. The Offeror must be able to meet the criteria set forth in this document.

It is anticipated that the contract will commence July 1, 2014. The full term of the contract period is for one (1) year from the final date of approval and signing. The contract can be renewed for 4 additional one year periods

### **3.2 Overview**

#### **History and Responsibilities of Colorado Wine Industry Development Board**

The Colorado General Assembly created the Colorado Wine Industry Development Board in 1990 after determining that Colorado has a substantial interest in promoting the development of a viable and stable wine industry in this state. Currently, licensed manufacturers and wholesalers fund the CWIDB through a series of excise taxes. A wine development fee at the rate of 1.0 cent per liter is imposed on all vinous liquors except hard cider sold, offered for sale, or used in this state. An additional excise tax surcharge at the rate of 5.0 cents per liter for the first nine thousand liters, 3.0 cents per liter for the next thirty-six thousand liters, and 1.0 cent per liter for all additional amounts, is imposed on all vinous liquors except hard cider produced by Colorado licensed wineries and sold, offered for sale, or used in this state. Finally, an excise tax of ten dollars per ton of grapes is imposed upon all grapes of the *Vitis vinifera* varieties or other produce used in the production of wine in this state by a licensed Colorado winery, whether true or hybrid. The CWIDB must, according to statute, spend at least one-third of the funds generated by these excise taxes “toward promotion and marketing of the Colorado wine industry.”

According to a recent CSU study (visit [www.coloradowine.com/economicimpact](http://www.coloradowine.com/economicimpact) for the study report, summary and additional information), Colorado wines account for a full five percent of the Colorado market share by value – a first for the industry – but just over two percent by volume. While these numbers indicate a robust level of growth, the CWIDB would like to increase consumer awareness and consumption (in terms of market share by volume and by value) of locally crafted wines, meads and ciders.

Colorado Wine developed a new logo in 2010 that is used on the website, brochure and other advertising avenues. A mobile application is currently in development by the State's Office of Information Technology and plans are in the works to build a platform for a new web site constructed by and hosted by the State's IT services.

The term "Colorado Grown" on a wine label may be used only to market Colorado wines that have been produced from 100% Colorado-grown grapes or other agricultural produce. Under federal wine labeling law, the designation of origin of simply "Colorado" may be used on a wine label if at least 75% of the grapes were sourced from Colorado. Colorado is also home to two federally designated American Viticultural Areas (AVAs), the Grand Valley AVA and the West Elks AVA. Wineries are not required to use the term "Colorado Grown," nor is the CWIDB limited to promote only wineries that utilize it.

Communications with the byColorado program (<http://www.brandcolorado.gov/>) have determined that the CWIDB and the Colorado wine industry needs to have the latitude to create and position its brand as most beneficial for the industry. Branding proposals should incorporate the new state and Department of Agriculture logos when appropriate.

#### **Colorado Wine Industry Development Board Mission and Goals**

The mission of the CWIDB is to promote the quality, development and growth of the Colorado wine industry.

Strategic Goals of the CWIDB include in no particular order:

- Mature and develop the Quality Assurance Program
- Foster greater cooperation, communication and participation within the wine industry
- Strengthen relationships with complementary industries partners
- Promote effective relationships with members of the beverage alcohol industry: wholesalers, retailers and restaurants
- To elevate, develop and energize the Colorado wine brand
- Achieve economic viability for Colorado vineyards and wineries

#### **Section 4 – Statement of Work**

##### **Responsibilities and Expectations (Contractor Requirements)**

The following information is provided as information to prospective vendors as to the expectations of the CWIDB, for the awarded offeror/contractor responsibilities, as they relate to developing a program to promote Colorado Wine. Offerors not able to meet these areas of responsibilities should clearly explain in their response as to why they would be unable to perform as expected and still be considered for the process.

That said, all proposals are expected to address the full range of the Scope of Work Tasks below (#1-5 inclusive), whether from an individual firm or multiple firms submitting a collaborative proposal. The State encourages vendors to partner with other firms to offer collaborative proposals covering a broader range of activities than the offeror may be able to address adequately working on their own.

**The Primary Goal of This Project** is to increase the awareness and sales of wines produced by Colorado licensed wineries.

**The Primary Tasks This Project (Scope of Work)** are as follows:

1. **Development of a Strategic Plan for Colorado wine’s marketing, branding and promotional activities.** This may or may not include the following:
  - Interviewing, surveying or meeting with Colorado Wine Board members, committees, key wine industry stakeholders and other industry organizations such as the CO Association for Viticulture and Enology (CAVE), Colorado Brewers Guild, Colorado Distillers Guild, CO Licensed Beverage Association, CO Restaurant Association, etc.
  - Guiding the members of the Wine Board through a branding process
  - Identifying key elements that make Colorado wine unique and marketable
  - Evaluating current brand elements and potentially develop a new logo, story line, industry boilerplate language, imagery, etc. in keeping with appropriate state policies and procedures
  - Identifying and evaluating how best to reach out to the various audiences for Colorado wine (consumers, retailers, wholesalers, media, *et al.*)
  - Any other steps or activities that the offeror’s experience suggests are critical for developing an effective strategic marketing and branding plan.

**Development and Implementation of a Year-round, Statewide Promotional Campaign.** This will fall into multiple areas, divided and weighted as the offeror or joint offerors think will make best use of the \$200,000 budget to bring the most benefit to the Colorado wine industry. Very, very little Colorado wine goes to out of state or overseas markets. So while the primary focus of this campaign should be in-state, vendors are encouraged to consider creative out-of-state activities, limited in scope and budget, to promote wine tourism and subsequent direct to consumer sales over the Internet.

The following are suggested activities or examples of past programs. Each offeror is encouraged to be as creative and innovative as possible within the confines of the total budget.

2. **Marketing and Advertising**, which may or may not include activities such as:
  - Television, radio or print advertising
  - Outdoor advertising
  - Internet advertising
  - Situational advertising or sponsorships
  - Printing and distributing a tourist brochure or guide to Colorado wineries
  - Hosting [www.coloradowine.com](http://www.coloradowine.com)
  - A mobile app is in development with another state program and should not be considered at this time.
3. **Public Relations**, which may or may not include activities such as:
  - Hosting a statewide winemaking competition, “The Governor’s Cup”
  - Pouring Colorado wine at consumer events, such Telluride Wine Festival or the Pikes Peak Restaurant Association’s Food and Wine Expo.
  - Sponsoring wine festivals and conferences
  - Colorado Wine Specialist Training with a Master Sommelier (or other notable wine personality)
  - Hosting round-table lunches, tastings or receptions to foster better communication between wineries and retailers and wholesalers
  - Media and wine buyer familiarization trips and visits to wineries

#### 4. Communications with other entities

- In an attempt to promote an atmosphere of cooperation and understanding, the contractor should keep a line of communication open between itself and other entities selling or promoting wines in the state of Colorado, with the express purpose of sharing information and providing support in the area of promoting Colorado Wine.

#### 5. Reporting

- The contractor shall maintain regular communication with the CWIDB executive director and/or designated CWIDB staff regarding the status of all projects and activities. At the outset of this contract, the contractor and the CWIDB executive director shall establish:
  - A timeline with target dates for completion of all tasks and any intermediary tasks necessary for the completion of stated tasks, subject to approval by CWIDB.
  - Regularly scheduled times for communication between the contractor and the executive director being no less than once per week either in person, by phone or via e-mail, or as agreed upon by all parties.
- The contractor will report to the entire Colorado Wine Industry Development Board in person at least three times during the term of the contract or as requested by the Colorado Department of Agriculture during the term of the contract.

#### Statement of Plans and Experience to Address this Scope of Work

Offerors must provide the following information that will serve as the basis for rating demonstrated qualifications of the offeror in this RFP. In the evaluation process, CWIDB will evaluate offeror proposals on the basis of the following information that must be submitted by all offerors:

1. **Demonstrated capacity for strategic planning for brand development**, as well as professional, artistic and technical capabilities with regard to creative design and development. Answers to the following questions will form the core of rating offeror's qualifications and creativity:
  - What are the three most important questions you pose to your clients when beginning a strategic planning or branding process?
  - How do you approach working with a group of stakeholders with widely diverse personalities, business models, priorities, locations, etc.? What processes do you use to bring about buy-in to the process and the final plan from disparate participants?
  - Identify how you propose to develop and implement a strategic plan to focus Colorado Wine promotions statewide which may, or may not, include full brand redesign including website, social media, logo, voice, strategy, POS materials, letter head, etc., but must remain in line with practices set forth by the State of Colorado and the Department of Agriculture.
  - Please provide a Fact Sheet (see box below) describing two to three strategic planning or branding processes that you have done recently, *preferably for clients in the food and beverage or related industries*.

## **FACT SHEETS**

**Offeror's shall submit present and past experience, and performance information for itself and for each proposed sub-contractor in accordance with the RFP by providing the information requested and contained in the attached Company Experience and Demonstrated Capability Fact Sheets (Exhibit A).**

Offeror's shall complete a separate fact sheet for each active or completed contract in the past 3-5 years that the offeror(s) considers relevant in demonstrating its ability to perform the proposed activity.

As there are three primary sections to the scope of work(1-3) contained in this project, each offeror or team of offerors should submit at least two Fact Sheets for each section of the scope of work their proposal addresses:

1. Development of a strategic plan for brand development
2. Implementation of the strategic plan through marketing and advertising
3. Implementation of the strategic plan through public relations

The offeror shall focus its Fact Sheet responses so they clearly correlate present and past performance with the requirements of this RFP. Any Fact Sheet response that does not address work within or related to the food and wine or travel industries should contain an explanation as to how the experience documented in the Fact Sheet relates to this RFP.

### **2. Evidence of the offeror's ability to increase the awareness and sales of Colorado Wine by demonstrating experience in marketing and traditional advertising, or merchandising**

Colorado Wine among targeted consumers residing in Colorado and select other markets. Responses to the following points will form the core of rating offeror's qualifications and creativity:

- Identify how you will develop and implement a year-round advertising plan to promote Colorado Wine statewide that may, or may not, include social media, web site postings, print, broadcast, outdoor or other forms of advertising and other techniques and strategies, all of which must remain in line with practices set forth by the State of Colorado and the Department of Agriculture.
- Identify the elements that will be part of the marketing plan and explain the rationale for those elements. Present at least one element of the creative strategy that will be part of the promotional campaign
- Considering that very little Colorado wine is sold outside the State, if you include promoting Colorado wine outside of Colorado, what do you see as the benefit for out-of-state promotion?.

- Identify and explain your rationale for the how you propose to divide the project budget and activities between advertising, public relations or any other form of promotion. Why do you propose spending more money on one section than the others?
- Develop a proposed timeline for the campaign outlining campaign activities.
- If subcontractors are to be used for certain aspects of the plan (i.e. advertising, graphic design, etc.), identify those potential subcontractors.
- Please provide a Fact Sheet (see box above) describing two to three advertising or marketing campaigns that you have done recently, *preferably for clients in the food and beverage or related industries.*

3. **Evidence of the offeror's ability to increase the awareness and sales of Colorado Wine by demonstrating experience in public relations and/or promotional events** among targeted consumers residing in Colorado and select other markets. Answers to the following questions will form the core of rating offeror's qualifications and creativity:

- Identify how you will develop and implement a year-round plan to promote Colorado Wine statewide
- Identify the elements that will be part of the public relations plan and explain the rationale for those elements.
- Present at least one element of the artistic or creative strategy that will be part of the promotional campaign
- Identify how you might develop a plan to promote Colorado Wine outside of Colorado.
- Identify and explain your rationale for how you propose to divide the project budget and activities between advertising, public relations or any other form of promotion. Why do you propose spending more money on one section than the others?
- Develop a proposed timeline for the campaign outlining campaign activities.
- If subcontractors are to be used for certain aspects of the plan (i.e. advertising, graphic design, etc.), identify those potential subcontractors.
- Please provide a Fact Sheet (see box above) describing two to three public relations campaigns that you have done recently, *preferably for clients in the food and beverage or related industries.*

4. **Ability to develop partnerships with Colorado Wine stakeholders and other alcoholic beverage-related entities** (restaurants, retailers and wholesalers) to participate in advertising campaign. The contractor should keep a line of communication open between itself and other entities selling or promoting wine in the state of Colorado, with the express purpose of sharing information and providing support in the area of promoting Colorado Wine.

- Identify methods for working with Colorado Wine stakeholders and other alcoholic beverage-related entities (restaurants, retailers and wholesalers) to participate in promotional efforts and engage them in the overall growth of the Colorado Wine industry. This may include development of co-op advertising opportunities.

5. **Demonstrated ability to effectively evaluate promotional efforts and report measures of success.** Offeror must be able to report measures of success to gauge the effectiveness of the Colorado Wine promotional campaign.

- Identify what evaluation measures will be used to determine success of the campaign.
- Explain how your proposed plan will increase awareness of the Colorado Wine and provide estimated reach/frequency/impression numbers.

The CWIDB is beginning an external consumer surveying process in winter of 2014 to measure consumer awareness, consumption and recognition of Colorado wines. This survey process should be incorporated into the evaluation measures contained in the proposal, but should not be the exclusive measure. Proposed evaluation measures should address the specifics of events or marketing tactics and programs contained in the proposal. If the results of the consumer awareness survey are complete prior to the selection process for this RFP, they will be posted on the BIDS web site and made available to all offerors.

6. **The offeror should demonstrate some familiarity within the three-tier system of alcoholic beverage distribution in Colorado by answering the following questions:**

- What experience do you have working with wine or other beverage alcohol products and companies? If you have not previously worked with the beverage alcohol industry, please list related experiences or clients that are similar in nature to the Colorado wine industry.
- What techniques will you use to adhere to the wine industry's voluntary advertising policy? <http://www.wineinstitute.org/initiatives/issuesandpolicy/adcode/details?>
- Please name the tiers with the three-tier system in Colorado.

7. **An outline of the offeror's credentials and the professional experience of individual project team members intended to work on this project as a result of an awarded contract — positions held, past clients or campaigns, etc. Offerors should include resumes or other descriptions of relevant past experience and qualifications of key individuals who will work on this project. While the State does not limit the offeror's ability to assign or reassign personnel during the period of contract performance, the past experience, qualifications, and education of the key individuals is expected to represent a contractual commitment by the offeror to retain comparably skilled and qualified individuals on the project during its performance.**

8. **Offeror must list at least four (4) references for similar work completed in the Colorado market, preferably representing each aspect of the scope of work to which the offeror is responding, all listing:**

- Company name
- Address



- Phone number
- Contact name
- Title
- Contact E-mail
- Web site address (If Applicable)

The clients listed on the Fact Sheets will count as references for this section. And the Offeror may offer other references here that will provide other relevant information on the Offeror's performance, experience and credentials. The State may contact the individuals listed in response to this question as well as those clients listed on the Fact Sheets, as well as other individuals that identified as having relevant information to validate the nature of the offeror's experience and performance. The State reserves the right to consider representations by those individuals concerning project scope, timeliness of performance, project management capabilities, or other information relevant to determining the quality of the offeror's past experience and demonstrated capabilities.

The State reserves the right to include itself and other states as additional references. The offeror should include such other materials as required to supplement information contained in the previous sections of this proposal. Offeror may also provide any additional information that may be germane to the proposal and the evaluation of the offeror's experience.

#### E. Budget Breakdown

The State requests that the Budget Breakdown information in response to this RFP be submitted separately from the rest of the response. *Please submit Budget Breakdown information in a separate envelope clearly labeled "Pricing".*

The budget appropriated for this project is not to exceed \$200,000 for the contractual year. This contract will require a number of hours of service from a variety of skilled designers and other team members. Bid pricing responses should detail hourly estimates for each proposed task or piece of the proposal.

The offeror's response to this RFP should include all costs (pricing) broken down by project element, and personnel hours charged (showing productive hours vs. administrative charges delineated), keeping strategic branding, advertising and public relations element costs separate. Describe and itemize all charges for individually identifiable components of the proposed project.

Since this project is funded and budgeted based on available funds, the total amount available for the contract is not to exceed \$200,000. The preferred method of response is to provide an offer, which provides the most creative and most public exposure for the funds provided. Offers in excess of \$200,000 will not be considered.

*If media buys, promotional events or other expenditures and activities outside of strategic planning, branding and design are part of the offeror's proposal, those expenses must be included in the \$200,000 total budget. Please list and describe the events, activities, ad buys or other expenditures proposed to address the Scope of Work within the previous section, but list the estimated or approximate cost of those activities and expenditures within the pricing section, separate from hourly and incidental charges.*

## **Section 5 – Response Format & Proposal Instructions**

### **5.1 Submission and General Instructions**

Proposals must be received on or before the date and time indicated in the Schedule of Activities, or as modified on the BIDS system. It is the responsibility of the Offeror to ensure that the Department of Agriculture receives the proposal on or before the proposal opening date and time, regardless of the delivery method used. Late proposals will not be accepted. Offerors are cautioned that daily mail may not be received prior to 4:00 p.m.; therefore, if proposal is not hand delivered, Offeror should ensure proposal is received by mail or delivery service the prior day.

Submit one (1) original and 5 copies of the proposal, as well as an electronic copy in Microsoft Word and/or Excel or other software specified. The proposal package shall be delivered or sent by mail to:

Colorado Department of Agriculture  
700 Kipling St, Suite 4000  
Lakewood, Colorado 80215-8000  
Attention: Rob Archer

#### **RFP #BAA14-004, Colorado Wine Branding and Marketing Campaign**

The proposal must be signed in ink, preferable in blue ink, by an officer of the Offeror who is legally authorized to bind the Offeror to the proposal. If the Proposals represent more than one firm, an officer of each of the participating firms must sign the proposal. Proposals that are determined to be at a variance with this requirement may not be accepted. A proposal signature page(Cover Sheet) has been provided.

Proposals must be submitted and sealed in a package with an appropriate label affixed. The label must show the following information:

Offeror's Name  
RFP-No., RFP Title  
Proposal Due Date and Time

*Offerors must segregate the portion of the proposal responding to the pricing and funding proposal so the technical proposal can be evaluated without consideration of the price or funding model.*

The State desires and encourages that proposals be submitted on recycled paper, printed on both sides. While the appearance of proposals and professional presentation is important, the use of non-recyclable or non-recycled glossy paper is discouraged.

### **5.2 Page Limit**

Unnecessarily elaborate proposals are not desired. Font size for basic narrative descriptions must be no smaller than 12 characters per inch. Indexes, tables of contents, lists of figures/tables, and glossary of terms will not be counted toward the overall page count. Allowance will be made for tabular or graphical presentations and screen prints, whether incorporated in the text of the technical description or attached as separate exhibits. Textual explanations of screen prints or graphic materials, standard commercial brochures or descriptions, or other

standard product documentation that are attached in appendices or exhibits will not be counted against page limitation. However, evaluators cannot be expected to comprehend all material in exhibits whose content and relevance to the proposal description are not clearly integrated into the technical discussion.

Proposals shall include the following information as set forth in Section 4 and Section 5.3 and shall not exceed 25 pages, excluding attachments, Fact Sheets and samples.

### **5.3 Response Format**

#### **5.3.1 Executive Summary**

Condense and highlight the contents of the proposal. The summary should provide the reader with an overall understanding of the proposal and offeror's approach.

#### **5.3.2 Management and Experience Component**

- A. Describe how your company will manage this project.
- B. The Offeror's proposal shall include evidence that it has the knowledge, skills, abilities and experience in the areas identified by the requirements in Section 4, Statement of Work.
- C. Describe your firm's experience with similar projects and submit Exhibit A, Company Experience and Demonstrated Capability (CEDC) form, as detailed and explained in the text box on page 15.

## **Section 6 – Evaluation and Award Selection Process**

### **6.1 Evaluation Factors**

Factors Considered in Proposal Evaluation

In award of the contract, the following factors will be considered in decreasing order of importance:

- Demonstrated capacity for strategic planning, as well as professional, artistic and technical capabilities with regard to creative design and development.
- Demonstrated experience in public relations, advertising, promotions and/or merchandising with the ability to increase awareness of Colorado Wine among targeted consumers residing in Colorado.
- Demonstrated experience working with the alcoholic beverage industry, familiarity with the three-tier system of alcohol distribution as well as an understanding of the wine industry's voluntary advertising policy. <http://www.wineinstitute.org/initiatives/issuesandpolicy/adcode/details>.

If the offeror does not have experience or understanding with the wine industry, the proposal should explain how the offeror's previous experience will apply to the wine industry.

- Ability to effectively evaluate promotional efforts and report measures of success.
- Ability to develop partnerships with Colorado Wine stakeholders and other alcoholic beverage-related entities to participate in advertising campaign.
- Location of the offeror's offices or primary staff's work venue. Preference will be given to firms located or with staff and offices within Colorado, including all sub-contractors. Proposals from vendors located outside the state or from vendors sub-contracting with out-of-state firms must detail the costs of travel expenses to meet with the CWIDB, to interact with other wine industry members and stakeholders and to implement the proposal. Justification should be made for travel and administrative expenses incurred for a

company outside Colorado, and why it would be in the best interest of the State to work with an out-of-state firm.

All offerors must meet the minimum requirements established by this RFP to be eligible for award.

- The offeror's experience, qualifications, and key personnel, and the extent to which the qualifications, experience, and past performance are likely to foster successful, on-time performance.
- The extent to which Offeror agrees to Colorado's basic contract terms and required Special Provisions without seeking exceptions.

## **6.2 Award Methodology**

An Evaluation Committee will evaluate the merits of proposals received in accordance with the evaluation factors stated in Section 6.1 of this RFP and identify the proposal that is most advantageous to the state.

The State encourages vendors to partner with other firms to offer collaborative proposals covering a broader range of activities than the offeror may be able to address adequately working on their own. If no award is made on the initial receipt of proposals, offerors may be asked to clarify, adjust or refocus their proposals prior to oral presentations.

While numeric evaluations may be used in some aspects of the process to identify strengths and weaknesses of proposals, and to establish a ranking, the final decision will be a business decision by the State and will not be based on a numerical score. A Decision Memorandum will document the basis for the award decision.

Failure of the Offeror to provide any information requested in this RFP may result in disqualification of the proposal. This responsibility belongs to the Offeror.

Offerors should not assume that they will have an opportunity for oral presentations or revisions of proposals, so they should submit their most favorable proposals as their initial proposal. If award is not made on receipt of initial proposals, Offerors in the competitive range (those most responsive to the requirements and reasonably susceptible of being selected for award) may be provided an opportunity to make an oral presentation. The oral presentation may be held for the purpose of clarification and to ensure full understanding of and responsiveness to solicitation requirements.

If proposal revisions are permitted after oral presentations and discussions, a date will be established in writing by the State for submission of best and final offers. Offerors will not be provided an opportunity for comprehensive proposal revisions.

The apparently successful Offeror may be required to submit for the most current reported period and a reasonable number of previous years (in order of preference) an audited financial statement, a financial statement reviewed by a certified public accountant, a third-party prepared financial statement if an audited or reviewed statement is not available, or another financial statement prepared in the routine course of the Offeror's business, in order to assist the State in making its determination of Offeror responsibility in accordance with CRS 24-103-401.

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*EXHIBIT A*

**COMPANY EXPERIENCE AND  
DEMONSTRATED CAPABILITY FACT SHEET**

Submit a separate copy of this form for each example of projects and work your firm has undertaken that are pertinent to this RFP, as delineated in and required by Section 4: Statement of Plans and Experience to Address this Scope of Work, Questions 1-3, page 14 and following. Please provide at least two Fact Sheets for each of the following tasks and be sure to represent the experience and capacity of all firms collaborating on the proposal:

**1) STRATEGIC PLANNING FOR BRAND DEVELOPMENT, 2) ADVERTISING and  
3) PUBLIC RELATIONS**

A. Name of Contracting Agency or Customer:

B. Nature of Contract or agreement:

C. Brief Description of Scope of Work and complexity:

D. Period of Past Performance: From \_\_\_\_\_ to \_\_\_\_\_. Explain below:

- Original Time Schedule(s) met?
- Scope of Delays or Changes?
- Work completed within original budget?
- Were payments withheld waiting for work completion?

E. Customer Primary Points of Contact: Client Name(s), phone number(s) and email address(es):

F. Contractor's Key Personnel (names and responsibility):

G. Identify Contract issues (If any) or problems encountered and explain how they were addressed and resolved:

H. Circumstances Surrounding Termination of the Contract and the Closing Relationship with the Customer:

I. Identify and explain any litigation involved (by the prime contractor, by any subcontractors, or by the other parties to the contract):

**RETURN THIS PAGE WITH YOUR RESPONSE**

## 1. Compliance with House Bills 1023 and 1343

All vendors submitting a response to this solicitation must comply with the criteria of House Bills 1023 and 1343 and CRS 8-17.5-101 et Seq. regarding the employment or contracting of illegal aliens to perform work under a public contract, including purchase orders.

Are you a Sole Proprietor? \_\_\_\_\_ **IF YES**, vendor is required to complete a *State of Colorado Certification and Affidavit* (Attachment A) and the *House Bill 1023 Identification Requirement* (Attachment B).

**IF NO, VENDOR DOES NOT HAVE TO COMPLETE ATTACHMENTS A OR B.**

## 2. Vendor Disclosure Statement

All vendors submitting a response to this solicitation must comply with the criteria of Senate Bill 07-228 concerning the monitoring of vendor performance on State Contracts.

CRS §24-102-206 applies to all State contracts and solicitations for services governed by the State Procurement Code, as provided in CRS §24-101-105 (1). The definition of “contracts” in the Procurement Code includes any type of state agreement for the procurement of services, regardless of what it may be called, and includes contracts and purchase orders using documented quotes, invitations for bids, and requests for proposals.

If vendors have not disclosed this information in a statement of work, upon award vendors providing services will be required to complete the attached form and file with the purchasing office (Attachment C).

## 3. W-9

The Department of Agriculture is required to have a W-9 and Vendor Mailing Address form on file for every company with whom it does business. Please attach a completed W-9 (Attachment D) and completed Vendor Mailing Address Update (Attachment E) to your quote.

Is a W-9 and Vendor Mailing Address Update attached? \_\_\_\_\_ Yes \_\_\_\_\_ No

# ATTACHMENT A

## STATE OF COLORADO CERTIFICATION AND AFFIDAVIT REGARDING UNAUTHORIZED IMMIGRANTS

### A. CERTIFICATION STATEMENT CRS §8-17.5-101 & 102 (HB 06-1343, SB 08-193)

The Vendor, whose name and signature appear below, certifies and agrees as follows:

1. The Vendor shall comply with the provisions of CRS 8-17.5-101 et seq. The Vendor shall not knowingly employ or contract with an unauthorized immigrant to perform work for the State or enter into a contract with a subcontractor that knowingly employs or contracts with an unauthorized immigrant.

2. The Vendor certifies that it does not now knowingly employ or contract with an illegal alien who will perform work under this contract, and that it will participate in either (i) the "E-verify Program" jointly administered by the United States Department of Homeland Security and the Social Security Administration, or (ii) the "Department Program" administered by the Colorado Department of Labor and Employment, in order to confirm the employment eligibility of all employees who are newly hired to perform work under this contract.

3. The Vendor shall comply with all reasonable requests made in the course of an investigation under CRS 8-17.5-102 by the Colorado Department of Labor and Employment. If the Vendor fails to comply with any requirement of this provision or CRS 8-17.5-101 et seq., the State may terminate work for breach and the Vendor shall be liable for damages to the State.

### B. AFFIDAVIT CRS §24-76.5-101 (HB 06S-1023)

1. If the Vendor is a sole proprietor, the undersigned hereby swears or affirms under penalty of perjury under the laws of the State of Colorado that (check one):

I am a United States citizen, or

I am a Permanent Resident of the United States, or

I am lawfully present in the United States pursuant to Federal law.

I understand that this sworn statement is required by law because I am a sole proprietor entering into a contract to perform work for the State of Colorado. I understand that state law requires me to provide proof that I am lawfully present in the United States prior to starting work for the State. I further acknowledge that I will comply with the requirements of CRS 24-76.5-101 et seq. and will produce the required form of identification prior to starting work. I acknowledge that making a false, fictitious, or fraudulent statement or representation in this sworn affidavit is punishable under the criminal laws of Colorado as perjury in the second degree under CRS 18-8-503 and it shall constitute a separate criminal offense each time a public benefit is fraudulently received.

CERTIFIED and AGREED to this \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_ .

VENDOR:

Vendor Full Legal Name

BY: \_\_\_\_\_ Signature of  
Authorized Representative Title

Revised 6/18/08

## ATTACHMENT B

### HOUSE BILL 1023 IDENTIFICATION REQUIREMENT

As required by C.R.S. 24-76.5-103

PLEASE PLACE AN ENLARGED COPY OF ONE OF THE FOLLOWING IN THIS SPACE:

- A VALID STATE ISSUED DRIVER'S LICENSE THAT IS CONSIDERED TO BE AN OFFICIAL FORM OF IDENTIFICATION BY THE ISSUING STATE; OR
- A UNITED STATE MILITARY CARD OR A MILITARY DEPENDENT'S IDENTIFICATION CARD; OR
- A UNITED STATES COAST GUARD MERCHANT MARINER CARD; OR
- A NATIVE AMERICAN TRIBAL DOCUMENT

\_\_\_\_\_  
SIGNATURE OF DOCUMENT HOLDER

\_\_\_\_\_  
DATE

\_\_\_\_\_  
PRINTED NAME OF DOCUMENT HOLDER

\_\_\_\_\_  
SOCIAL SECURITY NUMBER

PLACE NOTARY STAMP OR SEAL  
ABOVE

\_\_\_\_\_  
SIGNATURE OF AUTHORIZED NOTARY

\_\_\_\_\_  
DATE

\_\_\_\_\_  
PRINTED NAME OF AUTHORIZED  
NOTARY

**\*\*NOTE: Faxed Copies must be notarized in order to be considered acceptable.\*\***



## ATTACHMENT C

### VENDOR DISCLOSURE STATEMENT

#### Contract Performance Outside the United States or Colorado Colorado Revised Statute 24-102-206

To the extent the vendor has not disclosed the following information in the Statement of Work, this form shall be completed and returned to the contracting agency. This applies to all state contracts and solicitation for services executed after August 3, 2007.

1. Are any services under the contract or any subcontracts anticipated to be performed outside the United States or Colorado?

Yes  No

If "Yes", please complete the following three questions:

2. Where will the services be performed under the contract, including any subcontracts? (List country(ies) and/or state(s).

3. Explain why it is necessary or advantageous to go outside of the United States or the State of Colorado to perform the contract or any subcontracts.

4. Contract Routing Number:  
Vendor Name:

Not required for contracts to which the State is a party under:

- Medicare
- The "Colorado Medical Assistance Act", Articles 4 to 6 of Title 25.5 CRS
- The "Children/s Basic Health Plan Act", Article 8 of Title 25.5, CRS
- The "Colorado Indigent Care Program", Part I of Article 4 of Title 25.5, CRS

# ATTACHMENT D

Substitute Form <b>W-9</b>	<b>REQUEST FOR TAXPAYER IDENTIFICATION NUMBER (TIN) VERIFICATION</b>	State of Colorado <b>Do NOT send to IRS</b>
PRINT OR TYPE Legal Name <small>(OWNER OF THE EIN OR SSN AS NAME APPEARS ON IRS OR SOCIAL SECURITY ADMINISTRATION RECORDS) DO NOT ENTER THE BUSINESS NAME OF A SOLE PROPRIETORSHIP ON THIS LINE - See Reverse for Important Information</small>	<b>RETURN TO ADDRESS BELOW</b>	
Trade Name -- complete only if doing business as (D/B/A)		
Remit Address		
Purchase Order Address -- Optional	PART II See Part II Instructions on Back of Form	
Check legal entity type and enter 9 digit Taxpayer Identification Number (TIN) below: (SSN = Social Security Number EIN = Employer Identification Number)		
<input type="checkbox"/> Individual <span style="float: right;"><small>(Individual's SSN)</small></span>	Do Not enter an SSN or EIN that was not assigned to the legal name entered above	
<small>NOTE: If no name is circled on a Joint Account when there is more than one name, the number will be considered to be that of the first name listed.</small>		
<input type="checkbox"/> Sole Proprietorship <small>(Owner's SSN or Business EIN)</small>	SSN _____	
<small>Note: Enter both the owner's SSN and the business EIN (if you are required to have one)</small>		
<input type="checkbox"/> Partnership <input type="checkbox"/> General <input type="checkbox"/> Limited	(Partnership's EIN) _____	
<input type="checkbox"/> Estate/Trust	(Legal Entity's EIN) _____	
<small>NOTE: Do not furnish the identification number of the personal representative or trustee unless the legal entity itself is not designated in the account title. List and circle the name of the legal trust, estate, or pension trust.</small>		
<input type="checkbox"/> Other > _____	(Entity's EIN) _____	
<small>Limited Liability Company, Joint Venture, Club, etc.</small>		
<input type="checkbox"/> Corporation Do you provide medical services? <input type="checkbox"/> Yes <input type="checkbox"/> No	(Corp's EIN) _____	
<small>Includes corporations providing medical billing services</small>		
<input type="checkbox"/> Government (or Government Operated) Entity	(Entity's EIN) _____	
<input type="checkbox"/> Organization Exempt from Tax under Section 501(a)	(Org's EIN) _____	
<small>Do you provide medical services? <input type="checkbox"/> Yes <input type="checkbox"/> No</small>		
<input type="checkbox"/> Check Here if you do not have a SSN or EIN, but have applied for one. See reverse for information on <i>How to Obtain A TIN</i>		
<input type="checkbox"/> Licensed Real Estate Broker? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Under Penalties of Perjury, I certify that:		
(1) The number listed on this form is my correct Taxpayer Identification Number (or I am waiting for a number to be issued to me) AND		
(2) I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding (does not apply to real estate transactions, mortgage interest paid, the acquisition or abandonment of secure property, contribution to an individual retirement arrangement (IRA), and payment other than interest and dividends).		
CERTIFICATION INSTRUCTIONS -- You must cross out item (2) above if you have been notified by the IRS that you are currently subject to backup withholding because of under reporting interest or dividends on your tax return. (See Signing the Certification on the reverse of this form.)		
<b>THE INTERNAL REVENUE SERVICE DOES NOT REQUIRE YOUR CONSENT TO ANY PROVISION OF THIS DOCUMENT OTHER THAN THE CERTIFICATIONS REQUIRED TO AVOID BACKUP WITHHOLDING.</b>		
NAME (Print or Type) _____	TITLE (Print or Type) _____	
AUTHORIZED SIGNATURE _____	DATE _____	PHONE (____) _____
DO NOT WRITE BELOW THIS LINE <span style="float: right;">RETURN BOTH COPIES TO ADDRESS ABOVE</span>		

<b>AGENCY USE ONLY</b>		
Agency _____	Approved by _____	Date _____
1099: Yes _____ No _____	Action Completed by _____	Date _____
VENDOR: Addition _____ Change _____		

ATTACHMENT E

STATE OF COLORADO



*Vendor Mailing address update:*

Vendor Name: \_\_\_\_\_

Vendor FEIN: \_\_\_\_\_

Order Address:

Remit to Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Fax: \_\_\_\_\_

*Please return this form with the updated W-9 to:*

**Colorado Department of Agriculture  
Purchasing Office  
700 Kipling St, Suite 4000  
Lakewood, CO 80215-8000**