

**Oakton Community College**  
Community College District 535  
Purchasing Department, Room 1240  
1600 E. Golf Road, Des Plaines, IL 60016  
847-635-2607

**Request for Proposal #7**  
Issue Date: February 11, 2020

**Proposals will be received in the Purchasing Office at the above address until  
11:00 am on Thursday, March 5, 2020**

Late proposals will not be accepted.

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**Digital and Traditional Marketing Services**

The College is accepting proposals for services related to traditional and digital marketing.  
The College reserves the right to award this proposal to two different companies or one company.

After a thorough review and evaluation of the responses submitted, the College may select companies for an in-person or remote interview and presentation.

The College will then determine which vendor(s) best meets our needs and is in the best overall interests of the College.

If there are any questions regarding this proposal, they must be submitted in writing via email by 11:00 am on Thursday, February 27, 2020. Questions will be answered through an addendum.

Questions should be submitted to the following people:

Andrea Lehmacher, Director of Marketing, [alehmacher@oakton.edu](mailto:alehmacher@oakton.edu)

Kathi Rosenberg, Purchasing Manager, [krosenberg@oakton.edu](mailto:krosenberg@oakton.edu)

Sharon Anderson, Purchasing Assistant, [sanderson@oakton.edu](mailto:sanderson@oakton.edu)

*See the following pages for complete specifications.*

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Oakton Community College District 535 is exempt from all Federal, State, and Municipal Taxes.

I have examined the specifications and instructions included herein and agree, provided I am awarded a contract within 60 days of the proposal due date, to provide the specified items for the sum shown in accordance with the terms stated herein. All deviations from the specifications and terms are in writing and attached hereto.

I offer the following discount terms \_\_\_\_\_.

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

Address: \_\_\_\_\_ City/St/Zip: \_\_\_\_\_

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

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Signature: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Instructions to Vendors**

1. Bid Forms: Proposals should be submitted on the form provided. Envelopes marked “Sealed Proposal For (commodity being bid)...” Proposals cannot be accepted via fax machines or email.
2. Specifications: Generally, where specifications indicate a particular brand or manufacturer’s catalog number, it shall be understood to mean that or equal, unless “no substitutes” is specified. When offering alternates, they must be identified by brand name, catalog number and manufacturer’s literature must be included.
3. Samples: Vendors will be required to furnish no charge samples upon request.
4. F.O.B. Point: All prices must be quoted F.O.B. destination. Shipments shall become property of Oakton Community College after delivery and acceptance.
5. Delivery Points: Deliveries may be made to the various buildings within the district, as indicated.
6. Delivery Schedule: Bids must specify delivery time. Unrealistically long delivery times may cause proposals to be rejected. Order may be canceled without obligation if delivery requirements are not met.
7. Evaluations: Oakton Community College reserves the right to reject any and all proposals, to waive any technicalities in the proposals, and to award each item to different vendors or all items to a single vendor.
8. Vendor Selection: The College will review all proposal information and select the one company that is in the College’s best interests.
9. Prices: Prices, terms and conditions must be firm for acceptance for ninety (90) days from the date of proposal opening unless otherwise agreed to by District #535 and vendor.
10. Quantities: Quantities shown may be estimates only and orders may be more or less depending on actual requirements and budget limitations.
11. Exceptions: Any exceptions to these terms, conditions or deviations from written specifications must be shown in writing and attached to the proposal form.
12. Tax Exemptions: Oakton Community College District #535 is exempt from Federal, State and Municipal taxes. Exemption certificates will be furnished upon request.
13. Equal Employment Opportunity Clause/  
Prevailing Wage: Oakton Community College is an equal opportunity employer, and parties doing business with the College must comply with the Equal Employment Opportunity Clause as required by the Illinois Fair Employment Practices Commission. Not less than the prevailing wage shall be paid for labor on the work to be performed as required by law.
14. Non-Collusion Clause: The vendor or agent hereby declares that he, nor any other agent of his business, entered into any collusion or agreement relative to the price to be bid. He further declares that no persons, firms or corporations, have or will receive directly, any rebate, fee, gift, commission, etc., or that any employee or Board of Trustee member of Oakton Community College District #535 has any undisclosed interest in the awarding of this contract.

**General Proposal Information**

1. The College will contract with the selected agency/ies from July 1, 2020 through June 30, 2021, with the option of renewing for two additional years (one year at a time), from July 1, 2021 through June 30, 2022, and July 1, 2022 through June 30, 2023.
2. The RFP will not be awarded based on price alone. The College will award this proposal to the selected vendor(s) based on what is in the College's best interests using a selection criteria based on vendor qualifications and certifications, services provided, reputation, reviews, functionality, total cost of ownership, and suitability and fit for our environment. After a detailed and thorough review of the proposals, the Administration will select the vendor(s) that is in the best overall interest of the College.
3. The College reserves the right to waive technicalities and informalities in the proposal process, to reject any or all proposals, or any part of any proposal, for any reason. The College also reserves the right to obtain clarification of any point in a firm's proposal or to obtain additional information. The determination of whether any proposal by a firm does or does not conform to the conditions and specifications of the Request for Proposal (RFP) is the responsibility of the College.
4. After a thorough review and evaluation of the responses submitted, the College may select companies for an in-person interview and presentation or remote interview and presentation. Dates scheduled for meeting select vendors: Weeks of March 23-30
5. This contract is subject to the provisions of the Equal Employment Opportunity Clause as provided by the Illinois Fair Employment Practices Commission, and the Illinois Revised Statutes. In addition, contractors must comply with the Illinois Drug Free Workplace Act and the Illinois Human Right Acts.
6. This proposal is scheduled to be awarded at the April 21, 2020, Board of Trustees meeting.
7. Proposal results will be posted on the Oakton website the day following the Board of Trustees meeting. To access the results go to [Oakton/Procurement Department](#).
8. The College is exempt from all taxes.
9. The College reserves the right to cancel a contract with a 30 day written notice for unsatisfactory performance.
10. Pricing must be valid for 90 days from the proposal opening.
11. The Purchasing Department will verify all price calculations. In the event of an error, the unit price will prevail and the total will be adjusted accordingly. The new adjusted total will be used when awarding an item. All pricing listed on the vendor's response to this Request for Proposal is final.

12. In addition to the required submittals listed on the following pages, please include a company profile with your proposal. The profile must include the following: How long has the firm been in business? How many people does the firm employ? What is the annual revenue for the last fiscal year? Please include three references. Educational references preferred.
13. Because this is a sealed proposal, the College cannot accept your response over the phone, by fax or e-mail. If you are sending your proposal via an overnight carrier please address the envelope to:

**Oakton Community College**  
**Attention: Purchasing Office Room 1240**  
**Proposal #7**  
**1600 East Golf Road**  
**Des Plaines, IL 60016**

*Please be sure to include your company name on the **outside** of the box.*

14. If you are dropping off your response, it must be delivered to the Purchasing office in room 1240 on the Des Plaines campus by 11:00 am on Thursday, March 5, 2020. Park in Lot A and proceed to West Entrance #10. Once inside the building, proceed down the hallway until you reach the information desk. Turn right, Room 1240 will be about 3/4 way down the hall on the left side. If you have questions call 847-635-2607 or 847-635-1635.
15. Failure to respond to this Request for Proposal will result in elimination from the College's Request for Proposal list. A "NO BID" is considered a valid response. If submitting a "No Bid", please state the reason why.
16. The College would expect companies to provide their lowest/best offer when submitting prices. If your lowest/best price is through one of the following consortiums, please include which consortium you used:
  - Educational and Institutional Cooperative Services (E & I)
  - OMNIA Partners, Government Purchasing Alliance
  - Illinois Department of Central Management Service (CMS)
  - Illinois Community College System Foundation (ICCSPC)
  - Illinois Public Higher Education Cooperative (IPHEC)
  - Midwest Higher Education Consortium (MHEC).
  - Sourcewell (Formerly National Joint Powers Alliance - NJPA)
  - Suburban Purchasing Cooperative (SPC)

*Any appropriate discounts and/or special pricing from these consortiums should be applied to this bid.*

17. Questions regarding this proposal must be submitted in writing via email by Thursday, February 27, 2020. Questions will be answered in the form of an addendum. Questions should be submitted to the following people:  
 Andrea Lehmacher, Director of Marketing, [alehmacher@oakton.edu](mailto:alehmacher@oakton.edu)  
 Kathi Rosenberg, Purchasing Manager, [krosenberg@oakton.edu](mailto:krosenberg@oakton.edu)  
 Sharon Anderson, Purchasing Assistant, [sanderson@oakton.edu](mailto:sanderson@oakton.edu)
18. The College is a public institution and therefore subject to comply with legitimate Freedom of Information Act (FOIA) requests. Please be advised that your response to this Request for Proposal is subject to comply with any FOIA requests for information. The FOIA copy of your response should indicate confidential and/or proprietary information that has been removed/redacted. Please mark this as “FOIA Copy.” See pages 15 & 16 for further instructions.
19. Please submit *multiple copies* of your bid: one original, five copies, a FOIA copy, and an electronic version (flash drive preferred) of the FOIA copy. The College will use the FOIA copy at the public bid/RFP opening. This copy must include your pricing.
20. The College participates in the State of Illinois Business Enterprise Program (BEP). As noted on page 18, please describe how your company can help the College make a good faith effort to meet or exceed the College’s aspirational goal of conducting 20% of its business with Minority Business Enterprises. Please indicate if your company or subcontractors are Minority Business Enterprise (MBE), Female Business Enterprise (FBE), Persons with Disabilities Business Enterprise (PBE), Small Business Enterprise (SBE), or Veteran Owned Business (VOB).

Interested businesses may visit the Illinois Department of Central Management Services (CMS), Business Enterprise Program (BEP) to obtain additional details. To qualify, prime vendors or subcontractors must be certified by the CMS as BEP vendors prior to contract award. Go to (<http://www2.illinois.gov/cms/business/sell2/bep/Pages/default.aspx>) for complete requirements for BEP certification.

**Dates and Timeframes**

RFP Issued	February 11, 2020
Deadline to submit questions	February 27, 2020
Final addendum issued (if needed) to answer questions	March 2, 2020
Deadline for Vendors submission of proposals	March 5, 2020
Interviews with select Vendors for presentation	Weeks of March 23-30
Approval from Board of Trustees	April 21, 2020
Contract Starts	July 1, 2020

*The College reserves the right to change or alter these times and activities.*

## ***Marketing Agency/Needs Outline***

### **Summary**

Oakton Community College seeks an integrated media planning/buying and/or digital marketing firm/s to help plan and strategize the College's digital and traditional advertising campaigns. Oakton's College Relations department (marketing and communications) acts primarily as an in-house marketing agency that develops strategy, manages budgets, and executes marketing and communication projects in a variety of media channels for multiple markets. In FY21 (July 2020-June 2021), it is expected that Oakton may make advertising media expenditures in an amount of +/- \$150,000 for digital and +/- \$50,000 for traditional advertising. The College intends to use an external marketing agency for support to provide significant added value for relatively minimal cost investment.

The College will contract with the selected agency/ies from July 1, 2020 through June 30, 2021, with the option of renewing for two additional years (one year at a time), from July 1, 2021 through June 30, 2022, and July 1, 2022 through June 30, 2023, if mutually agreed upon by both parties and pending approval by the College's Board of Trustees. At this time, agencies should consider that the terms and conditions listed in this proposal would pertain for all three years.

Oakton welcomes any agency that is qualified for both the integrated media planning/buying and digital marketing services to bid on both services. However, the agency/firm may bid on each item separately.

*If the agency is not performing to Oakton's standards, the College reserves the right to cancel the contract by giving the agency 30 days' written notice.*

### **Target Market**

With campuses in Des Plaines and Skokie, the College serves 435,000 residents in Illinois Community College District 535, which includes the communities of Des Plaines, Evanston, Glencoe, Glenview, Kenilworth, Lincolnwood, Morton Grove, Nilas, Northbrook, Northfield, Park Ridge, Skokie, Wilmette, and Winnetka.

### **Demographics**

Currently, the College enrolls approximately 8,500 students in credit courses and 25,000 students in non-credit courses each semester. The average age of an Oakton student is 26.

Additional student statistics include:

- 64 percent are between the ages of 16 and 24; 26 percent are between ages 25 and 39
- 51 percent are female
- 54 percent are enrolled in transfer programs
- 30 percent are enrolled in career programs
- 17 percent are undecided
- 71 percent attend part time
- 11 percent take classes exclusively online; 17 percent online and face-to-face

Although Oakton students represent 50 different countries –35 languages are spoken on campus – the majority of students are Caucasian. The largest minority group is East Asian (20 percent).

## **Target Audiences**

Research indicates Oakton serves five major segments:

- Traditional students (18-23)
- Non-traditional students (24+) seeking an associate's degree or certificate
- Adult learners taking courses for personal enrichment
- English as a Second Language students
- Summer students enrolled at four-year colleges or universities

Primary influencers for the traditional-age market include peers, parents, grandparents, high school counselors, high school teachers, high school coaches, and religious leaders. Influencers for the other segments include business leaders and employers, friends, and relatives.

Please note: the College is currently working through a website redesign project that is estimated to launch January 2021 and will include:

- User Centered Content
- Brand and enrollment focused
- Reinforce the goals of our strategic plan "Success Matters"
- Promotion of curricular pathways
- Improved SEO practices
- Improved ADA accessibility

## **Scope of Work**

There are three primary enrollment campaign periods within the fiscal year: fall (August), spring (January), and summer (June). Campaigns may be enrollment-period based, program/niche based, and continuously run through the year to impact brand awareness and engagement within Community College District 535.

The campaigns encompass a variety of channels and media including, but not limited to, traditional advertising channels, social media channels, online ad networks, mobile, multimedia, paid and non-paid media search, remarketing and retargeting and geofencing. Nearly all media is geo-targeted, including district zip codes or market-targeted and include identified lists provided by the College Relations department. Creative is usually developed in-house. In general, media is pre-planned for the next fiscal year (July-June) the preceding March or several months prior to the enrollment period. Some media buys are ad hoc and arise due to unexpected internal client requests or institutional needs, opportunities and priorities. All digital campaigns are tracked via Google Analytics with interactions tracked through Google Tag Manager.

The successful agency will provide a narrative that will discuss their agency's background and how it is best suited to assist Oakton's College Relations department with meeting its goals of:

- *Brand*: impacting and raising the awareness of Oakton's brand throughout District 535.
- *Enrollment*: reaching as many potential students as possible to gain the most reach at the best possible cost. This includes reaching new students (high school and adult students); utilizing purchased and institutional lists to convert prospective students to apply and enroll; students who have stopped out to re-enroll; and working with Oakton's current student lists to help with retention efforts. In addition to the audiences above, a focus for the institution is to grow the adult market and enhance the awareness of programs and overall brand awareness.
- *Digital Expertise*: providing digital expertise to help manage media buys and budget/s; data and analytics, campaign optimization; and recommendations. The agency may need to help Oakton establish best practices for tracking and identifying KPI's for digital campaigns and implementation and set up with Google Analytics and Google Tag Manager.
- *Overall Expertise*: providing experience to help manage media buys/budgets and optimization for traditional media mixes and communications strategy/messaging.

In essence, Oakton's College Relations department is looking for an agency to manage; provide strategy and recommendations to its digital and traditional marketing efforts; while integrating digital tactics with Oakton's institutional website/microsite/s/landing pages utilizing Google Analytics, Tag Manager and AdWords and social media existing accounts.

Please include relevant samples to document the agency's capability.

Please include the following information in your proposal response:

- I. What activities will take place during the first 30 days of a contract to ensure a smooth transition?
- II. Provide information on the experience of the project team that will support Oakton directly;
  - a. Include experience and biographies of the buyers and media planning team.
  - b. Include experience and biographies of senior level account representation on all planning services, and provide references.
- III. Agency's media buyers must demonstrate the ability to negotiate the best rate(s) with a digital media company.
  - a. Give 3 examples on how your agency has accomplished the best rate, while passing on increased savings to your customers.
- IV. We require a 1 hour monthly conference call or weekly as needed, to discuss the campaign's progress and updates.
  - a. How will your agency service and staff the call to provide the College with weekly updates?
- V. Must have the ability to make two client site visits per year: one on campus visit and one site visit can be virtual through video conferencing.



- VI. Provide your agency's rate sheet, commission structure, fee structure, sliding scales, and provide a list of any ancillary charges that your agency may charge for its services.
- VII. Discuss your agency's ability to work with other specialized agencies, i.e. interactive/web, multimedia agencies, etc.
- VIII. Discuss your agency's ability to work efficiently and effectively with in-house marketing and communications staff (College Relations).
- IX. Substantial knowledge of Oakton's community district area as well as the education sector and community college system is preferred.

### **Oakton Community College Digital Marketing Needs**

The College seeks a digital advertising agency to deliver strategy, media planning / buying / expertise and recommendations / trafficking/ tracking / reporting including but not limited to Search Engine Marketing (SEM), Programmatic, AdWords and Bing, digital display, retargeting and remarketing, Mobile (paid and organic), Social, and Google Tag Manager (GTM) Analytics.

The successful agency should demonstrate their expertise of developing and executing cost efficient digital media plans for the Northwest Chicago Demographic Marketing Area.

Key areas of interest will include:

- Strategic, micro-market media plans
- Online and mobile advertising for display/network, individual websites e.g. Pandora, search, social, remarketing and geotargeting:
  - Oakton has an already established framework and AdWords campaign workbook; looking to expand on this effort.
- Media trend expertise/consulting
- DSP ad network experience to support geofencing opportunities.
- Target audience analysis:
  - Demographics; behavioral/look-alike audiences/contextual, etc.
  - Utilization of current list/s by Oakton is expected.
- Media effectiveness/tracking results
- Conversion optimization support
- Proficient in mobile advertising:
- Preferred Certified in Microsoft's Bing Ads Accredited Professional.
- Must be a Certified Google Partner, certified in the following areas:
  - Premier Google AdWords
  - Google Analytics Certified
  - Google Tag Manager Certified
  - Google AdWords Display
  - Google Video Advertising
  - Appropriate DSP networks such as DoubleClick.
- Provide periodic, customized tracking reports for each campaign must be provided on a monthly basis.

- Partner with the College Relations department on professional development opportunities to enhance digital marketing knowledge.

### **Case Studies**

Provide a written narrative that demonstrates experience, capabilities, qualifications, and suitability and explain how you would manage the budget for the College's marketing and brand campaigns. Demonstrate how you will creatively utilize the budget to best reach Oakton's target market/s. The narrative should showcase your experience servicing accounts that are managed by your firm that are similar to what the College is requesting. Include examples of the involvement of the key personnel who will be managing Oakton's account. The format of the narrative will outline the situation, task, action taken, and the result. The narrative should not exceed 15 pages written with supporting art / graphics, charts, rate sheets, fee structures, and how the overall budget will be broken down and used for the project.

Show commission formulas used, model for variety of channels, and niches. State any potential fees in addition to media commission for additional work. Agency must disclose any finder's fees, fee splitting, payments to consultants, or other contractual arrangements of the firm that could present a real or perceived conflict of interest. Explain the impact, benefits, and drawbacks of media outlets direct billing the College for media placed. Include an example of how Google Tag Manager will be used in managing the campaign.

If your agency is selected as one of the top finalists, you may be required to attend and be prepared to present at an on-site interview. Your agency attendees should consist of the management staff and project managers that will be working directly with Oakton's staff. Failure to attend the on-site interview may be cause for removal from further consideration.

Oakton welcomes any additional information that facilitates its ability to make the best decision.

**PRICING**

Capability/Need Overview Capability/Need	Pricing Instructions	PRICE
<p>1. <b>Online display media:</b> Such as Pandora, mobile, etc.; planning/buying/trafficking including primary sites, social sites, geofencing and geotargeting and network and/or remnant buys. Tracking/activity reports must be provided on a weekly basis with buy. Please provide a summary of media outlets the agency works with and one sample tracking report.</p>	<p>Assume \$25,000 gross budget. Show commission formula used, net media expenditure and actual commission to agency in dollars. Note any fees in addition to media commission.</p>	<p>Formula:</p>
<p>2. <b>Online search campaign and retargeting:</b> Includes planning, buying, and implementation/management. Includes keyword development with weekly review and adjustments. Includes ad copy writing by agency and review of each ad by Oakton staff. Active and previously run ad copy and keywords must be available to Oakton Community College for review. Tracking/activity reports must be provided with a near real time dashboard and monthly reports. It is preferred that agency provide access to online advertising provider accounts to Oakton personnel. Please note your agency will be given access to Oakton’s accounts as needed to our relevant Google properties: Analytics, Tag Manager and AdWords. Please provide an overview of your remarketing strategy opportunities.</p>	<p>Assume \$75,000 gross budget. Show commission formula used, net media expenditure and actual commission to agency in dollars. Note any fees in addition to media commission.</p>	<p>Formula:</p>
<p>3. <b>Concepting and creative development:</b> including multimedia Please provide one sample each of (if applicable): -Online display ad -Social site display ad -Search ad copy</p>	<p>Provide per hour creative development rates for: Design Copywriting (Not including media production costs.)</p>	<p>\$ _____</p>
<p>4. <b>Paid Social Media Strategy Develop and execute social media strategy:</b> Provide tracking/engagement reports. Please provide an overview of your organic social media opportunities that build on Oakton’s organic social media efforts. Please note your agency will be given access to Oakton’s current social media accounts as needed.</p>	<p>Assume \$50,000 gross budget. Provide per hour fee for: -Strategy Development -Execution</p>	<p>\$ _____</p>
<p>5. <b>Traditional Advertising Strategy:</b> Includes planning, buying, and implementation/management for traditional channels that impact brand awareness and enrollment within District 535. This may include district high school booster programs.</p>	<p>Assume \$50,000 gross budget. Provide per hour fee for: -Strategy Development -Execution</p>	<p>\$ _____</p>

6.	<b>New ideas</b> Please provide an overview of your approach in closing the gap for remarketing opportunities. In understanding the community college market, what new ideas would you implement to assist in colleges recruiting efforts? Please provide one-page maximum summary case study.		
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**Other Considerations:**

- Open to budget re-allocation suggestions to make the most impact.
- Any additional information a vendor may like to provide that will enable the College to make the best decision is welcome.
- Ability to work with other specializing agencies, i.e. media planning/buying, etc.
- Identify any subcontractors that your agency has partnered with.
- Ability to work efficiently and effectively with in-house marketing and communications staff.
- Agency may bid on the services they provide; we would like to see this “a la cart” to determine our needs.

**PRICING PAGE**

**Year 1: July 1, 2020 to June 30, 2021**

Price to provide Media Expertise \$ \_\_\_\_\_

Price to provide Overall Expertise \$ \_\_\_\_\_

**Year 1: TOTAL for both Media and Overall Expertise \$ \_\_\_\_\_**

**Year 2: July 1, 2021 to June 30, 2022**

Price to provide Media Expertise \$ \_\_\_\_\_

Price to provide Overall Expertise \$ \_\_\_\_\_

**Year 2: TOTAL for both Media and Overall Expertise \$ \_\_\_\_\_**

**Year 3: July 1, 2022 to June 30, 2023**

Price to provide Media Expertise \$ \_\_\_\_\_

Price to provide Overall Expertise \$ \_\_\_\_\_

**Year 3: TOTAL for both Media and Overall Expertise \$ \_\_\_\_\_**

The College has an aspirational goal of conducting 20% of our business with minority business enterprises. Please indicate if your company is a Minority Business Enterprise (MBE), Female Business Enterprise (FBE), Persons with Disabilities Business Enterprise (PBE), Small Business Enterprise (SBE), or Veteran Owned Business (VOB)

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If so, is your company registered with Illinois Central Management Services Business Enterprise Program?  
YES                      NO

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email address: \_\_\_\_\_

STATE OF \_\_\_\_\_ )  
  ) SS.  
COUNTY OF \_\_\_\_\_ )

CONTRACTOR'S CERTIFICATION

Pursuant to Illinois Revised Statutes Chapter 38, Article 33E (Public Contracts), the undersigned certifies that he/she is a duly authorized agent of the contractor submitting the attached bid to Community College District 535, Oakton Community College and that said contractor is not barred from bidding on this public contract as a result of a violation of either Section 33E-3 or 33E-4 of said statute.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 2020.

By: \_\_\_\_\_

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

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

\_\_\_\_\_

SUBSCRIBED AND SWORN TO before  
me this \_\_\_\_\_ day of \_\_\_\_\_, 2020.

\_\_\_\_\_  
Notary Public

**Please return this form with your proposal.**

**DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION**

**Notes to Authorized Representatives completing this Designation:**

- **Under Illinois law, prices and price quotes become public information once the information is announced at the public bid opening and may not thereafter be kept confidential.**
- **Other information cannot be kept confidential unless it is a trade secret, and is identified as such by the party submitting a proposal at the time of submittal as specified in Section 7(1)(g) of the Illinois Freedom of Information Act (“FOIA”, 5 ILCS 40/7(1)(g)).**
- **“Trade secret” as defined in Section 2(d) of the Illinois Trade Secrets Act (765 ILCS 1065/2(d)) means information, including but not limited to technical or non-technical data, a formula, pattern, compilation, program, device, method, technique, drawing, process, financial data, or list of actual or potential customers or suppliers, that: (1) is sufficiently secret to derive actual or potential economic value from not being generally known to other persons who can obtain economic value from its disclosure or use; and (2) is the subject of efforts to maintain its secrecy or confidentiality that are reasonable under the circumstances.**

\* \* \* \*

The attached material submitted in this Response to Oakton Community College **Proposal #7 for Digital and Traditional Marketing Services** trade secrets and / or commercial or financial information that are proprietary, privileged, or confidential. The disclosure of specifically identified content within the material would cause competitive harm to:

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*(insert name of individual or company submitting the response)*

as further explained below, such that it may be kept confidential under 5 ILCS 40/7(1)(g). We request that the pages or parts of pages of this Response, as next indicated, be treated as confidential material and not be released without the prior written approval of our Authorized Representative named on the following page.

Page #(s)	Topic	Why disclosure would cause competitive harm
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**If the designation of this information as confidential is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality, and agrees to hold the College harmless for any costs, damages, or penalties arising out of the College's agreeing to withhold the information.**

**Failure to complete and include this form in the bid/proposal response may mean that all information provided as part of the bid/proposal response will be open to inspection and copying. The College considers other markings of "confidential" in the bid/proposal documents to be insufficient. The undersigned agrees to hold the College harmless for any damages arising out of the release of any materials unless they are specifically identified above.**

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

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

Authorized Representative: \_\_\_\_\_  
Type or Print

E-mail address: \_\_\_\_\_

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

**Please be sure to include one copy of your RFP response that has confidential and/or proprietary information removed/redacted. Please mark this as "FOIA Copy."**

**The College will use this copy at the public bid/RFP opening, and this copy must include your pricing**