

Utah Office of Tourism Marketing Campaign and Media Buys

GOED, Governor's Office of Economic Development, UOT, Utah Office of Tourism is looking for vendor(s) to guide and manage a precision marketing strategy and associated media buying.

Open	2/14/2020 11:00 AM MST	Type	Expertise/Solution Based
Close	3/3/2020 2:00 PM MST	Number	CH20-36
		Currency	US Dollar

Sealed Until 3/3/2020 2:00 PM MST

Contacts

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Commodity Codes

Commodity Code	Description
82100	Advertising including public relations and consulting services and advertising agency services and media placement and fulfillment and video production and video editing services
80140	Marketing and distribution including market research and sales and business promotion activities and trade shows and exhibits

Description

Issuing Procurement Unit
Conducting Procurement Unit

Division of Purchasing & General Services
Governor's Office of Economic Development, Utah Office of Tourism

Utah Office of Tourism Marketing Campaign and Media Buys

SOLICITATION # CH20-36

This Request for Proposals (“RFP”), having been determined to be the appropriate procurement method to provide the best value to the Conducting Procurement Unit, is designed to provide interested Offerors with sufficient basic information to submit proposals. This Request for Proposals (“RFP”) is issued in accordance with the Utah Procurement Code and applicable administrative rules of the Utah Administrative Code. If any provision of this RFP conflicts with the Utah Procurement Code or Utah Administrative Code, then the Utah Procurement Code or Utah Administrative Code will take precedence.

Purpose of this Solicitation

The purpose of this RFP is for the State of Utah to enter into a contract with a vendor(s) to provide a solution to the following problem that the Conducting Procurement Unit is experiencing:

Utah is on the map and people are inspired to visit. Increased travel volume has put pressure on our national parks and many of the state’s top destinations at certain times of year, while other destinations within the state could benefit from more visitation year-round. This has created a need to develop a right-sized and targeted approach to tourism marketing, attracting and dispersing visitors to align with capacity and community goals.

Our ideal relationship with our creative agency and media buyer enables an innovative approach to national and/or regional advertising campaigns, and additional fresh approaches to marketing the state. To responsibly manage our tourism economy and cultivate quality visitation requires targeted marketing. Our marketing messages and tactics should drive awareness and promote a responsible visitation mindset to prospective travelers throughout their travel lifecycle — from destination research to booking to trip planning.

Definitions

- **Destination development:** Activities that increase and promote the quality of a destination. This includes improvements made to management, infrastructure, products, and overall sense of place. Destination development is intended to improve the appeal of a destination and its ability to handle the levels and types of visitation it desires.
- **Destination marketing/management organization:** A private or public entity designed to coordinate the management and marketing of all the elements that make up a destination including attractions, access, marketing, human resources, image and pricing.
- **Quality visitation:** We aim to attract and support visitors who travel thoughtfully and engage with local communities and businesses in order to create more memorable experiences. In most cases, this equates to longer visits and increased spending. Quality visits also include off-season (spring, fall, winter) travel to national parks and visits to parts of the state beyond the national parks, such as state parks, national monuments and visitor-ready communities.
- **In-house content team:** The Utah Office of Tourism has built a talented internal team of marketers that lead their own content strategy and create and produce content. These in-house content efforts compliment our campaign strategy, and also supplement content gaps. A strong relationship between the in-house content team and our agency teams will be vital to the success of this contract. Learn more about the [team](https://travel.utah.gov/contact/contact-us) (<https://travel.utah.gov/contact/contact-us>)

Background of the Conducting Procurement Unit

About the Office

The Utah Office of Tourism (UOT) promotes tourism into the state through advertising, public relations, marketing and destination development. We are an office within the State of Utah’s [Governor’s Office of Economic Development](https://business.utah.gov/) (<https://business.utah.gov/>).

Our mission as an office is to “Elevate life in Utah and share it with the world with care.”

This mission drives us to be responsible stewards of Utah’s tourism economy, and all marketing efforts map back to <https://www.visitutah.com/media/15896860/utah-of-tourism-strategic-planning-booklet-uotfinal.pdf> which is a UOT-led sustainable tourism strategy.

We aim to attract and support visitors who travel thoughtfully and engage with local communities and businesses in order to create more memorable experiences. In most cases, this equates to longer visits and increased spending. In addition to improving the quality of the visitor experience, this approach will increase travelers' economic impacts through longer stays and additional services, including guided travel, workshops and add-on experiences.

The Utah State Legislature appropriates the Tourism Marketing Performance Fund (TMPF). This fund has grown from \$10 million in fiscal year 2006 to \$25 million in fiscal year 2020. For fiscal year 2021, the Governor's budget recommends an appropriation of \$18 million to the TMPF. The legislature can follow the recommendation in the Governor's budget or choose a different amount, which will be known by the end of March 2020.

Legislation dictates that 10 percent of the amount appropriated to the TMPF each year goes to the Utah Sports Commission, and 20 percent goes towards UOT cooperative marketing programs with county, city and non-profit organizations. The remaining funds are used for UOT out-of-state marketing programs and initiatives.

Our office has a governor-appointed thirteen member board with geographic and industry representation that approves our out-of-state marketing plan. The selected agency(ies) will interact with the board in committee meetings and board meetings on a near-monthly basis. Board meetings are held 10 months of the year in a variety of locations throughout Utah. Learn more about the board <https://travel.utah.gov/boards/uot-board-members>.

Commitment to Measures and Metrics

The UOT prides itself and sets itself apart by striving to be the most measured state destination marketing organization in the country. In our 2020-2023 Red Emerald Strategic Plan we have outlined strategic imperatives, objectives and initiatives that our office will focus on over the next few years, and potentially beyond. We are in the process of setting metrics and KPIs related to each objective (Example objective: Increase average length of stay). Our marketing campaigns will map back to these relevant metrics and KPI as they are developed.

About the Life Elevated Brand

The Utah Life Elevated® brand was established in April 2006. The office plans to market the state consistent with the existing [brand platform](https://www.visitutah.com/media/15896754/rfp-utahbrand.pdf) (<https://www.visitutah.com/media/15896754/rfp-utahbrand.pdf>).

Campaign Background

Purpose and Scope of Campaigns

Historically, UOT has focused the bulk of its marketing efforts and funds on a ski (October–April) and a Southern Utah campaign (May–September). These are accompanied by smaller efforts, primarily led by our in-house content team, to highlight other areas and seasons, such as urban, Northern Utah outdoors and winter in Southern Utah.

As an office, we are tasked with attracting out-of-state visitation to all parts of the state, and we are open to new ways to approach our overall campaign strategy, and examine new or revamp existing content focus areas.

The Mighty 5 and Beyond

The Utah Office of Tourism has run advertising campaigns since 2005. However, launching [The Mighty 5](https://www.youtube.com/watch?v=QIKOcyf915M)® (<https://www.youtube.com/watch?v=QIKOcyf915M>) in 2013 changed everything for the office and tourism in the state. This campaign gave an identity to Utah's five national parks. It was distributed regionally in 2013 and 2014. The state experienced exponential growth in economic impact when the campaign went national in 2015, with an ad effectiveness study by Strategic Marketing and Research Insights (SMARI) estimating that revenue from ad-induced incremental visitation increased from \$591.5 million in 2014 to \$1.96 billion in 2015.

In 2016, [The Road to Mighty](https://www.youtube.com/watch?v=rKJI0FVvM3Q)® (<https://www.youtube.com/watch?v=rKJI0FVvM3Q>) was launched as a companion to The Mighty 5. The campaign channeled Utah travel demand and branded awareness to inspire travelers to visit lesser-known locations along the travel paths of the national parks. The Road to Mighty campaign continued in 2017 and generated an estimated \$2.3 billion in traveler spending. This campaign mapped our marketing to the [first-phase of our Red Emerald Strategy](https://travel.utah.gov/wp-content/uploads/RedEmerald_OneSheet_OctBoard.pdf) (https://travel.utah.gov/wp-content/uploads/RedEmerald_OneSheet_OctBoard.pdf), which originally launched in 2017 and was further optimized as part of our 2020-2023 Red Emerald Strategic Strategic Plan.

In 2018, we moved away from the Road to Mighty campaign language, but developed advertising materials in line with that overall messaging and dispersed travel goal. The 2019 [30-second spot](https://www.youtube.com/watch?v=ZdnXJkCFR0) (<https://www.youtube.com/watch?v=ZdnXJkCFR0>) featured a new

voice over, but utilized the bulk of the Road to Mighty footage. In 2020, we will run with this same spot, but with an added national park-focused intro, as an effort to more directly acknowledge the parks. The Mighty 5 30-second spot will not be distributed for the first time since 2013.

As part of the first-phase Red Emerald Strategy, we adjusted our campaign targeting to focus less on broad awareness, and to instead attract visitors who stay longer, spend more and engage more deeply with the local community. As part of this strategy, UOT identified specific types of travelers (personas) as targets of the campaign:

- Achievers: People driven by a physical challenge who travel to bike, hike, run and more.
- Explorers: People who seek transformative travel and unique cultural experiences.
- Families: Familiar groups who are interested in giving children educational, unforgettable experiences.
- Repeat visitors: Return visitors to Utah who seek unique experiences and hidden gems — the things they missed the last time.
- Traditional: People who come to Utah for what we’re known for — the national parks and red rock.

This strategic shift resulted in about \$2.2 billion in visitor spending in 2019.

Points of focus for the distribution of our current 2020 Southern Utah campaign include:

- Moving from national cable television to addressable and connected TV
- Making the overall buy more national by running additional ads in only two spot markets
- More emphasis on digital marketing and social media
- Achieving campaign success as it relates to quality visitation, as outlined in the 2020-2023 Red Emerald Strategic Strategic Plan

Column1	2015	2016	2017	2018	2019
HHs	98,173,742	100,234,179	100,597,786	104,762,600	104,762,600
Awareness	38%	34%	36%	35%	35%
Aware HHs	36,827,418	33,964,202	36,520,476	37,028,549	36,264,876
Incremental Travel	4.5%	3.0%	4.4%	3.2%	3.7%
Incremental Traveling HHs	1,665,953	1,034,175	1,595,780	1,180,185	1,355,749
Avg. Trip Spending	\$1,174	\$1,433	\$1,440	\$1,487	\$1,650
Economic Impact	\$1,956,607,665	\$1,482,391,448	\$2,298,441,924	\$1,754,679,589	\$2,237,341,795
Media Spending	\$5,783,151	\$4,647,063	\$5,047,478	\$5,277,970	\$5,590,401
ROI	\$338	\$319	\$455	\$332	\$400
State Tax Impact	\$91,960,560	\$69,672,398	\$108,026,770	\$82,469,941	\$105,155,064
State Tax ROI	\$16	\$15	\$21	\$16	\$19
Local Tax Impact	\$63,589,749	\$48,177,722	\$74,699,363	\$57,027,087	\$72,713,608
Local Tax ROI	\$11	\$10	\$15	\$11	\$13
Total Tax Impact	\$155,550,309	\$117,850,120	\$182,726,133	\$139,497,027	\$177,868,673
Total Tax ROI	\$27	\$25	\$36	\$26	\$32

Impact of UOT Southern Utah Ad Campaigns based on research by Strategic Marketing & Research Insights (SMARI).

Ski Campaigns

UOT has launched several ski campaigns since the inception of the TMPF in fiscal year 2006. These campaigns focus on two key marketing differentiators:

1. Utah has The Greatest Snow on Earth®
2. Utah has superior accessibility and downtown amenities with 10 resorts less than an hour's drive from Salt Lake City International Airport

Prior campaigns have included talking snowflakes, a depiction of Utah snow being as light as feathers and a focus on finding one's greatness while enjoying a winter vacation in Utah.

In 2017-18, the office launched More Mountain Time®, in an effort to promote the ease of access that sets Utah apart from ski competitors and emphasize many great experiences to be had on and off the mountain. The most recent winter campaign still utilizes the More Mountain Time concept (currently in market) and includes spot television, out-of-home (OOH), connected TV, digital media, long-form, video, social media and PPC.

Our audiences for the ski campaign:

- Active families (primary audience): Familial groups who want to spend less time in the car, see children improve at skiing, but also appreciate non-ski activities. For example, a full morning of skiing, off-mountain activities in the afternoon and sneaking in a kid-free date night.
- Millennial achievers (secondary audience): Millennial travelers who want to maximize ski time, experience Utah's powder, ski the same day they travel and try non-skiing activities like fat biking or dog sledding.
- Baby boomers (secondary audience): Boomer travelers who want to explore the mountain at their own pace, ski or go tubing with their grandkids, participate in non-downhill activities like snowshoeing or cross-country skiing, and make new friends.

Results for the most recent winter ad campaigns based on SMARI research:

Column1	2015	2016	2017	2018	2019
HHs	98,173,742	100,234,179	100,597,786	104,762,600	104,762,600
Awareness	38%	34%	36%	35%	35%
Aware HHs	36,827,418	33,964,202	36,520,476	37,028,549	36,264,876
Incremental Travel	4.5%	3.0%	4.4%	3.2%	3.7%
Incremental Traveling HHs	1,665,953	1,034,175	1,595,780	1,180,185	1,355,749
Avg. Trip Spending	\$1,174	\$1,433	\$1,440	\$1,487	\$1,650
Economic Impact	\$1,956,607,665	\$1,482,391,448	\$2,298,441,924	\$1,754,679,589	\$2,237,341,795
Media Spending	\$5,783,151	\$4,647,063	\$5,047,478	\$5,277,970	\$5,590,401
ROI	\$338	\$319	\$455	\$332	\$400
State Tax Impact	\$91,960,560	\$69,672,398	\$108,026,770	\$82,469,941	\$105,155,064
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Micro-campaigns

Beyond our major campaigns that are viewed nationally and command the bulk of our annual spending, we also run smaller content campaigns (non-branded) that direct traffic to other parts of the state. These include:

- A micro-campaign focused on attracting outdoor-minded female travelers to Utah. This will launch in March 2020 and include paid distribution on PPC, PR, social ads, native, custom endemic and YouTube pre-roll.

- Year-round content creation around places in the state beyond Southern Utah and the ski resorts such as Northern Utah's Cache Valley corridor, Flaming Gorge/Dinosaur National Monument and Park City. This content is distributed via PPC, social ads, native, endemic partnerships and pre-roll with some banner and creative retargeting support.
- In addition to great outdoor recreation, Utah also offers a unique urban experience in cities across the Wasatch Front (Salt Lake City, Ogden, Provo). This content-creation effort highlights those areas as possible additions to an outdoors itinerary or as stand-alone trips. Paid distribution includes PPC, social ads, influencer activations, native, PR and YouTube pre-roll.
- We have recently begun creating content around the theme of Forever Mighty. While not yet widely used, the UOT team uses Forever Mighty as a construct for encouraging responsible visitation that will protect quality of life for residents while providing a unique, outstanding experience for visitors. The UOT content team has recently created new content designed to educate and encourage residents and visitors to travel responsibly, example topics include Leave No Trace principles and sustainable travel tips.

To date, UOT's in-house content team has taken the lead on strategy and execution for these micro-campaigns while our agencies manage the distribution. Greater integration between our in-house content team and our agencies is a priority in this new contract. We are open to having our agency work more directly on micro-campaigns and content generation.

Expectations for Deliverables by the Conducting Procurement Unit

The chosen vendor is expected to provide these deliverables as part of this contract, though specific details and expectations will be outlined and agreed upon as part of the final collaborative process of building a scope of work.

A) Creative Agency

Strategy

- 🕒 Develop a high-level integrated marketing strategy for the Utah Office of Tourism for the next 5 years that builds on the brand equity created by previous campaigns, but considers fresh approaches to our problem statement. This strategy should reflect responsible stewardship of Utah's tourism economy as outlined in the 2020-2023 Red Emerald Strategic Plan.
- 🕒 Conduct audience research, including understanding user journeys, and apply this research to the overall marketing strategy.
- 🕒 Use research insights to identify audience targeting and segmentation.
- 🕒 Bring expertise to managing and strengthening the Utah Life Elevated brand.

Campaign Development and Execution

- 🕒 Ideate and present creative approaches to marketing campaigns in line with the overall marketing strategy.
- 🕒 Work with the Utah Office of Tourism to manage these campaigns.
- 🕒 Produce all campaign creative and accompanying assets.

Reporting

- 🕒 Set and measure success metrics related to branding, advertising and marketing that map back to the Strategic Imperatives outlined in our 2020-2023 Red Emerald Strategic Plan.
- 🕒 Define key performance indicators (KPIs) and detailed campaign measurement metrics for annual integrated marketing plans.

B) Media Buying Agency

- 🕒 Solicit, secure and monitor paid and non-paid media time and/or space in various domestic and international media outlets, including, but not limited to: broadcast, print, digital/social, radio, out-of-home, direct mail, etc. The vendor shall secure media placements and rates most advantageous to the UOT.
- 🕒 Seek out and recommend partnerships and media placement opportunities that will help the UOT to achieve its goals as outlined in the 2020-2023 Red Emerald Strategic Plan.
- 🕒 Constantly track placement performance and optimize for best results.
- 🕒 Provide the most accurate targeting and reporting possible within the constraints of GDPR and CCPA. Monitor additional changes in regulations and create a plan for the UOT to keep ahead of changes in the industry.
- 🕒 Set, monitor and regularly report out on ROI benchmarks and KPIs

Project Goals for the Conducting Procurement Unit

We are looking for an ad agency and media buy agency to guide our precision marketing efforts into the new decade.

Contract Award

It is anticipated that this RFP will result in multiple contract awards. The methodology or formula that will be used to determine the number of contract awards is:

It is anticipated that this RFP will result in a contract award for both a creative agency and a media buy agency. These could be to the same firm or two separate firms. Applicants may apply for just one category of this RFP or for both.

Category 1: Marketing Campaign

Category 2: Media Buy

Closing date and time

The closing date and time for this sourcing event is **03/03/2020 2:00 PM Mountain Time**. If your time is different from that shown, your profile may be set to a different time zone. Please see the attachment titled "Changing Your Time Zone" in the Buyer Attachments section for directions on how to update your profile. It is your responsibility to make sure you submit your response by the date and time indicated above.

Length of the Contract

The contract resulting from this RFP will be for FIVE (5) years or the time identified by the awarded vendor(s) during the clarification phase.

Anticipated Schedule

The following is the anticipated schedule for this procurement. The Division reserves the right to alter these dates. All deadlines are prevailing (Daylight or Standard) Mountain Time.

ACTIVITY		
RFP Issued		February 14, 2020
Offeror Webinar Google Meeting		
Join Hangouts Meet		
meet.google.com/azi-cfeq-vhz	<input type="checkbox"/> Meeting ID	
meet.google.com/azi-cfeq-vhz	<input type="checkbox"/> Phone Numbers	February 20, 2020 at 1
(US)+1 423-781-1266		
Guests may see a different phone number depending on their location.		
" style="margin-left:8px;" tabindex="0">		
PIN: 576 204#		
Deadline for Questions during the Question and Answer Period		February 24, 2020
RFP Offeror Submittals Due Date		March 3, 2020
Interview		April 20 - 24, 2020
Identification of Potential Awarded Offeror		April 27, 2020
Clarification Meeting (on site)		May 18 - 22, 2020
Signing of Contract		June 15, 2020
Anticipated Authorization to Proceed		July 1, 2020

It is the sole responsibility of the Offerors to examine, with appropriate care and diligence prior to submitting its response to the RFP, the RFP and all conditions which may in any way affect its response or performance under the Contract (if awarded).

Prerequisites

- ★ 1. Vendors must complete the objective criteria.
- ★ 2. Vendors must complete and upload Attachments C.
- ★ 3. All proposals in response to this RFP will be evaluated in a manner consistent with the Utah Procurement Code, Administrative Rules, policies and the evaluation criteria in this RFP. Offerors bear sole responsibility for the items included or not included within the proposal submitted by the Offeror. Each area of the evaluation criteria must be addressed in detail in the proposal.
- ★ 4. Offerors may request that part of its proposal be protected by submitting a Claim of Business Confidentiality Form. See the Buyers Attachment section.
- ★ 5. Offeror may take exception and/or propose additional language to the Standard Terms and Conditions that have been attached to this RFP.
- ★ 6. The issuing procurement unit may not accept a proposal after the time for submission of a proposal has expired.
- ★ 7. Additional information regarding this solicitation.
- ★ 8. Offeror must guarantee its pricing for the period described in this RFP.

Buyer Attachments

1. [Description of the Solicitation Proces](#)
2. [Attachment A: Terms and Conditions for Goods & Services \(Agency Contract\)](#)
3. [Attachment B- Category 1- Marketing Campaign Key Personnel Form](#)
4. [Attachment B- Category 2- Media Buy Key Personnel Form](#)
5. [Attachment C- Category 1- Marketing Campaign Project Capability](#)
6. [Attachment C- Category 2- Media Buy Project Capability](#)
7. [Attachment D - Scoresheet](#)
8. [Attachment E - Clarification Phase Guide](#)
9. [Attachment F - Weekly Risk Report Guide & Template](#)
10. [Examples for Attachment C](#)
11. [Claim of Business Confidentiality Form](#)
12. [Changing your Time Zone](#)

Group 1: Acceptance of Prerequisites

- 1.1 Is Offeror presently or has Offeror ever been debarred, suspended, proposed for debarment, or declared ineligible by any governmental department or agency, whether international, national, state, or local? ★
- 1.2 If Offeror has any information that is not already provided within its proposal that if known to the State would impact the State's determination on offeror's responsiveness for a contract award (i.e., legal action, recent turn-over in major personnel, loss of a major contract, any alleged violations of federal, state or local regulations, etc.), please mark "yes" to this question and upload such information in the space provided below. Otherwise, please mark "no". Please see UCA 63G-6a-709 for additional details. ★
- 1.3 Please upload information impacting Offeror's responsiveness here. ★
- 1.4 Offeror acknowledges that it must acquire and maintain all applicable federal, state, and local licenses before the contract is entered into. Licenses must be maintained throughout the entire contract period. Persons doing business as an Individual, Association, Partnership, Corporation, or otherwise shall be registered with the Utah State Division of Corporations and Commercial Code. NOTE: Forms and information on registration may be obtained by calling (801) 530-4849 or toll free at 877-526-3994, or by accessing: www.commerce.utah.gov. ★
- 1.5 Offeror acknowledges that it has uploaded a document providing a point-by-point response to the following prerequisites: the mandatory minimum requirements prerequisite, the technical requirements prerequisite, and any other prerequisite that required a document to be uploaded. ★
- 1.6 In the event that an Offeror offers pricing discounts for educational entities that (1) are applicable to this solicitation and (2) result in lower pricing than what is generally offered to other governmental entities, please attach a separate cost proposal labeled "Educational Pricing" to your proposal. This cost proposal for Educational Pricing is to be submitted in addition to the original Cost Proposal Form and will only be available to authorized end users. The Educational Pricing will not be used to evaluate costs. Offeror acknowledges that it has read and understands this question. ★
- 1.7 Does Offeror have an outstanding tax lien in the State of Utah? If yes, Offeror must provide a statement regarding its debarment or suspension. ★
- 1.8 Is Offeror an employee of the State of Utah? If yes, then Offeror must submit an external employment form signed by Offeror's manager at the State of Utah. ★

Group 2: Vendor Information

- 2.1 Please provide your firm's legal company name. ★
- 2.2 Please provide your federal tax identification number. (If the vendor is sole proprietor please do not provide your social security number.) ★
- 2.3 Please provide your firm's contact information for the resulting contract, including the name, phone number, and email address of your firm's authorized representative. ★
- 2.4 Please provide your ordering address and the remit to address. Please clearly identify each address. ★
- 2.5 Please provide your firm's State of Utah Sales Tax ID Number. If you do not have a State of Utah Sales Tax ID Number, please write "N/A". ★
- 2.6 Identify your firm's type of business. ★
- 2.7 Identify your company's Point of Contact for this solicitation, include the point of contact's phone number and email address. ★
- 2.8 Is Offeror (owners, principles, partners) a retiree currently receiving benefits through the Utah Retirement Systems (URS)? ★

Group 3: Category Proposal Submission

- 3.1 Offeror confirms to this Question that they have an office to conduct business in the State of Utah or would establish one if awarded a contract for the Marketing Campaign and/or Media Buy. ★
- 3.2 Offeror confirms to this question that the Account Manager and Senior Team are located in the State of Utah or would establish an Account Manager and Senior Team if awarded a contract for the Marketing Campaign and/or Media Buy. ★
- 3.3 Are you submitting a proposal for Category 1: Marketing Campaign? ★
- 3.4 Upload your completed Attachment B- Category 1- Marketing Campaign Key Personnel Form to this Question. ★
- 3.5 Upload your completed Attachment C- Category 1- Marketing Campaign Project Capability to this Question. ★

- Marketing Campaign Retainer Fee - Submit your monthly retainer fee that would be charged based on providing creative for an \$11 million annual media buy and assume a \$200,000 - \$250,000 budget for creative hard costs to this Question. Travel costs for attending 10 board meetings per year should be included in your retainer fee. ★
- 3.6
- Budget for the project may be changed based on the 2020 legislative session. If UOT receives funding that significantly alters the budget figures suggested above UOT and vendor may negotiate this retainer fee.
- 3.7
- Are you submitting for Category 2: Media Buy? ★
- 3.8
- Upload your completed Attachment B- Category 2- Media Buy Key Personnel Form to this Question. ★
- 3.9
- Upload your completed Attachment C- Category 2- Media Buy Project Capability to this Question. ★
- 3.10
- Media Buy Commission Percentage - Submit your commission percentage that would be charged based on a \$11 million per year media buy including agency commission, ad server fees, etc. to this Question. ★
- Group 4: Offeror's Submission**
- 4.1
- I have either attended the pre-proposal meeting or viewed the webinar of the pre-proposal meeting. ★
- 4.2
- If your firm is requesting parts of its proposal be protected please upload your Claim of Business Confidentiality Form here as well as your redacted proposal.
- 4.3
- Any exceptions to the Terms and Conditions must be uploaded here in the format outlined in Prerequisites: Standard Terms and Conditions (Exceptions and Negotiations). Exceptions and/or additions submitted after the date and time for receipt of proposals will not be considered. If you have no exceptions, upload a document stating "None" . ★
- Vendor understands and acknowledges that its response, including all uploaded documents, will not be considered received by the State of Utah unless the Vendor clicks submit.
- Even if Vendor uploads all required documents and responds to all required questions its response will not be considered if it does not click submit.
- 4.4
- Offeror acknowledges that after completing the solicitation it must click on the link in the left hand menu bar labeled "Review & Submit", then check the box under the "Certification" heading to certify their bid. Then click the blue box labeled "Submit Response" in order to submit their bid. ★
- Once the response has been submitted, Vendor will receive a confirmation that the response was successfully submitted. Vendors who fail to submit their response will not have their response reviewed and will be ineligible for further consideration under this solicitation.

Product Line Items

★ Product Line Items

There are no Items added to this event.

Service Line Items

★ Service Line Items

There are no Items added to this event.