

RESPONDENT: _____



COMMUNITY COLLEGE DISTRICT NO. 502

RE-BID

REQUEST FOR PROPOSAL

MARKETING AND PUBLIC RELATIONS SERVICES FOR THE McANINCH ARTS CENTER (MAC)

RFP NUMBER: 2020-R0015A

PROPOSALS DUE: Tuesday, June 16, 2020 at 1:00 p.m. Central Time

In the event of College closure due to inclement weather, RFP deadline will be extended to the next business day at the same time.

SEND RESPONSES TO:

**COLLEGE OF DUPAGE
2020-R0015A
PURCHASING DEPARTMENT
IRC BUILDING, ROOM 1001
425 FAWELL BLVD.
GLEN ELLYN, ILLINOIS 60137**

Issue Date:	May 26, 2020
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ISSUED BY THE COLLEGE OF DUPAGE PURCHASING DEPARTMENT



RFP No. 2020-R0015A

Purchasing Department

425 Fawell Boulevard
Glen Ellyn, Illinois 60137-6599
<http://www.cod.edu>

PHONE (630) 942-2217
FAX (630) 942-3750

May 26, 2020

REQUEST FOR PROPOSAL

Proposals for **Marketing and Public Relations Services for the McAninch Arts Center (MAC), RFP Number 2020-R0015A**, will be received by the College of DuPage, District 502, at the office of the Purchasing Manager, Institutional Resource Center (IRC) Building, Room 1001, 425 Fawell Blvd., Glen Ellyn, IL 60137, until **1:00 p.m. Central Time, Tuesday, June 16, 2020**, at which time the respondents names will be read publicly.

In the event of office closure due to inclement weather, RFP deadline will be extended to the next business day at the same time.

Any response received after the date and time stated above will be returned unopened. College of DuPage shall not be responsible for responses that are not received at the specific office location indicated above by the stated deadline. Failure by a delivery service company or person to meet the deadline will not excuse the Respondent from the deadline requirement. It is solely the Respondent's responsibility to ensure that adequate time is allowed for timely, accurate delivery and that the Proposal is received as required.

No response shall be withdrawn for a period of ninety (90) days after the advertised close date without the consent of the College.

Respondents may download the RFP in addition to any future addenda from the College's Purchasing website at the following URL address: <http://cod.edu/about/purchasing/requests/index.aspx>

Under no circumstances shall failure to obtain clarifications and/or addenda relieve a Respondent from being bound by any additional terms and conditions in the clarifications and/or addenda, or from considering additional information contained therein in preparing a Proposal. Furthermore, failure to obtain any clarification and/or addendum shall not be valid grounds for a protest against award(s) made under this RFP.

LEGAL NOTICE

RFP NOTICE

No. 2020-R0015A

The College of DuPage is accepting Proposals for **Marketing and Public Relations Services for the McAninch Arts Center (MAC)**. The RFP documents may be downloaded from the Purchasing Website at: www.cod.edu/about/purchasing/requests/ by clicking on the link for this RFP and following the instructions.

Responses are due to the Purchasing Department no later than **1:00 p.m. Central Time, Tuesday, June 16, 2020** at which time the Respondents names will be read publicly.

A pre-proposal conference is scheduled for **Monday, June 1, 2020 at 9:00 a.m.** in the Institutional Resource Center (IRC), Room 1011 at 425 Fawell Blvd, Glen Ellyn IL 60137. The pre-proposal conference is not mandatory, but highly recommended.

The College of DuPage is committed to the economic development of disadvantaged business enterprises; qualified Minority, Women, and Persons with Disabilities Owned Businesses are highly encouraged to participate.

College of DuPage Board of Trustees Reserves the right to reject any and/or all responses. This invitation is issued in the name of the Board of Trustees of College of DuPage, Community College District 502, Glen Ellyn, Illinois.

Table of Contents

1.0	GENERAL INFORMATION.....	6
1.1.	DEFINITIONS	6
1.2.	REGULATIONS	6
1.3.	COMPLIANCE WITH LAWS - PUBLIC CONTRACTS	6
1.4.	PROPOSAL MODIFICATIONS.....	6
1.5.	AWARD OF CONTRACT.....	6
1.6.	COMPETENCY OF RESPONDENT.....	7
1.7.	ACCEPTANCE OF PROPOSALS	7
1.8.	PAYMENT TERMS	7
1.9.	PAYMENT REMITTANCE	7
1.10.	TAX EXEMPTION	7
1.11.	CASH BILLING DISCOUNTS	7
1.12.	EQUAL EMPLOYMENT OPPORTUNITY.....	7
1.13.	HOLD HARMLESS CLAUSE.....	8
1.14.	LIABILITY INSURANCE	8
1.15.	BUSINESS ENTERPRISE PROGRAM	8
2.0	INSTRUCTIONS TO RESPONDENTS.....	10
2.1.	OUTSIDE DOCUMENT DISCLAIMER	10
2.2.	BLACKOUT PERIOD.....	10
2.3.	PRE-SUBMITTAL CONFERENCE	10
2.4.	REQUESTS FOR INFORMATION/CLARIFICATION.....	10
2.5.	PROPOSAL DEADLINE AND SUBMISSION	10
2.6.	EXCEPTIONS	11
2.7.	ERROR IN PROPOSAL.....	11
2.8.	WITHDRAWAL OF PROPOSALS	12
2.9.	NOTICES	12
2.10.	CONFIDENTIALITY	12
2.11.	RESPONDENT WARRANTIES	12
2.12.	CONSIDERATION OF RESPONSES.....	12
3.0	PROJECT SUMMARY	13
3.2	BACKGROUND	13
3.3	SPECIFICATIONS/REQUIREMENTS.....	13
3.4	EXPANDED SCOPE OF WORK	14
3.5	MAJOR SUMMER ART MUSEUM EXHIBIT COMPONENT:.....	17
3.6	CONTRACT PERIOD/SCHEDULE OF EVENTS	18
4.0	PROPOSAL SUBMISSION AND EVALUATION	19
4.1.	PROPOSAL CONTENT AND FORMAT	19
4.2.	EVALUATION AND SELECTION PROCESS	24
4.3.	SELECTION OF AWARD	25
5.0	BUSINESS ENTERPRISE PROGRAM	26
6.0	CERTIFICATIONS **REQUIRED**	32
7.0	SIGNATURE PAGE **REQUIRED**	33
8.0	CONFLICT OF INTEREST DISCLOSURE AND NON-COLLUSION FORM **REQUIRED**	34
	EXHIBIT A - Advertising and Marketing Responsibility by Program.....	35

RFP SUBMISSION CHECKLIST

Things to Remember When Submitting a Proposal to the College of DuPage

1. **Read the *entire* document.** In your review, note critical items such as: blackout period, required goods and services; submittal dates, submission requirements, etc.
2. **Note the contact information provided.** The Purchasing Office at purchasing@cod.edu is the single point of contact for this RFP and is the only contact with whom you are allowed to communicate regarding this RFP. This person is an excellent source of information for any questions you may have.
3. **Take advantage of the “question and answer” period.** Submit your questions to the Purchasing Department by the deadline noted in the RFP and view the answers given in the formal addenda issued for this RFP. All addenda issued for an RFP will be emailed to each company that downloaded the RFP documents from the College website, and will include all questions asked and answered concerning the RFP. Please ensure when downloading the RFP documents, you use a valid email address.
4. **Do not alter, add to, or delete any part of the RFP documents without prior approval.** Please refer to the section titled *Exceptions* for instruction on how to request a deviation to the original RFP.
5. **Ensure all addenda are signed.** Before submitting your response, check the College Purchasing website at <http://www.cod.edu/about/purchasing/requests/index.aspx> to see whether any addenda were issued for this RFP. If so, you must submit a signed copy of the addenda along with your Proposal response.
6. **Review and read the RFP document again to make sure you have addressed all requirements.** Your original response and the requested electronic copy must be identical and be complete. The copies are provided to an Evaluation Committee and will be used to score your response. Proposals will not be accepted if Sections 6, 7, and 8, are not completed. (Please note there are two (2) signature lines in Section 8 that must be signed.)
7. **Submit your response on time.** Note the date and time listed on the front page of the RFP and be sure to submit all required items on time. Late responses will not be accepted and will be returned, unopened. Ensure the envelope/box (es) containing your proposal is appropriately labeled. Please allow adequate time for delivery to the Purchasing Department.
8. **Important dates to know:**
 - RFP Publication Date – 5/26/2020
 - Pre-Submittal Conference – 6/1/2020 at 9:00 a.m. Central Time
 - Questions Due – 6/2/2020 by 12:00 p.m. Central Time
 - Proposals Due – 6/16/2020 at 1:00 p.m. Central Time
 - Target Board Approval Date – 7/16/2020

1.0 GENERAL INFORMATION

1.1. DEFINITIONS

- A. RESPONDENT** shall mean the individual or business entity submitting Proposal to supply any or all of the services or goods required by the Contract Documents.
- B. RESPONSE** shall mean the RFP Documents as completed by the Respondent which constitutes the Respondent's proposal.
- C. CONTRACT** shall mean the agreement between the College and Contractor as set forth in the resulting Contract Documents and as awarded by the College of DuPage Board of Trustees.
- D. CONTRACTOR** shall mean the individual or business entity submitting a response and to whom the College of DuPage Board of Trustees awards the resulting Contract.
- E. COLLEGE** shall mean the College of DuPage, Community College District No. 502, a body politic and corporate of the State of Illinois.
- F. PURCHASING MANAGER** shall mean the Purchasing Manager of the College of DuPage.
- G. SPECIFICATIONS** shall mean the description of the required services, Contract Goods, equipment, personnel, volume and use statistics and all requirements for the scope of work set forth in the Contract Documents.

1.2. REGULATIONS

The Contractor, or Subcontractor, warrants that they are familiar with and they shall comply with all Federal, State, and Local Laws, statutes, ordinances, rules and regulations and the orders and decrees of any courts or administrative bodies or tribunals in any manner affecting the performance of the resulting Contract, including, without limitation, Workmen's Compensation Laws, minimum salary and wage statutes and regulations, laws with respect to permits and licenses and fees in connection therewith, laws regarding maximum working hours and regulations with respect to use of explosives. No plea of misunderstanding or ignorance thereof will be considered. Whenever required, the Contractor, or Subcontractor, shall furnish the college with satisfactory proof of compliance with said Federal, State and Local Laws, statutes, ordinances, rules, regulations, orders, and decrees.

1.3. COMPLIANCE WITH LAWS - PUBLIC CONTRACTS

This solicitation will result in a contract, subject to laws and ordinances governing public contracts. The winning Respondent(s) shall at all times observe and comply with all laws, ordinances, regulations and codes of the Federal, State and other local government agencies which may in any manner affect the preparation of the response or the performance of the resulting contract. If the winning Respondent(s) observes that any of the contract documents are at variance therewith, it shall promptly notify the Purchasing Manager in writing and necessary changes shall be effected by appropriate modification.

1.4. PROPOSAL MODIFICATIONS

Unless indicated, it is understood that proposals are in strict accordance with specification requirements. Proposals shall be deemed final, conclusive, and irrevocable. No proposal shall be subject to correction or amendment for any error or miscalculation. Proposal prices shall include cost of materials as specified, any applicable discounts and shipping.

1.5. AWARD OF CONTRACT

The award of the contract will be made within ninety (90) calendar days after the opening of proposals to one or more Respondent's based on recommendation by an Evaluation Committee and pre-determined evaluation criteria and weighting, and is subject to Board of Trustee approval. The successful

Respondent(s) will be notified by electronic mail that their proposal has been accepted and that they have been awarded the contract. Notification will also be posted on the College's Purchasing website at <http://www.cod.edu/about/purchasing/> . Failure to execute performance as per accepted proposal may result in legal action by the College of DuPage to recover damages.

If a contract is not awarded within ninety (90) days after the opening of proposals, a Respondent may file a written request with the Purchasing Manager for the withdrawal of their Proposal and the Purchasing Manager will permit such withdrawal.

1.6. COMPETENCY OF RESPONDENT

No response will be accepted from, or contract awarded to, a Respondent that is in arrears or is in default to the College upon any debt or contract, or that is a defaulter, as surety or otherwise upon any obligation to said College, or has failed to perform faithfully any previous contract with the College.

1.7. ACCEPTANCE OF PROPOSALS

The Purchasing Manager shall notify the successful Respondent(s), in writing, of the award of the contract by the College within ninety (90) days from the proposal opening date. Upon receipt of the Notice of Award, the Contractor shall promptly secure, execute and deliver to the Purchasing Manager any documents required herein.

1.8. PAYMENT TERMS

All invoices must be provided to the College for services rendered directly to the College. Undisputed invoices will be paid to the contractor within sixty (60) days of receipt of properly submitted invoices, in accordance with the Local Government Prompt Payment Act.

1.9. PAYMENT REMITTANCE

All College vendors are required to receive payment from the College via an Automated Clearing House (ACH) transfer. Instructions to register for ACH payments will be sent, upon request, to successful Respondents. Failure to comply with the ACH requirements may result in termination of the contract or purchase order. College ACH transfers typically occur the third week of each month. Invoices must be received at least 3 weeks prior to each ACH payment release. You are strongly encouraged to set up your account upon notice of award to avoid a delayed payment.

1.10. TAX EXEMPTION

College of DuPage District #502 is exempt from Federal, State and Municipal taxes. Exemption certificates will be furnished upon request.

1.11. CASH BILLING DISCOUNTS

Cash billing or percentage discounts for payment will not be considered in evaluating Proposals.

1.12. EQUAL EMPLOYMENT OPPORTUNITY

In the hiring of employees for the performance of work under the resulting contract and any subcontract thereunder, no Contractor or Subcontractor shall, by reason of race, color, sex, religion, national origin, ancestry, age, marital status, disability, unfavorable military discharge or sexual orientation discriminate against any citizen of the United States, in the employment of Labor or workers, who are qualified and available to perform work to which the employment is related. Neither shall any Contractor or Subcontractor, or any person on behalf of either, discriminate against or intimidate any employee hired for the performance of work under this contract on account of race, color, sex, religion, national origin, ancestry, age, marital status, disability, unfavorable military discharge or sexual orientation.

1.13. HOLD HARMLESS CLAUSE

Contractor shall indemnify, hold harmless and defend the College of DuPage, its officers, trustees, agents, servants, and employees, from and against any and all claims, lawsuits, demands, liabilities, and losses whatsoever occurring or resulting to any and all persons, firms or corporations furnishing or supplying work, services, materials, or supplies in connection with the performance of this agreement, and from any and all claims, liabilities, and losses occurring or resulting to any person, firm, or corporation for damage, injury, or death arising out of or connected with Contractor's performance of this agreement, unless such claims, liabilities, or losses arise out of the sole negligence or willful misconduct of the College of DuPage.

"Contractors performance" includes Contractor's action or inaction and the action or inaction of Contractor's officers, employees, agents and Subcontractors.

1.14. LIABILITY INSURANCE

The Respondent shall not commence work under this contract until all insurance required herein is obtained and approved by the College. Nor shall the Respondent allow any subcontractor to commence work until all similar insurance required of the subcontractor has been so obtained.

The Respondent shall furnish the College of DuPage with a Certificate of Insurance, with College of DuPage, its trustees, officers, agents, employees, and any other parties designated by COD named as an additional insured for Commercial General and Automobile Liability, showing the minimum coverage indicated below. Insurance companies must have a Best Rating of at least A VI and otherwise be acceptable to the College. Worker's compensation insurance shall include a waiver of subrogation in favor of the College of DuPage. The College will also be shown as the certificate holder. Further, the Certificate of Insurance shall state that coverage provided is primary to any other coverage available to College of DuPage. An endorsement page showing coverage must accompany the certificate of insurance. The foregoing certificate shall contain a provision that coverage afforded under the policies will not be cancelled or non-renewed until at least sixty (60) days prior written notice has been given to College of DuPage.

TYPE OF INSURANCE

MINIMUM INSURANCE COVERAGE

<u>TYPE OF INSURANCE</u>	<u>MINIMUM INSURANCE COVERAGE</u>
	Combined Single Limit per Occurrence/Aggregate
Commercial General Liability including:	
1. Premises – Operations	\$1,000,000 / \$2,000,000
2. Explosion, Underground and Collapse Hazard	
3. Products/Completed Operations	
4. Contractual Insurance	
5. Broad Form Property Damage	
6. Independent Contractors	
7. Bodily Injury	
Automobile Liability	
Owned, Non-owned, or Rented	\$1,000,000 / \$2,000,000
Workers' Compensation and Employer's Liability	As Required by Applicable Laws.
Professional Liability	If Performance Specifications are required by the Contract

1.15. BUSINESS ENTERPRISE PROGRAM

The College of DuPage encourages the participation of qualified minorities, females, and persons with disabilities owned businesses in public contracts. It is the practice of the College to ensure full and equitable economic opportunities to persons and businesses that compete for business with the College of DuPage, including minorities, females, and persons with disabilities owned business enterprises. The College is committed to the economic development of disadvantaged business enterprises and the award of contracts

to businesses owned by minorities, females, and persons with disabilities for services to the extent provided by the Business Enterprise for Minorities, Females and Persons with Disabilities Act ("Act"), 30 ILCS 575.

This solicitation contains an Aspirational goal of 20% to include businesses owned and controlled by minorities, females and persons with disabilities in the procurement and contracting/subcontracting processes.

END OF SECTION

2.0 INSTRUCTIONS TO RESPONDENTS

2.1. OUTSIDE DOCUMENT DISCLAIMER

The College of DuPage cannot warrant, represent, or guarantee the accuracy or completeness of documents which have not been obtained directly from the College. If you have obtained these documents from a third party source, the College is not responsible for any loss or damage including, but not limited to, time, money, or goodwill arising from errors, inaccuracies or omissions in any third party documents.

To obtain official documents, please visit: <https://www.cod.edu/about/purchasing/requests/index.aspx> . Click on the link for this solicitation, and follow the prompts to enter your information onto our vendor list and download the original documents. This will ensure your contact information is registered on our vendor list, and we can send you any addenda that may be issued. This website is the only official website for prospective Respondents to obtain digital copies of RFP documents. It is the responsibility of each prospective Respondent to verify the completeness of their printed RFP documents before submitting a response and accompanying executed addenda acknowledgement, and other required forms.

2.2. BLACKOUT PERIOD

Under no circumstances are respondents to contact or discuss this Request for Proposal, or any of the information contained herein or about this solicitation in general, with any College of DuPage trustee, employee, vendor, contractor or subcontractor, other than using the methods outlined in this RFP. Respondents are strictly forbidden from visiting the College's locations or approaching any College trustee, employee, vendor, contractor or subcontractor for any information related to this RFP or this solicitation without the direct knowledge and authorization in writing in advance from the Purchasing Manager or Buyer. Violation of these provisions may subject the respondent to immediate disqualification.

Initial understanding of this requirement:

2.3. PRE-SUBMITTAL CONFERENCE

The College will hold a Pre-Submittal Conference at the College of DuPage, Glen Ellyn Campus, 425 Fawell Blvd, Institutional Resource Center (IRC), Room 1011, Glen Ellyn, IL at **9:00 a.m. on Monday, June 1, 2020.**

2.4. REQUESTS FOR INFORMATION/CLARIFICATION

Respondents must communicate only with the Purchasing Department. If any firm submitting a response for this solicitation is in doubt as to the true meaning of the specifications or other documents or any part thereof, Respondent shall request clarification from the Purchasing Department. Questions must be submitted in writing and be directed via email to the Purchasing Department at purchasing@cod.edu no later than **June 2, 2020 at 12:00 p.m. Central Time.** Questions for which answers are provided will be communicated to all registered recipients of RFP documents via addendum.

2.5. PROPOSAL DEADLINE AND SUBMISSION

To be assured of consideration, **Proposals must be received by the College of DuPage in the College's Procurement Services, IRC-1001, no later than 1:00 p.m. Central Time on Tuesday, June 16, 2020.** Failure by a delivery service company or person to meet the deadline will not excuse the Respondent from the deadline requirement. It is solely the Respondent's responsibility to ensure that adequate time is allowed for timely, accurate delivery and that the Proposal is received as required.

- A. **The outside of each sealed envelope or package must be labeled as follows and must be delivered to the following address:**

Purchasing Manager
Attn: 2020-R0015A
College of DuPage

425 Fawell Blvd
IRC Building - Room 1001
Glen Ellyn, Illinois 60137

- B. The sealed envelope and/or boxes submitted by the Respondent **MUST** carry the following information on the face of the envelope:

Proposal Enclosed

Request for Proposals (RFP) for **Marketing and Public Relations Services for the McAninch Arts Center (MAC), 2020-R0015A**

Due: Tuesday, June 16, 2020 at 1:00 p.m. Central Time

Submitted by: (Name of Respondent, Address, Contact Person)

Unless otherwise stated, all blank spaces on the forms shall be fully completed. Respondent bears all responsibility for error or omissions in their submission.

- C. Respondents must submit the following proposal items in a sealed envelope or box:

<u>Proposal Item</u>	<u>Quantity</u>
• Original Copy – Paper	1
• Duplicate Copy – Paper.....	1
• Electronic Copy - USB Flash drive containing all documents in searchable PDF format. The original response and the requested electronic copy must be identical and complete.	1

The original documents must be clearly marked as “ORIGINAL”, and must bear the original signature of an authorized corporate agent on all documents requiring a signature. Respondent must enclose all documents in sealed envelopes or boxes.

2.6. EXCEPTIONS

If any Respondent intends to take any deviations or exceptions from the specifications or other RFP documents, Respondent shall submit to the Purchasing Manager a written request for a deviation or exception. If the Purchasing Manager considers such deviation or exception acceptable, the Purchasing Manager shall issue an Addendum setting forth such deviation or exception from the specifications or other which shall be applicable to all Respondents submitting a response.

If no Addendum is issued by the Purchasing Manager, then such deviation or exception shall be deemed rejected. The College may reject any response containing deviations or exceptions not previously accepted through a written Addendum.

A copy of such Addendum will be e-mailed or delivered to each Respondent receiving a set of such RFP Documents. Respondent shall acknowledge receipt of each Addendum issued in the space provided on the RFP form or via a signed addendum. Failure to acknowledge receipt of addenda will result in disqualification of the Proposal.

All requests for deviations or exceptions must be sent in writing to purchasing@cod.edu at least five (5) days prior to the date and time set forth as the RFP Due Date. The College shall not be responsible for nor bound by any oral instructions, interpretations, or explanations issued by the College or any of its representatives.

Initial understanding of this requirement: _____

2.7. ERROR IN PROPOSAL

Where a Respondent claims to have made a mistake, such mistake must be called to the attention of the Purchasing Manager within twenty-four (24) hours after the opening of responses. Within forty-eight (48) hours of the advertised RFP deadline, Respondent shall submit to the College’s designated Purchasing

Manager original documentary evidence and a detailed explanation of how the mistake was made. Failure to conform to this requirement precludes the Respondent from withdrawing its response based upon a mistake. If such notice, proof and explanations have been tendered, and the Purchasing Manager is convinced that a bona fide mistake has been made, the Purchasing Manager may recommend to the Board of Trustees that the Respondent be allowed to withdraw its response and recommend that the contract be awarded to the next responsible, responsive Respondent. If the Board determines by majority vote, that the Respondent has made a bona fide error, no award will be made upon such response.

2.8. WITHDRAWAL OF PROPOSALS

Respondents may withdraw their responses at any time prior to the time specified in the legal advertisement as the date and hour set for the RFP Opening. However, no Respondent shall withdraw, cancel or modify its response for a period of ninety (90) calendar days after said advertised RFP Opening. Requests for withdrawal must be made in writing on the Respondent's letterhead to the College's Purchasing Department. Respondents must make their own arrangements for the return of their Proposals.

2.9. NOTICES

All communications and notices between the College and Respondents regarding the RFP Documents shall be in writing and hand delivered or delivered via United States mail, postage prepaid, or via email. Notices to the Respondents shall be addressed to the name and address or email address provided by the Respondents; notices to the Purchasing Manager shall be addressed to Purchasing Department, College of DuPage, IRC Building - Room 1001, 425 Fawell Blvd., Glen Ellyn, Illinois 60137, or purchasing@cod.edu.

2.10. CONFIDENTIALITY

The Purchasing Department shall examine the responses to determine the validity of any written requests for nondisclosure of trade secrets and other proprietary data identified. After award of the contract, all responses, documents, and materials submitted by the Respondent pertaining to this RFP will be considered public information and will be made available for inspection, unless otherwise determined by the Purchasing Department. All data, documentation and innovations developed as a result of these contractual services shall become the property of the College. Based upon the public nature of these RFPs, a Respondent must inform the College, in writing, of the exact materials in the offer which cannot be made a part of the public record in accordance with the Illinois Freedom of Information Act. It is not acceptable for a proposal to be marked "proprietary" in its entirety.

2.11. RESPONDENT WARRANTIES

The submission of a Proposal shall constitute a warranty that: (i) Respondent has carefully and thoroughly reviewed the RFP Documents and has found them complete and free from ambiguities and sufficient to describe the Contract work; (ii) Respondent and all workers and/or employees it intends to use in the performance of this contract are skilled and experienced in the type of work or services called for by the RFP Documents; and (iii) neither the Respondent nor any of its employees, agents, suppliers or subcontractors have relied on any verbal representations from the College, or any of the College's employees, agents, or consultants, in preparing the Proposal.

2.12. CONSIDERATION OF RESPONSES

The College reserves the right to reject or accept any or all Proposals, to extend the response period, to waive technicalities in the RFP Documents and/or to direct that the solicitation be abandoned or re-issued prior to award of the contract.

The Respondent acknowledges the right of the College to reject any or all proposal and to waive any informality or irregularity in any proposal received. In addition, the Respondent recognizes the right of the College to reject a proposal if the Respondent failed to submit the data required by the Request for Proposal documents, or if the proposal is in any way incomplete or irregular.

END OF SECTION

3.0 PROJECT SUMMARY

College of DuPage, Illinois Community College District Number 502 (the "College") is requesting proposals from qualified specialists in performing arts/live entertainment marketing to provide public relations, advertising, subscription campaigns, social media and web updates for the MAC at the College of DuPage.

3.1 SCOPE OF WORK

Marketing for some of these events and public relation services for all of these events. Contract is based on up to the number of possible performances in each category. **Contract is paid on actual number of events presented in each category-each season:**

- (27) Touring Performance Series
- (4) Family Shows
- (4) NTL Screenings
- (5) New Philharmonic Orchestra Series
- (3) Buffalo Theatre Ensemble Series
- (3) Cleve Carney Museum of Art exhibits, and
- (1) major summer art exhibit
- (10) College of DuPage Music, Theater, and Dance student performances
- (10) Lakeside events advertised as one series
- (6) Global Flicks Events promoted as one series

The agency will handle all press releases, advertising buys, placement, copy, email communication and social media. In addition, the marketing company will update the website, and handle any emergency communications. The agency will handle MAC account coordination, budget development and implementation of a comprehensive marketing plan including advertising, publicity, promotion, email, website, digital and social media.

Note: The scope of RFP **does not** include a budget for branding. All dollars are dedicated to marketing and public relations activities as detailed, with the primary goal of selling tickets. In addition, this RFP **does not** require a designer to create the collateral art or logos or assets for each show. The MAC has an in-house designer and assets for each show are provided. However, the agency will need to have a person dedicated to digital advertising and social media with strong basic graphic design skills who can resize assets as needed and add headlines/copy to art for social media, digital, and website.

3.2 BACKGROUND

The MAC houses four performance spaces: 800-seat Belushi Performance Hall, 200-seat Playhouse Theatre, 60-seat Studio Theatre and an outdoor Lakeside Pavilion with approx. 2,000 person capacity that features free community events. Annually, the MAC presents 100 events and performances and welcomes 115,000 people. In an average week, the MAC hosts 5 public performances, 2 arts programs, 2 rentals, 10 rehearsals and one non-art College Department use.

3.3 SPECIFICATIONS/REQUIREMENTS

1. Agency must be specialists in arts marketing and identify experience in marketing performing arts, concert tour marketing, symphony, theatre, music or dance.
2. Agency must demonstrate experience in marketing multiple events running simultaneously with a minimum of three years' experience.

3. Provide examples of creating a comprehensive entertainment marketing campaign, advertising, press, social media, print.
4. Provide a sample of materials, or season brochure with multiple performances and season/series/subscription marketing.
5. Agency must prove established relationships with Arts critics, Visual Art critics, Entertainment editors, Radio and TV producers and Online bloggers. Demonstrate relevant knowledge and experience in the Chicago Western suburbs. Demonstrate relationship with local and regional media outlets.
6. Provide in proposal the staff member who would be dedicated to the following areas and notate any experience in arts marketing or specialty/experience in (performing arts, touring, concerts, art, music, theater, dance, symphony, fine art):
 - a. MAC account coordination, Marketing analysis strategy, and audience surveys
 - b. Advertising placement and coordination, budget management, billing, bidding
 - c. Press Public Relations – crisis management and press support for all shows and any issues that may arise
 - d. Social and Digital Media
 - e. Website – manage and update event pages as needed
 - f. Grassroots marketing – support targeted events with unique promotions including but not limited to flyers, posters, list trades, program stuffers, etc.
 - g. Copywriting/Collateral and brochure print and mail coordination

3.4 EXPANDED SCOPE OF WORK

A. Marketing Planning / Implementation and Advertising for 43 events

1. Oversee all aspects of marketing for MAC Performance series of touring concerts and performing arts fare, Buffalo Theatre Ensemble, National Theatre Live, Lakeside Pavilion, New Philharmonic performances and Cleve Carney Museum of Art Exhibits.
2. Create, negotiate and place individual show marketing campaigns and advertising schedules including promotions, special offers and third-party tie-ins.
3. Write copy, oversee design & forward paperwork to MAC for direct payment.
4. Develop and coordinate (3) major targeted direct mail initiatives and for individual shows and season subscription sales as sales warrant and budget permits.
5. Seek and negotiate media partnerships/sponsorships. Recommend and implement promotional activities as appropriate (i.e. partnerships with area restaurants, businesses and retail outlets).

MARKETING PLANNING/IMPLEMENTATION & ADVERTISING	
Estimated Magnitude of Scale	Requirements
Marketing and Advertising Plans: (27) MAC Performances: Touring shows and Concerts Avg. \$5,000 budget per show, (4) Family Touring Events Avg. \$2,500 per event, (5) New Philharmonic Concerts Avg. \$4,500 per concert, (3) Buffalo Theatre Ensemble Productions (60 performances) Avg. \$10,000 per production, (4) National Theatre Live Films Budget \$2,500 per film,	Coordinate, negotiate pricing, place all digital, print, radio, cable and outdoor advertising and leverage sponsorship opportunities. Create and coordinate copy for respective assets. Develop advertising budget and a media advertising plan for each shows/events and overall season. Develop overarching marketing plan, identifying target markets, sponsorships and advertising outlets for each show or series. Write short descriptive brochure show copy for each event used in several brochures and online. Contact publicist/agents to secure marketing materials and show photos. Organize marketing assets for each show in Dropbox. Request artist promo giveaways

(3) Art Museum Exhibits Avg budget \$1,000 per exhibit	Develop and implement a modest advertising and marketing plan for 3 Art Museum exhibits.
Direct Mail:	Coordinate, write copy, bid and solicit printers. Includes: (32 page) Season brochure (Qty. 100K Slim Jim). 11 x 17 Tri-fold Holiday mailer (Qty. 17K), (12 panel) Mid-season brochure (Qty. 75K), 14x7 (12 panel) Baseball Schedule (Qty. 9K), (6) 5.5 x 8.25 Postcards or related items
Third-party Tix Sellers: 20 shows	Manage inventory and negotiate price, promotion and placement. Track and monitor Third-party ticket vendors (Goldstar, Groupon, Hottix) and make adjustments of offers based on sales and response.

B. Press And Public Relations

1. Oversee all aspects of publicity for MAC Touring events (27), Buffalo Theatre Ensemble (3 productions/60 performances, New Philharmonic (5 concerts/12 performances), Lakeside Series (10 events) National Theatre Live Series (4 films), Global Flicks Series (6 films), College Productions (10), Art Museum openings (3).
2. Maintain a customized media database to include local arts, entertainment and lifestyle journalists, feature reporters, columnists, bloggers and family editors from print, broadcast, internet and niche media outlets.
3. Write and distribute press materials, including biographies, event releases, pitch letters, fact sheets, media advisories and the like.
4. Pitch feature stories, live television and radio appearances, interview and column items.
5. Submit press materials to long lead outlets three months in advance of each event, and follow up to pitch coverage, feature stories, photo placements or listings, and feature/holiday sections.
6. Secure listings and editorial on websites, blogs and online newsletters/eblasts, etc.
7. Coordinate and oversee execution of press and opening events, public appearances, broadcast shoots and photo opportunities. Draft and distribute press invites, track press responses. Staff performances where important media is in attendance.
8. Distribute photos and videos to television reporters to include footage of productions in "Weekend Picks" round-ups.
9. Provide spokespeople with written talking points and interview confirmations.
10. Provide weekly updates on all events in progress and include tear sheets whenever possible.
11. Compile a final publicity report within eight weeks following the final performance of the season.

PRESS AND PUBLIC RELATIONS	
Estimated Magnitude of Scale	Requirements
Press Releases: Up to 50 Events	Research, interview, write and distribute for up to 39 shows and 3 series (Lakeside, National Theatre Live, Global Flicks), 10 College Productions (Theater, Music, Dance), 3 Art Museum openings; send B-roll as available
Media Alerts and updates as needed: approx. 30	Update press releases as needed based on changes of artists or schedules or new information
Calendar Listings :	Submit all events for calendar listings
Press Pitches: 45	Pitch press opportunities, arrange and coordinate in-studio, radio interviews, press coverage, press packets, attend shows where press will be in attendance. Pitch features on MAC Performance/Touring Season, New Philharmonic, Buffalo Theatre Ensemble, National Theatre Live, Lakeside Pavilion, Art Museum, Global Flicks and individual shows.

C. Digital Communications & Website

1. Develop and implement a targeted season-long digital communications plan to include email, season campaign, and website messaging.
2. Create and implement a social networking/communications strategy that is integrated across all platforms (Facebook, Instagram) yet still employs the appropriate tone for each unique platform.
3. Update and maintain a Facebook page and other digital platforms and create strategy content for building followers and Facebook & Instagram fans.
4. Work directly with web programmer as needed for updating website.
5. Create, populate and maintain events pages for the MAC website.
6. Strategize, design and create revolving homepage sliders for MAC home page.
7. Provide breaking news and last-minute changes for weather or artist changes on home page.

DIGITAL COMMUNICATIONS / WEBSITE / DIGITAL ADS/ EBLASTS	
Estimated Magnitude of Scale	Requirements
Events: Up to 100 events	Populate event webpages for each event. Includes Touring, College Student Productions, Lakeside Pavilion, National Theatre Live, Art Museum, New Philharmonic, Buffalo Theatre Ensemble, Global Flicks, SchoolStage (K-12 field trip performances), Rental, Season Rollout. Use copy created from season brochure, resize show photo as needed, post artist videos as available.
Key Messaging Sliders: Up to 50	Highlight key messaging throughout the year to be featured on homepage sliders. Using pre-designed art to resize/design slider artwork for seasonal messages, such as “subscriptions now on sale,” “single tickets on sale” and “gift certificates available.”
Digital Ads: 39 shows + 3 series; 3 Art Museum openings	Design, place and submit; digital ads
Email Blasts: 100	Avg. two per week; create and pull targeted market lists from ticketing system. Design and write headlines, fill template for weekly email using show art and videos provided, and distribute through using MAC Ticketing (CrowdConnect) Software. Design and distribute monthly e-newsletters to the Art Museum database.
ON-GOING WEBSITE MANAGEMENT	
Estimated Magnitude of Scale	Requirements
Web Updates:	Examples: *Post breaking MAC news as needed. Work with programmers as needed to make minor updates. Upload programs, study guides, etc. (written by MAC staff not ad agency).
SOCIAL MEDIA	
Estimated Magnitude of Scale	Requirements
6 posts weekly on MAC, New Philharmonic, Cleve Carney Museum and BTE Facebook/Instagram	Utilize social media through Facebook posts, Instagram, calendar listings, for up to 52 events or about 6 posts/week.
3 Art Museum openings	Write and post on Art Museum Facebook and Instagram pages a maximum of one time per week and posting on the MAC Facebook and Instagram pages.

D. Grassroots

1. Coordinate and write copy for grassroots/guerilla marketing efforts, including but not limited to flyers, posters for specific targeted groups with unique

- promotions
2. Initiate and coordinate trades with organizations for show promotion utilizing program stuffers, eblasts, lists trades, etc.
 3. Monitor grassroots effectiveness and provide recommendations for future opportunities.

GRASSROOTS	
Estimated Magnitude of Scale	Requirements
Events: 20 (as needed)	Flyers, posters, email blasts to show specific targeted groups, list trades with other organizations, program stuffers, promotions, including but not limited to: Email exchanges, retailers, restaurant table toppers, check stuffers and other creative ideas for guerilla marketing, and parades. All print materials will be designed by MAC Staff.

E. General

MEETINGS / PLANNING	
Estimated Magnitude of Scale	Requirements
Conference Calls: 38	Prepare meeting agendas for weekly team strategy conference calls to review and discuss marketing plans and adjust as needed based on ticket sales, etc. Sample agenda for timing: 10:15-10:45a Art Museum 10:45-11:15a Buffalo Theatre Ensemble 11:15-11:45a New Philharmonic 11:45-12:30p MAC Touring/Lakeside/Film series
In-person Meetings: 12 or Zoom	Monthly team strategy sessions held at the MAC with press rep, strategy rep, social media rep and MAC division leaders.
Special Events on site: 3-4	Attend major events, assist as needed/appropriate such as Tickets on Sale, Subscriber Season Kick-off, Holiday Sales Party, etc.
Wrap Up Reports: 50	Report on weekly activities; analysis of advertising/marketing effectiveness and website/social media stats.
Strategy Event Planning	Tix on Sale, Cyber Monday, Mid-season, special sales
SEASON CAMPAIGN AND ANNOUNCEMENT	
Estimated Magnitude of Scale	Requirements
In Preparation for Each New Season <i>*Note: All printing is bid out/awarded to lowest bid and not part of this contract.</i>	<ul style="list-style-type: none"> • Implement annual survey to subscribers. • Develop season subscription strategy and marketing plan for presale, on sale, cyber on sale and tickets on sale. • Write descriptive show copy and campaign strategy for Season brochure. • Plan, coordinate timeline and execution of Season brochure including printing and mailing.* • Using Season brochure event copy, coordinate, produce, bid and print: (32-page) Season brochure (Qty. 100,000 Slim Jim) and 14x7 (12-panel) Baseball Schedule (9,000), Mid-season brochure, Holiday brochure. • Contact artist reps for digital and marketing assets.

3.5 MAJOR SUMMER ART MUSEUM EXHIBIT COMPONENT:

Vendors are required to bid on this separate component to provide marketing-related services, as outlined below, for the Cleve Carney Museum of Art Major Summer Exhibit. There is one major summer exhibit planned each year of the three-year contract.

A. Marketing and Advertising

1. Write and distribute publicity materials.
2. Pitch stories and placements in print, broadcast, and digital media.

3. Write and post on Art Museum Facebook/Instagram pages a maximum of one time per week.
4. Post on MAC Facebook/Instagram pages throughout the duration of the project as appropriate.
5. Populate and maintain Exhibit web pages on the MAC website and on the Art Museum (the CCMA.org) website.
6. Create and distribute monthly e-newsletters to the Art Museum database.
7. Work with designer to create templates for collateral material and advertising .
8. Design and re-size print and digital ads and social media posts.
9. Negotiate, place and handle advertising buys.
10. Promote and publicize up to 20 to-be-determined events surrounding the exhibit. The MAC team is responsible for planning and executing the events and creation, production and distribution of collateral materials.

MARKETING AND ADVERTISING	
Estimated Magnitude of Scale	Requirements
\$100,000 advertising budget	Develop and implement marketing and advertising plan including budgeting, negotiating, placing and coordinating print, digital outdoor advertising and grassroots efforts with the scope to impact regional, national and international efforts.
PRESS AND PUBLIC RELATIONS	
Press Releases: 12	Research, interview, write and distribute; send B-roll as available.
Calendar Listing: approx. 25	Submit calendar listings for all events related to the major summer exhibit.
Press Pitches	Pitch feature stories on major summer exhibition elements, designers, features.
DIGITAL COMMUNICATIONS / WEBSITE / DIGITAL ADS / EBLASTS	
Digital Ads	Design, schedule and submit; resize digital ads per media plan.
Email Blasts: 30 (Average one per week leading up to and during exhibit, as well as monthly e-newsletters)	Create and pull targeted market lists from ticketing system. Design and write content using MAC Ticketing (CrowdConnect) Software. Create and distribute monthly e-newsletters to the Cleve Carney database as needed.
Web Pages and Home Page Sliders	Populate and update Exhibit web pages on Art Museum and MAC websites. Update Home Page Sliders as needed.
SOCIAL MEDIA	
Average 6 posts per week	Write and post on Cleve Carney Facebook and Instagram pages and posting on the MAC Facebook and Instagram pages throughout the duration of the summer exhibit as appropriate
In Person Meetings: 6-8	Monthly team strategy sessions held at the MAC with press rep, strategy rep, social media rep and five MAC division leaders.
Strategy Event Planning: approx. 4	Multiple events surrounding the exhibit, including First Look event, Gala, Exhibit Opening, etc.

See Exhibit A for a detailed summary of Advertising, Marketing and Public Relations responsibility by program.

3.6 CONTRACT PERIOD/SCHEDULE OF EVENTS

A three-year contract is contemplated, subject to the annual review and recommendation of the College of DuPage Board of Trustees, the satisfactory negotiation of terms, including a price acceptable to both College of DuPage and the selected firm and the concurrence of the Board of Trustees. The contract shall also contain a unilateral cancelation clause for the College of DuPage any time within the first sixty (60) days of the contract, and a unilateral cancelation clause for the College at any time during the contract period with sixty (60) days written notice.

END OF SECTION

4.0 PROPOSAL SUBMISSION AND EVALUATION

4.1. PROPOSAL CONTENT AND FORMAT

Provide the following in your proposal. All Respondents shall submit one (1) original of the completed RFP, one (1) duplicate paper copy and one (1) flash drive containing all documents, in a sealed envelope and shall deliver them to Purchasing Manager, Attn: 2020-R0015A, College of DuPage, IRC Building - Room 1001, 425 Fawell Blvd., Glen Ellyn, Illinois 60137 by the date and hour of the RFP deadline as shown in the legal advertisement.

The sections should be tabbed or clearly labeled in the order shown below:

Tab 1: Transmittal Letter and Required forms- Complete

Include the following:

- a. Transmittal Letter - signed by an individual authorized to legally bind the Respondent.
 - Statement referencing all addenda (If no addenda have been received, a statement to that effect should be included.).
 - Statement that summarizes any deviations or exceptions to the RFP requirements and includes a detailed justification for the deviation or exception
- b. Documentation needing initialing per Section 2.0 Instructions to Respondents
- c. Section 6.0 Certifications
- d. Section 7.0 Signature Page
- e. Section 8.0 Conflict of Interest Disclosure and Non-Collusion Form
- f. Any issued addenda, signed (if applicable)

Tab 2: Company Profile

Include the following:

- a. General information
 - Name of company, primary contact person, address, email address, and telephone and fax number of the firm.
 - Brief overview of your organization, including general information about your agency, including the size of the organization, location of offices, years in business, number and position titles of staff, and qualities which differentiate your company from your competitors
- b. Provide a brief statement of qualifications/executive summary including an understanding of the College's intent and objectives and how your proposed plan will achieve those objectives as listed in Section 3.4 and 3.5.
- c. Provide a sample contract, policy or procedures on hires, temporary placements to an organization.

Tab 3: Qualifications

Include the following:

- a. **Overall Experience** - The proposal shall demonstrate that the firm has been in business for over five (5) years and has experience in performing arts center or live entertainment marketing. Demonstration of quality and relevance of past work with examples/samples. Indicate the scope of work, date, engagement partners, and the name and telephone number of the principal client contact.
- b. **License to Practice in Illinois** - An affirmative statement should be included indicating that the firm and all assigned key professional staff are properly licensed to practice in the State of Illinois, and are currently in Good Standing with the State of Illinois, whenever applicable.
- c. **Firm Qualifications** - The proposal should state the size of the firm, the size of

the firm's staff, the location of the office from which the work on this engagement is to be performed and the number and nature of the staff to be so employed on a part-time basis. In addition, the firm shall provide information on the circumstances and status of any disciplinary action taken or pending against the firm during the past three (3) years with state regulatory or professional organizations. Experience in Government agency purchasing ethics and procedures.

- d. **Staff Qualifications and Experience** - The firm should identify the principal supervisory and management staff who would be assigned, including any sub-contractors. In addition, the firm should provide qualifications, experience, training (specifically community college performing Arts and Entertainment experience) of the staff. The firm also should indicate how the quality of staff over the term of the agreement will be assured. Personnel may change with the express prior written permission of the College. However, in either case, the College retains the right to approve or reject replacements. Other personnel may be changed at the discretion of the proposer provided that replacements have substantially the same or better qualifications or experience.

Tab 4: References

Provide at least five (5) references of similar size and scope.

1. Client Name and Full Address
2. Primary Contact Person, Email, Phone
3. Numbers of Employees in Client Organization
4. Project Scope of Services

Tab 5: Pricing Proposal

A. Breakdown Based on Categories Below:

Your proposal shall contain all pricing information relative to performing the requested services as outlined in this RFP. The total all-inclusive maximum price below contains all direct and indirect costs including all out-of-pocket expenses. Firms must include with proposal their full terms and conditions, including fees for cancelations and show/event additions, billing schedules, markups, etc. The top two or three firms may be contacted to provide a presentation and be available for Q&A.

SEASON CAMPAIGN ANNOUNCEMENT / MEETING / PLANNING		
Season Campaign Announcement and Strategy		
50 Conference Calls/Zoom meetings		
50 Wrap Up Reports	-	\$

MARKETING AND ADVERTISING		
(Note: Payment is based on number of actual events presented in each category each season)		
Quantity	Unit Fee	Total
27 Events (avg. \$5K adv. spend) payment based on number of Touring shows and concerts	\$ (per event)	\$
4 Family Touring Events (avg. \$2.5K adv. spend)	\$ (per event)	\$
5 New Philharmonic Events (avg. \$4.5K adv. spend)	\$ (per event)	\$
**3 Buffalo Theatre Events (avg. \$10K adv. spend)	\$ (per event)	\$
4 National Theatre Events (avg. \$2.5 adv. spend)	\$ (per event)	\$
1 Lakeside Series (approx. \$500 spend)	\$ (per series)	\$
3 Art Museum Exhibits (avg. \$1K adv. spend)	\$ (per exhibit)	\$
Coordination Third-Party Sellers – 20 shows	-	\$

Advertising Grand Total \$

DIRECT MAIL		
1 Comprehensive Season Brochure and 2 foldout pieces and 3 postcards mail pieces. (Note: All printing is bid out/awarded to lowest bid and not part of this contract.)		\$

Direct Mail Grand Total \$

PRESS AND PUBLIC RELATIONS		
(Note: payment is based on number of actual presented events in each category each season)		
Quantity	Unit Fee	Total
Press releases and pitches up to 73 events and follow-up media alerts as needed	\$ (per event)	\$
73 Event calendar listings	-	\$

Press and Public Relations Grand Total \$

DIGITAL COMMUNICATIONS / WEBSITE / DIGITAL ADS/ EBLASTS		
Quantity	Unit Fee	Total
Populate and maintain up to 100 web event pages and home page with dropping in art, copy and resizing art as needed	-	\$
Resize/design digital ads for up to 50 weeks	\$ per week	\$
120 Eblasts using pre-designed art promoting approx. 6-8 events per eblast	\$ per eblast	\$

Digital Communications / Website / Digital Ads / Eblasts Grand Total \$

SOCIAL MEDIA		
Quantity	Unit Fee	Total
6 posts /week For MAC, New Philharmonic BTE Facebook/Instagram/Twitter	-	\$
1 post per week for: Cleve Carney Museum Instagram/Facebook	-	\$

Social Media Grand Total \$

GRASS ROOTS		
Quantity	Unit Fee	Total
20 Events	-	\$

Grass Roots Grand Total \$

OTHER FEES (Must be listed in detail below)		
Quantity	Unit Fee	Total
		\$
		\$
		\$
		\$
		\$

Other Fees Grand Total \$

SUBTOTAL (of all fields above) \$ _____

Major Summer Art Museum Exhibit \$ _____

(*Enter total from Tab 5B Form)

TOTAL ALL-INCLUSIVE MAXIMUM PRICE (Year 1) \$ _____

(*Includes subtotal +Summer Art Museum Exhibit)

This is a three-year contract. Provide pricing for succeeding years.

Total (Year 2) \$ _____

Total (Year 3) \$ _____

B. MAJOR SUMMER ART MUSEUM EXHIBIT COMPONENT

List all pricing information relative to performing the requested services associated with the Major Summer Art Museum Exhibit Component as outlined in Section 3.5 of this RFP. The total all-inclusive maximum price below contains all direct and indirect costs including all out-of-pocket expenses. Firms must include with proposal their full terms and conditions, including fees for cancelations and show/event additions, billing schedules, markups, etc. The top two or three firms may be contacted to provide a presentation and be available for Q&A.

EXHIBIT CAMPAIGN ANNOUNCEMENT / MEETING / PLANNING	
Quantity	Total
Exhibit Campaign Announcement and Strategy 25 Conference Calls/zoom meetings 6-8 In Person/Zoom Meetings Wrap Up Reports 20 (approx.) Strategy Events	\$

MARKETING AND ADVERTISING	
Quantity	Total
Based on \$100,000 advertising budget	\$

PRESS AND PUBLIC RELATIONS	
Quantity	Total
12 Press Releases and press pitches	\$
25 Event Calendar Listings	\$

Press and Public Relations Grand Total \$

DIGITAL COMMUNICATIONS/ WEBSITE /DIGITAL ADS /EBLASTS	
Quantity	Total
Digital Ads	\$
30 Email Blasts	\$
5-6 posts per week	\$
Populate and maintain Exhibit web pages	\$

Digital Communications / Website / Digital Ads / Eblasts Grand Total \$

SOCIAL MEDIA	
Quantity	Total
Average 5-6 posts per week (beginning 3 months leading up to the opening through closing)	\$

OTHER FEES (Must be listed in details below)		
Quantity	Unit Fee	Total
		\$
		\$
		\$

Other Fees Grand Total \$

TOTAL Major Summer Art Museum Exhibit (Year 1) \$ _____
(total of all fields above)

This is a three-contract. Provide pricing for succeeding years.

Subtotal (Year 1) \$ _____

This is a three-year contract. Provide pricing for succeeding years.

Total (Year 2) \$ _____

Total (Year 3) \$ _____

Tab 6: Business Enterprise Program

The College of DuPage encourages the participation of qualified minorities, females, and persons with disabilities owned businesses in public contracts and commits to the economic development of disadvantaged business enterprises and the award of contracts to businesses owned by minorities, females, and persons with disabilities for services to the extent provided by the Business Enterprise for Minorities, Females and Persons with Disabilities Act ("Act"), 30 ILCS 575.

This solicitation contains an aspirational goal of 20% to include businesses owned and controlled by minorities, females and persons with disabilities in the procurement and contracting/subcontracting processes.

4.2. EVALUATION AND SELECTION PROCESS

The College will appoint an Evaluation Committee whose responsibility will be to review all responses to this RFP. The College will consider the information provided in the response and the quality of that information when evaluating the Proposal. During the evaluation process, proposers may be requested to provide additional information and/or clarify contents of their proposal.

All proposals will be reviewed to determine if they contain all the required submittals specified in this RFP. Those not submitting all required information in the prescribed format may be rejected.

The Committee will review all responsive and responsible proposals based upon the criteria detailed herein. The selection process may include a request for additional data or oral presentations as deemed necessary by the College. The following criteria will be used in the evaluation of all proposals, not necessarily in level of importance:

Evaluation Criteria	
Overall Experience in Live Performance/Event Marketing	Our evaluation will include an assessment of the history of your company, evidence of past performance, quality and relevance of past work, sample brochures references, and related items.
Experience in managing a comprehensive entertainment organization and marketing plan for a variety of simultaneous events, subscription or series of events	Our evaluation will include our assessment of your experience as it relates to the requirements within this RFP, your understanding of our organization and the Performing Arts and Live Entertainment Marketing industry and how you integrated this knowledge into your proposal.

Evaluation Criteria	
Staff experience and alignment with MAC needs	Our evaluation will include an assessment of the qualifications and experience of staff and subcontractors assigned to the project. Include experience of representatives and their specialties in areas of art, music, theater, entertainment and expertise in digital, print, and grassroots marketing. Identify staff members dedicated to each area and note if one person is covering more than one area. Our evaluation will include an assessment of the extent to which the agency plan aligns with the MAC's stated needs, proposed level of engagement by the agency representatives and number of representatives interfacing in weekly marketing call.
Approach to Marketing and Advertising	Our evaluation will include an assessment of the quality creativity and viability of proposed strategies and approach to sell tickets, increase revenue and build audiences.
Pricing/Cost Effectiveness	Effective and efficient delivery of quality services is demonstrated in relation to the budget allocation. The allocation is reasonable and appropriate. Approach to compensation structure is balanced and structured to maximize marketing investment.

After the evaluation, The College may choose to invite a subset of responders to participate in on-site demonstrations or online Webinar format activities. The purpose of these activities would be to clarify information presented in the written RFP responses. These demonstrations/webinars will be of no cost to the College.

Upon selection and designation of a Proposer, the College intends to negotiate an agreement with the designated Provider. Nothing in this RFP, the proposals, or the College's acceptance of a proposal shall obligate the College to enter into or complete negotiations with any financial advisor.

4.3. SELECTION OF AWARD

A. Basis of Award

The award of the contract will be based on best-value to the College according to the evaluation criteria set forth in this document.

B. Selection Process

The award of the contract will be after the Evaluation Committee submits their Recommendation of Award of the selected Respondent(s) for approval by the College of DuPage Board of Trustees. The College of DuPage reserves the rights to award one (1) or more contracts to select Respondent(s) and/or to reject any and all responses when the best interest of the College will be served thereby. The successful Respondent(s) will be notified by electronic mail that their Proposal has been accepted and that they have been awarded the contract after the approval by the College of DuPage Board of Trustees. Notification will also be posted on the College's Purchasing website at <http://www.cod.edu/about/purchasing/>. Failure to execute performance as per accepted Proposal may result in legal action by the College of DuPage to recover damages.

5.0 BUSINESS ENTERPRISE PROGRAM

STATE OF ILLINOIS BUSINESS ENTERPRISE PROGRAM MINORITIES, FEMALES, PERSONS WITH DISABILITY PARTICIPATION AND UTILIZATION PLAN

The Business Enterprise for Minorities, Females and Persons with Disabilities Act (BEP) establishes a goal for community colleges contracting with businesses that have been certified as owned and controlled by persons who are minorities (MBE), female (FBE/ also referred to as WBE), or persons with disabilities (PDBE) (collectively, BEP certified vendor(s)). 30 ILCS 575

Contract Goal to be Achieved by Vendor: This solicitation includes an Aspirational **BEP** participation goal of 20% based on the availability of BEP certified vendors to perform or provide the anticipated services and/or supplies required by this solicitation.

The BEP participation goal is applicable to all bids or offers. In addition to the award criteria established for this solicitation, the College will award this contract to a Vendor that meets the goal or demonstrates good faith efforts to meet the goal. This goal is applicable to change orders and allowances within the scope of work provided by the BEP certified vendors. If Vendor is an MBE and FBE certified vendor, the entire goal is met and no subcontracting with a BEP certified vendors is required; however, **Vendor must submit a Utilization Plan indicating that the goal will be met by self-performance.**

Following are guidelines for Vendor's completion of the Utilization Plan. The Utilization Plan must demonstrate that Vendor has either: (1) met the entire contract goal; or (2) made good faith efforts towards meeting the goal.

At the time of bid or offer, Vendor, or Vendor's proposed Subcontractor, must be certified with the Illinois Department of Central Management Services as a BEP certified vendor.

Failure to complete a Utilization Plan or provide Good Faith Effort documentation shall render the bid or offer non-responsive; and subject to rejection and/or disqualification in the College's sole discretion.

1. If applicable where there is more than one prime vendor, the Utilization Plan should include an executed Joint Venture Agreement specifying the terms and conditions of the relationship between the parties and their relationship and responsibilities to the contract. The Joint Venture Agreement must clearly evidence that the BEP certified vendor will be responsible for a clearly defined portion of the work and that its responsibilities, risks, profits and contributions of capital, and personnel are proportionate to its ownership percentage. It must include specific details related to the parties' contributions of capital, personnel, and equipment and share of the costs of insurance and other items; the scopes to be performed by the BEP certified vendor under its supervision; and the commitment of management, supervisory personnel, and operative personnel employed by the BEP certified vendor to be dedicated to the performance of the contract. Established Joint Venture Agreements will only be credited toward BEP goal achievements for specific work performed by the BEP certified vendor. **Each party to the Joint Venture Agreement must execute the bid or offer prior to submission of the bid or offer to the College.**
2. An agreement between a vendor and a BEP certified vendor in which a BEP certified vendor promises not to provide subcontracting or pricing quotations to other vendors is prohibited. The College may request additional information to demonstrate compliance. Vendor agrees to cooperate promptly with the College in submitting to interviews, allowing entry to places of business, providing further documentation, and to soliciting the cooperation of a proposed BEP certified vendor. Failure to cooperate by Vendor and BEP certified vendor may render the bidder or offeror non-responsive or not responsible. **The contract will not be awarded to Vendor unless Vendor's Utilization Plan is approved by the College.**

3. **BEP Certified Vendor Locator References:** Vendor may consult CMS' BEP Vendor Directory at www.sell2.illinois.gov/cms/business, as well as the directories of other certifying agencies, but firms **must be certified with CMS as BEP certified vendors at the time of bid or offer.**
4. **Vendor Assurance:** Vendor shall not discriminate on the basis of race, color, national origin, sexual orientation or sex in the performance of this contract. Failure by Vendor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy, as the College deems appropriate. This assurance must be included in each subcontract that Vendor signs with a subcontractor or supplier.
5. **Calculating BEP Certified Vendor Participation:** The Utilization Plan documents work anticipated to be performed, or goods/equipment provided by all BEP certified vendors and paid for upon satisfactory completion/delivery. Only the value of payments made for the work actually performed by BEP certified vendors, by subcontractors or suppliers to such vendors, is counted toward the contract goal. Applicable guidelines for counting payments attributable to contract goals are summarized below:
 - 5.1 The value of the work actually performed or goods/equipment provided by the BEP certified vendor shall be counted towards the goal. The entire amount of that portion of the contract that is performed by the BEP certified vendor, including supplies purchased or equipment leased by the BEP certified vendor shall be counted, except supplies purchased and equipment rented from the Prime Vendor submitting this bid or offer.
 - 5.2 A vendor shall count the portion of the total dollar value of the BEP contract equal to the distinct, clearly defined portion of the work of the contract that the BEP certified vendor performs toward the goal. A vendor shall also count the dollar value of work subcontracted to other BEP certified vendor. Work performed by the non- BEP certified party shall not be counted toward the goal. **Work that a BEP certified vendor subcontracts to a non-BEP certified vendor will not count towards the goal.**
 - 5.3 A Vendor shall count toward the goal 100% of its expenditures for materials and supplies required under the contract and obtained from a BEP certified vendor manufacturer, BEP certified regular dealer, or BEP certified supplier. A Vendor shall count toward the goal the following expenditures to BEP certified vendors that are not manufacturers, regular dealers, or suppliers:
 - 5.3.1 The fees or commissions charged for providing a bona fide service, such as professional, technical, consultant or managerial services and assistance in the procurement of essential personnel, facilities, equipment, materials or supplies required for performance of the contract, provided that the fee or commission is determined by College to be reasonable and not excessive as compared with fees customarily allowed for similar services.
 - 5.3.2 The fees charged for delivery of materials and supplies required by the contract (but not the cost of the materials and supplies themselves) when the hauler, trucker, or delivery service is not also the manufacturer or a supplier of the materials and supplies being procured, provided that the fee is determined by the College to be reasonable and not excessive as compared with fees customarily allowed for similar services. The BEP certified vendor's trucking firm must be responsible for the management and supervision of the entire trucking operation for which it is responsible on the contract, and must itself own and operate at least one fully licensed, insured and operational truck used on the contract.
 - 5.3.3 The fees or commissions charged for providing any bonds or insurance specifically required for the performance of the contract, provided that the fee or commission is determined by the College to be reasonable and not excessive as compared with fees customarily allowed for similar services.

- 5.4 BEP certified vendors who are performing on contract as second tier subcontractors may be counted in meeting the established BEP goal for this contract as long as the Prime Vendor can provide documentation indicating the utilization of these vendors.
- 5.5 A Vendor shall count towards the goal only expenditures to firms that perform a commercially useful function in the work of the contract.
- 5.5.1 A firm is considered to perform a commercially useful function when it is responsible for execution of a distinct element of the work of a contract and carries out its responsibilities by actually performing, managing, and supervising the work involved. The BEP certified vendor must also be responsible, with respect to materials or supplies used on the contract, for negotiating price, determining quality and quantity, ordering the materials or supplies, and installing the materials (where applicable) and paying for the material or supplies. To determine whether a firm is performing a commercially useful function, the College shall evaluate the amount of work subcontracted, whether the amount the firm is to be paid under the contract is commensurate with the work it is actually performing and the credit claimed for its performance of the work, industry practices, and other relevant factors.
- 5.5.2 A BEP certified vendor does not perform a commercially useful function if its role is limited to that of an extra participant in a transaction or contract through which funds are passed through in order to obtain BEP certified vendor participation. In determining whether a BEP certified vendor is such an extra participant, the College shall examine similar transactions, particularly those in which BEP certified vendors do not participate, and industry practices.
- 5.6 A Vendor shall not count towards the goal expenditures that are not direct, necessary and related to the work of the contract. Only the amount of services or goods that are directly attributable to the performance of the contract shall be counted. Ineligible expenditures include general office overhead or other Vendor support activities.
6. **Good Faith Effort Procedures:** Vendor must submit Utilization Plans, subcontract documents, and/or Letters of Intent that meet or exceed the published goal. If Vendor cannot meet the stated goal, Vendor must document and explain within the Utilization Plan the good faith efforts it undertook to meet the goal. Utilization Plans are due at the time of and must be enclosed and sealed with the bid or offer submission. Copies of subcontract documents and/or Letters of Intent shall be due upon request.
7. **Contract Compliance:** Compliance with this section is an essential part of the contract. The following administrative procedures and remedies govern Vendor's compliance with the contractual obligations established by the Utilization Plan. **After approval of the Plan and award of the contract, the Utilization Plan becomes part of the contract.** If Vendor did not succeed in obtaining BEP certified vendor participation to achieve the goal and the Utilization Plan was approved and contract awarded based upon a determination of good faith, the total dollar value of BEP certified vendor work calculated in the approved Utilization Plan as a percentage of the awarded contract value shall become the contract goal.
- 7.1. The Utilization Plan may not be amended after contract execution without the College's prior written approval.
- 7.2. **Vendor may not make changes to its contractual BEP certified vendor commitments or substitute BEP certified vendors without the prior written approval of the College.** Unauthorized changes or substitutions, including performing the work designated for a BEP certified vendor with Vendor's own forces, shall be a violation of the utilization plan and a breach of the contract, and shall be cause to terminate the contract, and/or seek other contract remedies or sanctions.

- 7.3.** If it becomes necessary to substitute a BEP certified vendor or otherwise change the Utilization Plan, Vendor must notify the College in writing of the request to substitute a BEP certified vendor or otherwise change the Utilization Plan. The request must state specific reasons for the substitution or change. The College shall notify the Council or its delegate of the request to substitute a BEP certified vendor or change the Utilization Plan. The College reserves the right to approve or deny a request for substitution or other change in the Utilization Plan.
- 7.4.** Where Vendor has established the basis for the substitution to the College's satisfaction, it must make good faith efforts to meet the contract goal by substituting a BEP certified vendor. Documentation of a replacement BEP certified vendor, or of good faith efforts to replace the BEP certified vendor, must meet the requirements of the initial Utilization Plan. If the goal cannot be reached and good faith efforts have been made, Vendor may substitute with a non- BEP certified vendor or Vendor may perform the work.
- 7.5.** If a Vendor plans to hire a subcontractor for any scope of work that was not previously disclosed in the Utilization Plan, Vendor must obtain the approval of the College to modify the Utilization Plan and must make good faith efforts to ensure that BEP certified vendors have a fair opportunity to submit a bid or offer on the new scope of work.
- 7.6.** A new BEP certified vendor agreement must be executed and submitted to the College within five business days of Vendor's receipt of the College's approval for the substitution or other change.
- 7.7.** Vendor shall maintain a record of all relevant data with respect to the utilization of BEP certified vendors, including but without limitation, payroll records, invoices, canceled checks and books of account for a period of at least three years after the completion of the contract. Full access to these records shall be granted by Vendor upon 48 hours written demand by the College to any duly authorized representative thereof, or to any municipal, state or federal authorities. The College shall have the right to obtain from Vendor any additional data reasonably related or necessary to verify any representations by Vendor. After the performance of the final item of work or delivery of material by the BEP certified vendor and final payment to the BEP certified vendor by Vendor, but not later than 30 calendar days after such payment, Vendor shall submit a statement confirming the final payment and the total payments made to the BEP certified vendor under the contract.
- 7.8.** The College will periodically review Vendor's compliance with these provisions and the terms of its contract. Without limitation, Vendor's failure to comply with these provisions or its contractual commitments as contained in the Utilization Plan, failure to cooperate in providing information regarding its compliance with these provisions or its Utilization Plan, or provision of false or misleading information or statements concerning compliance, certification status or eligibility of the BEP certified vendor, good faith efforts or any other material fact or representation shall constitute a material breach of this contract and entitle the College to declare a default, terminate the contract, or exercise those remedies provided for in the contract or at law or in equity.
- 7.9.** The College reserves the right to withhold payment to Vendor to enforce these provisions and Vendor's contractual commitments. Final payment shall not be made pursuant to the contract until Vendor submits sufficient documentation demonstrating compliance with its Utilization Plan.

UTILIZATION PLAN

The Utilization Plan and Letter of Intent must be sealed and submitted with Proposal.

_____ (Vendor) submits the following Utilization Plan as part
Respondent Name
of our bid or offer in accordance with the requirements of the BEP Program Status and Participation section of the solicitation for **Marketing and Public Relations Services for the McAninch Arts Center, RFP Number 2020-R0015A**. We understand that all subcontractors must be certified with the CMS BEP Program at the time of submission of all bids and offers. **We understand that compliance with this section is an essential part of this contract and that the Utilization Plan will become a part of the contract, if awarded.**

Vendor submits the following statement:

- Vendor is a BEP certified firm and plans to fully meet the goal through self-performance.
- Vendor has identified BEP certified subcontractor(s) to fully meet the established goal and submits the attached executed Letter(s) of Intent; or
- Vendor has made good faith efforts towards meeting the entire goal as indicated on the attached Utilization Plan, or a portion of the goal, and hereby requests a waiver (complete checklist below).

Vendor's person responsible for compliance with this BEP goal:

Name: _____ Title: _____
Telephone: _____ Email: _____

DEMONSTRATION OF GOOD FAITH EFFORTS TO ACHIEVE GOAL AND REQUEST FOR WAIVER

If the BEP participation goal was not achieved, the vendor must provide documented evidence of good faith efforts to achieve the goal.

Below is a checklist of actions that will be used to evaluate a Vendor's Demonstration of Good Faith Efforts and Request for Waiver. **Please check the actions which you completed.** If any other efforts were made to obtain BEP participation in addition to the items listed below, attach a detailed description of such efforts. The College reserves the right to review and audit the results of the vendor's efforts as described below.

- Utilize the Sell2Illinois website: www2.illinois.gov/cms/business to identify BEP certified vendors within the respective commodity/service codes denoted above and at a minimum email all listed vendors and solicit quotes from all vendors who express an interest via follow-up emails or telephone calls.
- Solicit through all reasonable and available means (e.g., attendance at a vendor conference, advertising and/or written notices) the interest of BEP certified vendors that have the capability to perform the work of the contract. Vendor must solicit this interest within sufficient time to allow the BEP certified vendors to respond to the solicitation. Vendor must determine with certainty if the BEP certified vendors are interested by taking appropriate steps to follow up initial solicitations and encourage them to submit a bid or proposal. Vendor must provide interested BEP certified vendors with adequate information about the plans, specifications, and requirements of the contract in a timely manner to assist them in responding promptly to the solicitation.
- Select portions of the work to be performed by BEP certified vendors in order to increase the likelihood that the goal will be achieved. This includes, where appropriate, breaking out contract work items into economically feasible units to facilitate BEP certified vendor participation, even when Vendor might otherwise prefer to perform these work items with its own forces.
- Make a portion of the work available to BEP certified vendors and selecting those portions of the work or material needs consistent with their availability, so as to facilitate BEP certified vendor participation.
- Negotiate in good faith with interested BEP certified vendors. Evidence of such negotiation must include the names, addresses, email addresses, and telephone numbers of BEP certified vendors that were considered and an explanation as to why an agreement could not be reached.
- Thoroughly investigate the capabilities of BEP certified vendors and not reject them as unqualified without sound reasons.
- Make efforts to assist interested BEP certified vendors in obtaining lines of credit or insurance as required by the College.
- Make efforts to assist interested BEP certified vendors in obtaining necessary equipment, supplies, materials, or related assistance or services.

6.0 CERTIFICATIONS **REQUIRED**

IMPORTANT: All Respondents are required to complete this form. Completed form must be returned with response by the RFP deadline. **Failure to return this completed form may result in disqualification of response.**

THE UNDERSIGNED IS CAUTIONED TO CAREFULLY READ THESE CERTIFICATIONS PRIOR TO SIGNING THE SIGNATURE PAGE. SIGNING THE SIGNATURE PAGE SHALL CONSTITUTE A WARRANTY BY THE UNDERSIGNED THAT ALL THE STATEMENTS, CERTIFICATIONS AND INFORMATION SET FORTH WITHIN THESE CERTIFICATIONS ARE TRUE, COMPLETE AND CORRECT AS OF THE DATE THE SIGNATURE PAGE IS SIGNED. THE UNDERSIGNED IS NOTIFIED THAT IF THE COLLEGE LEARNS THAT ANY OF THE FOLLOWING CERTIFICATIONS WERE FALSELY MADE, THAT ANY CONTRACT ENTERED INTO WITH THE UNDERSIGNED SHALL BE SUBJECT TO TERMINATION.

- A. Prevailing Wage Act. To the extent required by law, Contractor shall not pay less than the prevailing wage as established pursuant to an Act Regulating the Wages of Laborers, Mechanics, and Other Workman employed under Contract for Public Workers 820 ILCS 130/1 *et seq.* Our company certifies that it is eligible for bidding on public contracts and has complied with section 11a of the Prevailing Wage Act, 820 ILCS 130.01-12.
Yes _____ No _____
- B. Human Rights Act. To the extent required by law, Contractor shall abide by the Illinois Human Rights Act, 775 ILCS 10/0.01 *et seq.*
- C. Drug Free Workplace. To the extent required by law, Contractor shall abide with the requirements of the Drug Free Workplace Act 30 ILCS 580.1 *et seq.*
- D. Sexual Harassment Policy. Contractor represents by the signing of this agreement that it has a written sexual harassment policy that is in accordance with 775, ILCS 5/2-105 (A) (4).
- E. Non-debarment. By executing this agreement Contractor certifies that it has not been debarred from public contracts in the State of Illinois for violating either 33E-3 or 33E-4 of the Public Contracts Act, 720 ILCS 5/33E-1 *et seq.* (If Applicable)
- F. Fair Employment Practice: Contractor is in compliance with all State and Federal laws regarding Fair Employment Practice as well as all rules and regulations.
Yes _____ No _____
- G. Our company has an Equal Employment Opportunity and Affirmative Action Program which complies with Executive Order 11246, the Vietnam Era Veterans' Readjustment Assistance Act of 1974, and the Rehabilitation Act of 1973.
Yes _____ No _____
- H. When required by law, the Respondent and all Respondent's Subcontractors must participate in applicable apprenticeship and training programs approved by and registered with the United States Department of Labor's Bureau of Apprenticeship and Training as required by Illinois Public Act 093-0642.

ADVICE

- A. MINORITY/WOMAN-OWNED, DISADVANTAGED BUSINESS? **YES _____ NO _____.**
If yes, please attach copy of certification and advise certification number and expiration date below:

Name of Certifying Entity: _____
Certification #: _____ Expiration Date: _____

- B. STATE NEGOTIATED COOPERATIVE AGREEMENT: YES _____ NO _____
Contract No. _____

Signature
Respondent/Company Official: _____ Date: _____

7.0 SIGNATURE PAGE **REQUIRED**

IMPORTANT: All Respondents are required to complete and sign this form. Completed form must be returned with proposal by the RFP deadline. **Failure to return this completed form may result in disqualification of proposal.**

Check One:

SOLE PROPRIETOR **PARTNERSHIP** (and/or JOINT VENTURE) **LIMITED LIABILITY COMPANY** **CORPORATION**

The undersigned acknowledges receipt of a full set of RFP Documents and Addenda Numbers _____ (None unless indicated here). **All issued addenda must be signed and returned to the College as per the instructions in the addenda or response will not be accepted.**

The undersigned makes the foregoing response to RFP subject to all of the terms and conditions of the RFP Documents. The undersigned certifies that all of the foregoing statements of the Vendor Certifications are true and correct. The undersigned warrants that all of the facts and information submitted by the undersigned in connection with this response are true and correct.

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

BUSINESS TELEPHONE: _____ FAX NUMBER: _____

EMAIL ADDRESS: _____

CELLULAR TELEPHONE NUMBER: _____

FEIN/SSN: _____

AUTHORIZED SIGNATURE: _____

PRINT NAME: _____ TITLE: _____ DATE: _____

Subscribed to and sworn before me this _____ day of _____, 2020.

My commission expires: _____

Notary Public Signature

Notary Seal

* **Attach hereto a partnership resolution or other document authorizing the individual signing this Signature Page to so sign on behalf of the Partnership.**

** **If the LLC is not registered in the State of Illinois, a copy of a current Certificate of Good Standing from the state of incorporation must be submitted with this Signature Page.**

*** **Attach either a certified copy of the by-laws, articles, resolution or other authorization demonstrating such persons to sign the Signature Page on behalf of the LLC.**

**** **If the corporation is not registered in the State of Illinois, a copy of the Certificate of Good Standing from the state of incorporation must be submitted with this Signature Page.**

***** **In the event that this Signature Page is signed by any persons other than the President and Secretary, attach either a certified copy of the corporate by-laws, a resolution or other authorization by the corporation, authorizing such persons to sign the Signature Page on behalf of the corporation.**

8.0 CONFLICT OF INTEREST DISCLOSURE AND NON-COLLUSION FORM **REQUIRED**

IMPORTANT: All Respondents are required to complete and sign this form. Completed form must be returned with proposal by the RFP deadline. **Failure to return this completed form may result in disqualification of proposal.**

RFP #: _____ DATE: _____

CONFLICT OF INTEREST DISCLOSURE

College of DuPage (COD) reserves the right, at its sole discretion, to reject any and all responses, revise the submission timeline as described in the solicitation, and to discontinue at any time the submission process as described in the solicitation. College of DuPage is requiring that any and all relationships with the College, its Administrators, Trustees, Committee members, COD Foundation Trustees, or any other Employee of the College be disclosed in writing as a part of any response submitted. Contact with any employee of the College of DuPage during the pre-award period, except as noted in the RFP documents, is strictly forbidden and is considered sufficient grounds for dismissal from the RFP process.

VENDOR CONFLICT OF INTEREST DISCLOSURE

Define the relationship with any College of DuPage Administrator, Trustee, Employee, COD Foundation Board member, Committee member, or their immediate family member, with which your company or any of its owners, officers, Trustees, employees, or their immediate family, does business or is likely to do business with, or for which there is an opportunity to influence a related College decision; include the name and relationship to any immediate family member.

Vendor certifies that there is no known conflict of interest with any COD Administrator, Employee, Trustee, Committee member, or COD Foundation Trustee, or their immediate family.

Vendor Printed Name: _____ Title: _____

Signature: _____ Date: _____

NON-COLLUSION STATEMENT

The undersigned affirms that he/she is duly authorized to execute a contract and that this company, corporation, firm, partnership or individual has not prepared this response in collusion with any other Respondent, and that the contents of said response have not been communicated by the undersigned nor by any employee or agent to any other person engaged in this type of business prior to the official opening of this response.

Company Name: _____ Owners/Principal(s) Name(s)/Title(s): _____

Vendor Address: _____ City, State, Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Signature
Respondent/Company Official: _____ Date: _____

EXHIBIT A - Advertising and Marketing Responsibility by Program

Below is a summary of advertising, public relations, and marketing responsibilities previously outlined in **Section 3.4** of the RFP, categorized *instead* by program to facilitate a better understanding of project scope.

Season Campaign: MAC Touring, New Philharmonic, Buffalo Theatre Ensemble and National Theatre Live: approx. 41 events/productions

1. Develop and implement a season marketing plan including publicity, marketing, advertising, promotions, email communications and social media strategy, includes placing advertising
2. Develop strategic sales initiatives such as “tickets on sale party,” gift certificate campaign, Black Friday, etc.
3. Coordinate a 36 page season brochure including writing copy, negotiating list trades and rates with printer and mailing house, managing graphic design and overseeing distribution
4. Write copy and oversee graphic design and printing of pocket-sized schedule for season
5. Write and distribute the season press release and follow up with the media to secure season coverage in conjunction with the subscription campaign
6. Coordinate a mid-season and holiday brochure including writing copy, negotiating rates with printer and mailing house, managing graphic design and overseeing production
7. Manage the individual show advertising budgets as well and the season brochure and mid-season brochure budgets
8. Compile a master spreadsheet of Touring artists’ contact information, social media outlets and availability of collateral material
9. Create, distribute and analyze up to three online surveys to the patron email database
10. Manage the overall season marketing budget
11. Post all events to website, update as needed

College Productions: 10 events (press/social media/minimal advertising plan for these events)

Prior to the beginning of the season, the MAC staff will work with the College to identify 10 shows out of the entire College Student Season for the Firm to promote. For those shows the Firm will:

1. Include all shows in season brochure and pocket-sized flyer
2. For the ten events – either write and distribute a press release for each show or create and implement a modest digital advertising campaign
3. Pitch a feature story if there is an appropriate angle
4. Send out and pursue monthly calendar listing
5. Write and post social media coverage
6. Include all shows/events in the MAC email newsletter
7. Populate event pages for each show on MAC website

Cleve Carney Museum of Art: 3 openings (press/social media and minimal advertising)

The MAC staff will work with the Art Museum staff to identify which exhibitions to promote. For these exhibitions, the Firm shall:

1. Include all exhibitions in season brochure
2. Include all exhibitions in pocket-sized flyer
3. Include Art Museum logo in print advertising campaign as space permits
4. Incorporate all Art Museum exhibitions in mid-season brochure
5. Write and distribute a press release for each show – pitch feature stories
6. Send out a monthly calendar listing and pursue listings
7. Develop and implement a modest advertising campaign. Manage budget and forward paperwork to MAC for payment

8. Seek coverage on the artists' sites, if available
9. Write and post social media content in support of each exhibition's opening
10. Include each show/event in the MAC eblast campaigns
11. Send dedicated eblast to Art Museum's own email list

Lakeside Pavilion Concert Series (Summer): marketed as one series

1. Write and distribute a season announcement press release encompassing all 10 summer shows in the season (concerts, movies and college productions), as well as releases on each concert featured in the series
2. Pitch feature stories
3. Send out and pursue monthly calendar listing for all shows
4. Include in season brochure
5. Incorporate into email and social media campaign

SchoolStage: marketed as one series

1. Include in season brochure
2. Feature on website slider as appropriate (such as upon season announcement)
3. Include in related materials (such as family series postcard) as needed

College of DuPage Foundation Benefit: one annual event

1. Write pre-and post-event press release
2. Post event to website
3. Promote event via social media
4. Secure photographer, if desired
5. Staff event to work with photographer and any media in attendance
6. Include event in printed materials
7. Incorporate event into advertising campaign as appropriate

Global Flicks: marketed as one series

1. Include series in season brochure, pocket schedule and mid-season brochure
2. Post all eight events to website
3. Include Global Flicks in eblast campaign

Rentals: 2-3 events

1. Edit copy and include in season brochure
2. Post rental shows to website

END OF SECTION