



REQUEST FOR SEALED PROPOSAL

ADVERTISEMENT for CONTRACTUAL SERVICE

RFP – PUBLIC RELATIONS & COMMUNICATION SERVICES - 032222

The City of College Park is accepting sealed proposals from qualified vendors for **PUBLIC RELATIONS & COMMUNICATION SERVICES**. Proposals will be received no later than **TUESDAY, MARCH 22, 2022 at 9:30 am (EST)** at the City of College Park Purchasing Department, 3667 Main Street, College Park Georgia, 30337. Proposals received after the above date and time, or in any other location other than the Purchasing Department will not be considered.

A bid packet may be obtained by clicking the related solicitation link on the City of College Park website www.collegeparkga.com under the Bids / RFPs section.

Timeline

Q&A and Clarifications deadline (email only to wmoody@collegeparkga.com) Ref: PR Service	March 15, 2022	12:00 pm (EST)
Any/All Addendum(s) published deadline	March 18, 2022	4:00 pm (EST)
Open Sealed Bids	March 22, 2022	10:00 am (EST)

Any/all addenda must be signed and dated and made a part of the bid packet. It is always the vendor's responsibility to check the City of College Park's website for any/all addenda.

The City of College Park reserves the right to reject any or all bids based on past performance waive technicalities and informalities and re-advertise. All Minorities, Woman and Small Businesses are strongly encouraged to apply. Only responsive bids that are determined to meet the requirements and criteria set forth by the City of College Park will be considered.



CITY OF COLLEGE PARK PURCHASING DEPARTMENT



“GENERAL INSTRUCTION TO PROPOSER”

1. The following instructions are to be considered an integral part of this proposal; unless otherwise requested and MUST BE TYPEWRITTEN OR PRINTED IN INK. See checklist for number of submittals to provide. The person signing the bid form must initial any changes or corrections made to this proposal, using blue ink.
2. The person, firm or corporation making the proposal shall submit their bid attaching the final page of this proposal to the front of their proposal to City Hall. The cover submittal page must be complete with the bidding company's name, bid title, bid number and bid date. No proposal may be withdrawn or modified in any way after the bid-opening deadline.
3. If descriptive literature is attached to the bid, bidding company's name, bid title, bid number and bid date must appear on all sheets.
4. If there is any question whatsoever regarding any portion of the instructions or specifications, it shall be the bidding company's responsibility to seek clarification immediately from the City of College Park Purchasing Department during the question period stated herein. **It shall be the bidder's responsibility to check the City's website (www.collegeparkga.com) for any/all addenda(s).** Answer(s) to all questions will be answered after the deadline for questions has expired, and posted on the City's web site, if applicable, within the specified timeline on page one (1).
5. Any variation from the specifications must be clearly stated by the bidding company in writing and submitted with his/her proposal.
6. The apparent silence of the specifications and any supplement specifications as to any details or the omission from it of a detailed description concerning any point shall be regarded as meaning that only the best commercial practices are to prevail and that only materials of first quality and correct type, size and design are to be used. All workmanship is to be of first quality. All interpretations of this specification shall be made upon the basis of this statement.
7. The following bid shall be awarded to one “responsible” bidder on a total lump sum price basis. An award shall be made to one vendor, or split between vendors, for the total bid. Unit prices and extensions will be verified and total checked. Unit price extension and net total must be shown. Unit price **SHALL** prevail.
8. In most cases, proposals shall be evaluated on the following items, but not necessarily in this order:
 - a. Lowest Price (not always the winning proposal)
 - b. Adherence to specifications
 - c. Delivery of good/service(s)
 - i. If Applicable to Scope of Work
 - ii. Though delivery will be a large consideration, please be as truthful and precise with your date(s) as possible.
 - d. Past record of vendor's delivery/performance to the City of College Park
9. The City of College Park desires delivery of the material or services specified at the earliest possible time after the date of award. An unreasonable delivery proposal may be cause for disqualification of a bid. Each bidder shall state a definite time and avoid using the terms ASAP or approximately so many days.
10. The bidder or contractor shall provide copies of **Workers' Compensation Insurance** with a limit of not less than required by the State of Georgia or otherwise stated in the bid instructions. In

addition, a copy of your **Commercial General Liability Insurance** (*if applicable*) shall be provided.

11. All prices shall be for delivery, our destination, and F.O.B. freight prepaid and allows, College Park, Georgia unless otherwise shown. (*if applicable*)
12. Federal or State Sales Tax is *inapplicable*
 - a. The City of College Park's Tax Identification Number (TIN) is **58-6000542**
 - b. The City of College Park **is tax-exempt** under the code of Georgia, Charter 88-18
13. Cash discounts or end of month terms should be shown separately, even if terms are net.
14. The City of College Park:
 - a. Reserves the right to accept or reject any or all bids, due to past performance, etc. and waive any informality. Further, the City expressly reserves the right to postpone the opening of proposal for its own convenience and to reject any or all proposals in response to this RFP without indicating any reasons for such rejection(s).
 - b. Request and consider the submission of proposal modifications at any time before the award is made, if such is in the best interest of the City.
 - c. Request clarification and/or additional information from proposers during the evaluation process.
 - d. Negotiate with the selected consultant to include further services not identified in this RFP.
 - e. In the event of contract termination, enter into contract negotiations with other qualified companies that submitted acceptable proposals, rather than redoing the proposal process for the project.
 - f. The City of College Park will accept or reject all bids within 90 days from the date of the bid opening

The undersigned on the bid proposal certifies that he/she has carefully examined the instructions to bidders, terms and specifications applicable to and made a part of this proposal.

He/she further certifies; the prices shown in the schedule of items on which he/she is bidding, are in accordance with the conditions, terms and specifications of the proposal and that any exception taken thereto may disqualify the bid.

SIGNATURE: _____ **DATE:** _____

NOTE: This solicitation document is a standard boilerplate form in addition; take into consideration this may not be modified for every solicitation.



E-VERIFICATION AFFIDAVIT

The College Park contract holder, signed below, confirms and verifies its compliance with Georgia law (See OCGA § 13-10-91), and affirmatively states that the business (Sole Proprietor, Partnership, Corporation, Non-Profit, LLC Corporation, or LLC Partnership) which performs services for the College Park: *(check and complete #1 or #2 below)*

____ 1. Has registered with, is authorized to use, and uses the federal work authorization program commonly known as “E-Verify”, or any subsequent replacement program. Furthermore, the undersigned will continue to use the federal work authorization program throughout the contract period. The undersigned will contract for the physical performance of services for the contract only with subcontractors who present an affidavit to the contract holder with the information required by OCGA § 13-10-91, as amended. The undersigned hereby attests that its federal work authorization user identification number and date for authorization are as follows:

Federal Work Authorization User Identification Number (not Taxpayer ID)

Date of Authorization

Legal Business Name of City of College Park Contract Holder/Applicant

____ 2. Employs no employees, or otherwise does not fall within the requirements of OCGA § 13-10-91.

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20____ in _____ (city) _____ (state)

Signature of Authorized Owner/Officer

Printed Name and Title of Authorized Owner/Officer

NOTARY PUBLIC

My Commission Expires: _____



BID DOCUMENT REQUIREMENTS & CHECKLIST

Complete, sign and submit the following bid documents in the order listed below. The proposal shall be submitted using the forms included in the bid document.

- _____ 1. Form of Proposal completed, signed and dated
- _____ 2. Bid document requirements & checklist completed, signed and dated
- _____ 3. One (1) marked "Original", One (1) marked "Copy" of the proposal
- _____ 4. Exceptions Sheet
- _____ 5. Contract Affidavit
- _____ 6. Proofs of Insurance (**must be included in proposal package**)
- _____ 7. List of subcontractors
- _____ 8. Reference Request pages
- _____ 9. Addendum Acknowledgement page
- _____ 10. Current Form W-9
- _____ 11. Purchasing Vendor Questionnaire

1. Is the company's physical location within the College Park city limits? _____

2. Is your company a minority-owned business? _____
if yes, which category? _____ * **Include copy of current MBE certificate(s) in packet**

A "**Minority Business Enterprise (MBE)**" is a business, which is an independent and continuing operation for profit, performing a commercially useful function, owned and/or controlled by one or more minority group member(s).

African American Business Enterprise (AABE), Hispanic Business Enterprise (HBE), Female Business Enterprise (FBE), Asian Business Enterprise (ABE), Native American Business Enterprise (NABE), Minority Veteran (MV)

3. Has the vendor previously conducted business with College Park? _____

4. Has your company ever been debarred from doing business with any federal, state or local agency?
_____ (If yes, on a separate sheet of paper, provide details including agency name, date(s) and reason for debarment.)

Vendor Contact Name (print)

Title

Vendor Contact Signature

Date

Faxed, emailed or late proposals will not be accepted. The City of College Park will not be held responsible for submissions not properly identified, late or undelivered mail or courier service(s).



The City of College Park Purchasing Department is seeking vendor information to create a database of current and new businesses doing business with the City of College Park. We ask that all vendors take this time to provide the following information so that we can update our records and develop a process to benefit the needs of the community. The information collected from this questionnaire will not be used in the award of bids. The City will continue to utilize a fair, equitable and impartial process and award bids based upon the lowest responsible bidder.

Vendor Name:

Vendor Category:

Physical Address:

City, State, Zip:

Telephone:

Fax:

Alternate Phone:

Remit To:

City, State, Zip:

- ◇ A **“Minority Business Enterprise” (MBE)** is a business, which is an independent and continuing operation for profit, performing a commercially useful function, which is owned and/or controlled by one or more minority group member(s).
African American Business Enterprise (AABE), Hispanic Business Enterprise (HBE), Female Business Enterprise (FBE), Asian Business Enterprise (ABE), Native American Business Enterprise (NABE), Minority Veteran (MV)
- ◇ An **“Owned”** is a minority or female owner which possesses an ownership interest 51% of the business
- ◇ A **“Controlled”** is a minority or female, which possess and exercise the legal authority and power to manage business assets, good will and daily operations of the business and actively and continuously exercise such managerial authority and power in determining the policies and directing the operations of the business.

Classification of your MBE Company (*requested*) _____

Vendor Contact Name (print)

Title

Vendor Contact Signature

Date



Insurance Requirements

Within ten (10) days of Notice of Award, and at all times that this contract is in force, the contractor shall obtain, maintain and furnish the City of College Park, Certificates of Insurance from licensed companies doing business in the State of Georgia and acceptable to the City of College Park covering:

1. Worker's Compensation Insurance
2. Comprehensive General Liability Insurance - Minimum limit of \$1,000,000
3. Automobile Liability - Not less than \$500,000
4. Umbrella Liability Insurance

Copies of these Certificates of Insurance shall be furnished to the City of College Park prior to execution of the contract. Such policies shall be non-cancellable except on thirty-day (30) written notice to the City of College Park.

Local Preference Policy

Local preference may be given to businesses that have a business location within the geographic boundaries of the City of College Park (Fulton County) as long as all requirements of the bid have been met. Should a local vendor submit a bid proposal that is not more than three percent (3%) greater than the bid of the lowest non-local vendor for bids up to \$150,000 or not more than three percent (3%) greater than the bid of the lowest non-local vendor for bids in excess of \$150,000, then the local vendor's bid shall be recommended for approval provided all requirements of the bid proposal/process have been met.

This policy shall not apply to any purchases of materials, equipment or services in excess of \$1,000,000. The term business location means that the business has a staffed, fixed, physical place of business located within City of College Park City Limits and has had the same for at least one (1) year prior to the date of the business' submission of its proposal or bid, as applicable and has held a valid business license from the City of College Park.

Sealed Bid Delivery Service(s)

If your company elects to use a delivery service (FedEx, UPS, USPS, etc.), the City assumes no responsibility for submittals received after the advertised deadline or at any office or location other than that specified herein, whether due to mail delays, courier mistake, mishandling, or any other reason.

If proposals are delivered other than by hand delivery, it is recommended that the proposer verify delivery. Any proposal received after the specified time and date will not be considered and may be returned unopened to the Proposer.

Permits (required)

The contractor shall be responsible for all inspections and ensuring compliance with all Federal, State, and County laws and codes. The contractor shall be solely responsible for obtaining all permits. The contract awardee will need to file with the Building & Inspections with the City of College Park projects; there is no cost for the permit.

Basis of Award

The contract, if awarded, will be awarded to the most responsive and responsible bidder, which may not be the lowest response. Each bid must be accompanied by a bid bond, on a surety company's standard bid bond form acceptable to the City in an amount no less than 5% of the amount bid.

The successful bidder will be required to furnish a performance bond and payment bond, on or before the issuance of Notice to Proceed, each for 100% of the Contract Amount. All other required contract documents must be fully completed and executed by the contractor and his/her Surety, and submitted to the Owner on or before the issuance of the Notice to Proceed.

The performance bond shall remain in effect for one (1) year after final acceptance of the work or the guaranty period under the agreement, whichever is the larger. The payment bond shall remain in effect for the period required under Georgia law for the payment bonds on public construction agreements. Do not date these bonds, the City will date this bond the same date or later than the date of the Agreement.

Professional Licenses (if applicable)

The State of Georgia requires that the following professions be required by state law to be licensed:

1. Electricians
2. Plumbers
3. Conditioned Air Contractors
4. Low voltage Contractors

Bidders and any sub-contractors performing any of the above-described work must provide a copy of current license(s) for the work they will perform on this project.

Ethics Hotline

The City of College Park has an ethics hotline for anyone with the knowledge of possible bid rigging, bidder collusion, or other fraudulent activities should use the "hotline" to report such activities, anonymously online or by phone.

Phone: 1-844-714-0962

Online: collegeparkga.ethicspoint.com



Subcontractor

I will / will not propose to subcontract some of the work on this project? _____
 (response)

I propose to subcontract work to the following:

	Subcontractor Print Name	<i>Brief Description of Work to be Performed by Subcontractor</i>	Percent of Work
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Vendor Contact Name (print)

Title

Vendor Contact Signature

Date

Note:

1. *The City of College Park requires the (primary) contracted vendor to complete no less than fifty-one (51) percent of the proposed project.*
2. *It is the sole responsibility of the prime contractor to ensure any/all subcontractors are properly insured for the type and amount of work completing under the contract.*



Subcontractor Affidavit

Under O.C.G.A. § 13-10-91(b)(3)

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract with _____ (name of subcontractor) on behalf of THE CITY OF COLLEGE PARK, GEORGIA has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned subcontractor will continue to use the federal work authorization program throughout the contract period and the undersigned subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the subcontractor with the information required by O.C.G.A. § 13-10-91(b). Additionally, the undersigned subcontractor will forward notice of the receipt of an affidavit from a sub-subcontractor to the contractor within five business days of receipt. If the undersigned subcontractor receives notice of receipt of an affidavit from any sub-subcontractor that has contracted with a sub-subcontractor to forward, within five business days of receipt, a copy of such notice to the contractor. Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number (not Taxpayer ID)

Date of Authorization

Name of Contractor

Name of Project

Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20____ in _____ (city) _____ (state)

Signature of Authorized Owner/Officer

Printed Name and Title of Authorized Owner/Officer

NOTARY PUBLIC

My Commission Expires: _____



Reference Request

The following references are from current and past government, educational and/or commercial accounts of similar size and scope. Your list should consist of a minimum of five (5) references, and will not include the City of College Park. Nor should your references be current of former City of College Park employees.

REFERENCE # 1:

Name of Company/Entity: _____

City/State: _____

Contact Person Name: _____

Contact Email: _____

Contact Person Telephone Number: _____

Date When Work Performed: _____

Brief Description of Work Performed _____

REFERENCE # 2:

Name of Company/Entity: _____

City/State: _____

Contact Person Name: _____

Contact Email: _____

Contact Person Telephone Number: _____

Date When Work Performed: _____

Brief Description of Work Performed _____

REFERENCE # 3:

Name of Company/Entity: _____

City/State: _____

Contact Person Name: _____

Contact Email: _____

Contact Person Telephone Number: _____

Date When Work Performed: _____

Brief Description of Work Performed _____

REFERENCE # 4:

Name of Company/Entity: _____

City/State: _____

Contact Person Name: _____

Contact Email: _____

Contact Person Telephone Number: _____

Date When Work Performed: _____

Brief Description of Work Performed _____

REFERENCE # 5:

Name of Company/Entity: _____

City/State: _____

Contact Person Name: _____

Contact Email: _____

Contact Person Telephone Number: _____

Date When Work Performed: _____

Brief Description of Work Performed _____



Non-Collusion

By signing below, I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for same materials, supplies or equipment, and is in all respects fair and without collusion or fraud. I understand that collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of this bid, and certify that I am authorized to sign this bid for the bidder.

In addition, the selected company will be required to comply with all existing State and Federal laws, including applicable equal opportunity employment provisions. The Contract between the company and the City shall be construed and governed in accordance with the law of the State of Georgia and the City of College Park. The company, at its own expense, shall secure all occupational and professional licenses and permits necessary for the fulfillment of its obligations under this contract.

It shall be unethical for any City Employee or City Official to transact any business or participate directly or indirectly in a procurement contract when the City Employee or City Official knows; the City Employee or City Official or immediate family of such has a substantial interest pertaining to the procurement contract, except that the purchase of goods and services from businesses, which a member of the city council or other City Employee has a substantial interest is authorized as per O.C.G.A. § 36-1-14, or the procurement contract is awarded pursuant to O.C.G.A. § 45-10-22 and § 45-10-24, or the transaction is excepted from said restrictions by O.C.G.A. § 45-10-25, interpreting such statutes as if they were applicable to a municipality.

Vendor Name:

Physical Address:

City, State, Zip

Phone:

Fax:

Signature:

Date:



ADDENDUM ACKNOWLEDGEMENT

The offer has examined and carefully studied the specification(s) and the following addendum receipt of all of which is hereby acknowledged:

Addendum No.		Dated	
Addendum No.		Dated	
Addendum No.		Dated	
Addendum No.		Dated	
Addendum No.		Dated	
Addendum No.		Dated	
Addendum No.		Dated	
Addendum No.		Dated	
Addendum No.		Dated	
Addendum No.		Dated	

There were no addendum published (initial): _____

I/We the undersigned hereby offer and agree to supply and deliver the service as outlined in the Request for Proposal documents. The signature(s) below dignify that I/we have read and agree with the procedures outlined in the Request for Proposal document.

Proposals that fail to acknowledge the offer’s receipt of any/all addendum will result in the rejecting of the proposal

Signature	
Print/Type Name	
Title	
Date	



PURPOSE & S.O.W.

GENERAL PURPOSE

The City of College Park (City) is soliciting proposals from qualified entities to provide public relations services for the City on various projects. This contract will be for one-year with possible extensions, to one (1) company/firm.

SCOPE of WORK

The selected contractor shall provide and/or assist with strategic planning, designing, executing and administering advertising and public relations programs. The Contractor shall accomplish this by providing creative expertise, media placement, and account personnel, as stated in this Bid Solicitation.

The City request the Contractor:

1. Has a United States presence preferably within the state of Georgia;
2. Has a state presence preferably within Metropolitan Atlanta;
3. Has availability to meeting on-site;
4. Can provide public relations, marketing and advertising;
5. Will provide communication plans to the City Manager for approval;
6. Will follow the current strategic plan displayed on the City's website;
7. Will provide engagement responses, received upon conducting campaigns on behalf of the City;
8. When needed, will provide coverage for the Aerotropolis City project;
9. When needed, will provide coverage for the 6 West City project;
10. When needed, will provide coverage for other City projects, as requested;

ADVERTISING

The Contractor shall provide the following advertising plan in accordance with a Campaign, as required by the City:

1. Recommend and develop creative, research-based advertising objectives and strategies targeted to designated markets and/or the public.
2. Submit a media plan for advertising, explaining how the target audience is reached and matched to the proposed media. The media plan shall offer details of the media mix, specific media vehicles, media schedule, and media budget. The media plan shall include, at a minimum, the following:
 - a. Identification of the target audience;
 - b. Specific media to be used;
 - c. Timing, frequency, penetration, and length of placement;
 - d. Allocation of placement dollars within the selected media;

- e. Justification for each element of the media plan detailing maximum impact, cost effectiveness, and return on investment;
 - f. A complete itemization of media cost;
3. Provide the creative, account, and production personnel required to plan, design, execute, and administer approved advertising programs based on strategic marketing plans and the targeted consumer base.
4. Design and produce creative concepts that are based on relevancy, market research, cost effectiveness, target market reach and frequency, and program development. The City may request up to three (3) edits to the creative concepts to be presented for approval before the selection and execution of the final advertising plan.
5. Include Spanish and or other language translations of advertising materials as requested.
6. Provide creative services based on target audience and potential target audience profile research and studies, where applicable. Evaluate all available media and provide recommendations for media mix in terms of cost, reach, program development index, and fit.
7. Execute all contracts with the media and other third parties, including the negotiation of the best possible rates for any contracts, when required. All such contracts shall be entered into as an independent contractor and not as an agent/employee of the City. All cost benefits must be passed to the City. Contractor's markup shall only apply to the net cost for media placement. The City shall retain the right to audit the Contractor's books to verify the City is receiving all net prices, discounts and rebates.
8. Coordinate existing research data to provide pre-analyses and post-analyses and topics for primary marketing research such as focus groups and surveys, including web based surveys, if applicable and included in the Mini-Bid request.
9. Produce strategic advertising schedules for outdoor and electronic media. Create for City approval, a copy for all creative concepts for television and outdoor advertisements, and place such, if required and approved, according to estimates and schedules.
10. Supply photographic services as needed and approved by the City.
11. Create, produce, and distribute the following, if selected as part of the media mix:
 - a. Outdoor advertisements;
 - b. Radio spots;
 - c. Print advertisements;
 - d. Television commercials;
 - e. Internet advertisements;
 - f. Transit advertisements;
 - g. Collateral and other advertising;
 - h. Social media property content and management;
 - i. Special events coordination;
 - j. Web page designs;
12. Develop, manage, and execute all required marketing research programs. These services may include, but are not limited to, economic impact studies, web based surveys and analytics, media research, demographic studies, advertising concept testing, and/or consumer segmentation studies. All such programs and services shall be approved in advance by the City.
13. Provide data analyzing the impact of its Campaign to the City.
14. Provide the City with final documents outlining the background, strategy, objectives, target audience(s), scope of work, budget, deliverables, timeline and measurement criteria for outcomes to be achieved in the course of each specific Campaign in accordance with its Engagement Response and subsequent City's approved revisions.
15. Coordinate the production, use, dissemination, and distribution of various forms of communication, literature, publications and advertising materials called for in the

advertising plan, upon approval of the required detailed advertising plan by the City. All materials must be submitted in advance of production deadlines for approval by the City.

16. Provide the City with reports concerning the rationale and recommended media buys for each project including budget, media flight dates, reach and frequency data, and location and outlet information.
17. Provide the City with copies and Tear Sheets of all print insertion orders and broadcast orders that are placed by the Contractor. The Contractor shall also provide electronic and print or recorded copies of all final advertising and promotional materials.
18. Participate in conference calls and meetings with the City as needed during an engagement to review the status of the current project and address programmatic details and issues to ensure timely delivery and successful outcomes of the Campaign.
19. Examine or audit the advertising and media placements released through the various media to verify that quality, timing, position, and distribution are consistent with the media plan and schedule, following submission of advertising material to the media or other third parties.

PUBLIC RELATIONS

The Contractor shall provide the following in accordance, if requested by the City:

1. Prepare and execute a public relations plan, which should further develop the plan that was proposed in the Engagement Response, which parallels and complements the objectives of the Campaign, with the approval of the City.
2. Identify and pursue news and feature placement opportunities and pitch stories to all forms of media.
3. Produce and place press releases and matte releases in daily and weekly newspapers, including the minority press, periodicals, newsletters, trade press and national and international publications, if applicable.
4. Recommend, as appropriate, events to launch, roll out, and conclude Campaigns and, after approval from the City, plan and execute these events.
5. Provide the City with copies of all public relations materials that are placed and distributed by the Contractor.
6. Coordinate the production, use, dissemination, and distribution of various forms of communication, literature, publications, and public relations materials called for in the plan, upon approval of the required detailed public relations plan by the City. All materials must be submitted in advance of production deadlines for approval by the City.
7. Execute all contracts with the media and other third parties, including the negotiation of the best possible rates for any contracts, when required. All such contracts shall be entered into as an independent contractor and not as an agent of the City. All cost benefits must be passed to the City. Contractor's markup shall only apply to the net cost for media placement. The City shall retain the right to audit the Contractor's books to verify that the City is receiving all net prices, discounts and rebates.
8. Provide written project status reports to the City as requested.
9. Participate in conference calls and meetings with the City as needed during an engagement to review the status of the current project and address programmatic details and issues to ensure timely delivery and successful outcomes of the Campaign.

Examine or audit the placements released through the various media to verify that quality, timing, position and distribution are consistent with the media plan and schedule, following submission of public relations material to the media or other third parties.

Form of Proposal

To: The City of College Park
College Park, GA 30337

I/We the undersigned hereby offer and agree to supply and deliver the service(s) as outlined in the Request for Proposal documents. The signature(s) below dignify the I/We have read and agree with the procedures outlined in the Request for Proposal documents.

Proposal Submitted By:

Company Name	
Address	
City, State, Zip	
Phone	
Email	
Website	
Print/Type Name	
Signature	
Title	
Date	

AFFIX THIS LABEL TO FRONT OF SEALED BID

From: _____

Bid Title: _____

Open Date: _____

DELIVER ONLY TO:

CITY of COLLEGE PARK
Attn: Purchasing Department
3667 Main Street
College Park, GA 30337

**TO REMAIN SEALED UNTIL BID OPEN BY
PURCHASING DEPARTMENT AT BID OPEN**