



OSAGE NATION
1071 GRANDVIEW LANE
PAWHUSKA, OK 74056
918-287-5344
918-287-5501 FAX

Request for Proposals

Project Title: Osage Nation Branding Project

Services Solicited: Individual and/or firm with cultural knowledge/sensitivity qualified to provide public relations and marketing support services.

Deadline for submissions: Monday, February 28, 2022
4:30 pm – Osage Nation Purchasing Office located at
1071 Grandview Ave., Pawhuska, OK 74056
Attn: Ashley Lockett, Procurement Officer
918-287-5344

The Osage Nation (herein called the “Owner”) reserves the right to waive any formalities to reject any and all proposals. All proposals and related materials become the property of the Osage Nation.

Requests for Information must be received four (4) days prior to the proposal submission deadline. Any and all addenda will be circulated to all proposal holders three (3) days prior to submission deadline.

A minimum of one (1) hard copy and one (1) electronic copy must be received by the deadline for submissions date and time. The electronic copy may be e-mailed to ashley.lockett@osagenation-nsn.gov. No late responses will be accepted.

Under Osage Nation law, the selected respondent is required to consent to the laws of the Osage Nation and the venue of the Osage Nation Trial Court for any disputes arising under the contract. The application of Osage Nation law and venue are nonnegotiable except under limited circumstances. If bidder intends to negotiate the application of the Nation’s law and venue, bidder is required to state such intent and notify the Nation of the reasons thereof within the response. Whether a respondent intends to negotiate such requirements will be strictly considered in the Nation’s review of the responses.

Respondent is hereby notified that any waiver of the Nation's sovereign immunity is subject to review by the Principal Chief and must be approved by the Osage Nation Congress, which will cause due delay in the contract process.

General Information:

Nation branding aims to define the identity and reputation of entire countries (nations) by using persons, symbols, colors and slogans to create a distinctive personality, as well as intellectual property in the form of cultural identity. Osages are a Nation by way of a group of people defined by the preservation of a culture through history, language and tradition, and land. While many branding campaigns aim to create profit, this campaign will serve as social marketing. Social marketing aims to influence behaviors that benefit individuals and communities for the greater social good.

Purpose of Solicitation:

The Osage Nation's primary objective is to establish and obtain a business relationship with an individual or group to work alongside Osage Nation to develop a nation branding campaign focused on 2022 with initiatives established for long-term success, including training Osage Nation staff members.

The individual or firm shall have a minimum of ten (10) years of related experience with at least three (3) year of tribal experience.

Scope of Services:

The individual and/or firm must provide the following services: nation branding campaign development, content development, graphic design, documentation (including, but not limited to photography and video), media placement, web/in-person visitor traffic analysis and strategic direction, staff shadowing/training opportunities, expertise in search engine optimization, web traffic, and additional marketing expertise on a global-scale. The individual/firm should also provide support for user/visitor experience based upon two audiences: 1. Osages 2. Non-Osage

Project Timeline: March 2022 – December 2022

All work must be completed in compliance with applicable state, local, federal and Osage Nation codes.

Format of Responses:

To be considered for award, a firm and/or individual must submit a complete response to this Request for Proposals and include each of the following:

1. Introduction –
 - a. indicate the name of individual and/or firm, brief history and description of the company which should include the size, contact person and the address of the office to which this project will be assigned.
2. Table of Contents
3. Statement of Experience - include work with Native American Tribes
4. Qualifications
5. References
6. Project Understanding/Approach
7. Special Requirements – Osage preference with Proof of Osage Membership and Majority Company Ownership
8. Compensation

Selection and Evaluation Criteria:

All proposing firms will be evaluated based on the following criteria and selected based on the score given by the selection committee.

1. Individual and/or Firm Qualifications

Experience of the individual and/or firm in providing requested services and experience in providing those services to Native American Tribes. Identify what distinguishes your firm from others. **(25 Points)**

2. Project Team

List and describe the expertise of the members of your account team who will be responsible for serving our account. Be sure to indicate the roles and responsibilities of each team member. Please provide an overview of any expertise, resources, or tools that are available beyond what is represented on the assigned local account team. **(20 points)**

3. Project Understanding, Approach, and Schedule

Please provide a discussion of your firms understanding of the project along with your approach to providing the necessary services. **(15 points)**

4. Understanding of the needs of the Osage Nation and the surroundings and the responsiveness to the RFP.

Provide a brief narrative regarding the location of the individual or firm with regards to the proximity to the Osage Nation and include your familiarity with the area. Evaluation of the firm's approach to the Scope of Services will be based on an understanding of each task and deliverable provided and the work plan for each service. **(15 points)**

5. References

Provide at least five (5) contacts your firm works with that have roughly the same characteristics as the Osage Nation, such as population, multiple locations, geographic area, funding, tribal entity, etc. **(5 points)**

6. Compensation

List a total not to exceed fees, including expenses, to accomplish the Scope of Services with your preferred method of remuneration for your services. Specify any fees, commissions or compensation received from or paid to others. Clearly indicate what services, if any, fall outside of this level of compensation. **(15 points)**

7. Osage Ownership

Provide proof of ownership constituting not less than 51% of the enterprise. **(5 points)**

Selection of the individual and/or firm will be made after a review and analysis of the written proposals by the Selection Committee. Other experts, interested parties or employee representatives may be consulted to advise the Selection Committee during the review and analysis process. Respondents may be reduced to a list of "finalists" that may be requested to meet with the Selection Committee, Tribal Executives or other representatives of the Osage Nation to expand on proposal qualifications and experience. Those selected as Finalists will be notified of time and date of presentations.

The Osage Nation reserves the right to reject any and/or all proposals. Osage Preference will be applied in awarding the contract.

Please refer all questions in writing to Tammy Leeper with the Osage Nation Purchasing Office via email ashley.lockett@osagenation-nsn.gov.

BUSINESS RELATIONSHIPS AFFIDAVIT

STATE OF OKLAHOMA)
)ss
COUNTY OF OSAGE)

_____ of lawful age, being first duly sworn, on oath says, that (s)he is the agent authorized by the bidder to submit the attached bid. Affiant further states that the nature of any partnership, joint venture or other business relationship presently in effect or which existed within one (1) year prior to the date of this statement with any officer of the Osage Nation or other party to the project is as follows:

Affiant further states that any such business relationship presently in effect or which existed within one (1) year prior to the date of this statement between any officer or director of the bidding company and any officer of the Osage Nation or other party to the project is as follows:

Affiant further states that the names of all persons having any such business relationships and the positions they hold with their respective companies or firms are as follows:

(If none of the business relationships hereinabove mentioned exist, affiant should so state.)

Signature & Title

Subscribed and sworn to before me

This _____ day of _____, 2022__.

Notary Public

My commission expires: _____

NON-COLLUSION AFFIDAVIT

STATE OF OKLAHOMA)
)ss
COUNTY OF OSAGE)

_____, of lawful age, being first duly sworn, on oath says, that (s)he is the agent authorized by the bidder to submit the attached bid. Affiant further states that the Bidder has not been a party to any collusion among bidders in restraint of freedom of competition by agreement to bid at a fixed price or to refrain from bidding; or with any official or employee as to quantity, quality or price in the prospective contract, or any discussion between bidders and any official of the OSAGE NATION OF OKLAHOMA, Pawhuska, Oklahoma, concerning exchange of money or other thing of value for special consideration in the letting of a contract.

Firm Name

Signature & Title

Subscribed and sworn to before me

This _____ day of _____, 2022__.

Notary Public

My commission expires: _____

**OSAGE NATION
GENERAL CONTRACTOR DISCLOSURE CERTIFICATION
FOR THE
OSAGE NATION SEX OFFENDER REGISTRATION
AND NOTIFICATION ACT**

The General Contractor certifies:

That all employees, subcontractors and their employees who are currently on a National Sex Offender Registry; the national database maintained by the Federal Bureau of Investigation (FBI) pursuant to 42 U.S.C. Section 16945 must notify the Osage Nation Attorney General’s Office within three (3) business days after the execution date of the “Osage Nation Professional Services Contract”.

This Certification is to further comply with the Section 24 – Applicable Law, Jurisdiction, Court and Judicial Venue, Paragraph B –SORNA in the “Osage Nation Professional Services Contract”.

The General Contractor hereby certifies that any disclosure or information submitted is accurate, complete and current.

Signature Date

Typed or Printed Name

Title

Company Name

Company Address