



STATE OF NORTH CAROLINA

Guilford Technical Community College

Request for Proposal #: 99-JD23006

Marketing and Public Relations Services

Date of Issue: Wednesday, November 1, 2023

Proposal Opening Date: Thursday, November 30, At 3:00 PM ET

Direct all inquiries concerning this RFP to:

Jamie Doom

Senior Buyer

Email: jedoom@gtcc.edu

Phone: 336-334-4822 x 50311



STATE OF NORTH CAROLINA

Request for Proposal

99-JD23006

For internal State agency processing, including tabulation of proposals, provide your company's eVP (Electronic Vendor Portal) Number. Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is made available for public inspection.

**This page shall be filled out and returned with your proposal.
Failure to do so may subject your proposal to rejection.**

Vendor Name

Vendor eVP#

Note: For a contract to be awarded to you, your company (you) must be a North Carolina registered vendor in good standing. You must enter the vendor number assigned through eVP (Electronic Vendor Portal). If you do not have a vendor number, register at <https://vendor.ncgov.com/vendor/login>

Electronic responses ONLY will be accepted for this solicitation.

STATE OF NORTH CAROLINA Guilford Technical Community College

Refer <u>ALL</u> Inquiries regarding this RFP to: Jamie Doom, Senior Buyer jedoom@gtcc.edu	Request for Proposal #: 99-JD23006
	Proposals will be publicly opened: Thursday, November 30, 2023
Contract Type: Open Market	Commodity No.: 801400
Requisition No.: 060223-MC	Description: Marketing and Public Relations Services

EXECUTION

In compliance with this Request for Proposals (RFP), and subject to all the conditions herein, the undersigned Vendor offers and agrees to furnish and deliver any or all items upon which prices are bid, at the prices set opposite each item within the time specified herein.

By executing this proposal, the undersigned Vendor understands that false certification is a Class I felony and certifies that:

- this proposal is submitted competitively and without collusion (G.S. 143-54),
- none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and
- it is not an ineligible Vendor as set forth in G.S. 143-59.1.

Furthermore, by executing this proposal, the undersigned certifies to the best of Vendor's knowledge and belief, that:

- it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or agency.

As required by G.S. 143-48.5, the undersigned Vendor certifies that it, and each of its sub-Contractors for any Contract awarded as a result of this RFP, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system.

As required by Executive Order 24 (2017), the undersigned vendor certifies will comply with all Federal and State requirements concerning fair employment and that it does not and will not discriminate, harass, or retaliate against any employee in connection with performance of any Contract arising from this solicitation.

G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any State Employee associated with the preparing plans, specifications, estimates for public contracts; or awarding or administering public contracts; or inspecting or supervising delivery of the public contract of any gift from anyone with a contract with the State, or from any person seeking to do business with the State. By execution of this response to the RFP, the undersigned certifies, for Vendor's entire organization and its employees or agents, that Vendor is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this proposal, Vendor certifies that it has read and agreed to the **INSTRUCTION TO VENDORS** and the **NORTH CAROLINA GENERAL TERMS AND CONDITIONS incorporated herein**. These documents can be accessed from the ATTACHMENTS page within this document.

Failure to execute/sign proposal prior to submittal may render proposal invalid and it MAY BE REJECTED. Late proposals shall not be accepted.

COMPLETE/FORMAL NAME OF VENDOR:		
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE & ZIP:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO VENDORS ITEM #21):		
PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR:		FAX NUMBER:
VENDOR'S AUTHORIZED SIGNATURE*:	DATE:	EMAIL:

VALIDITY PERIOD

Offer shall be valid for at least sixty (60) days from date of bid opening, unless otherwise stated here: _____ days, or if extended by mutual agreement of the parties in writing. Any withdrawal of this offer shall be made in writing, effective upon receipt by the agency issuing this RFP.

ACCEPTANCE OF PROPOSAL

If your proposal is accepted, all provisions of this RFP, along with the written results of any negotiations, shall constitute the written agreement between the parties ("Contract"). The NORTH CAROLINA GENERAL TERMS AND CONDITIONS are incorporated herein and shall apply. Depending upon the Goods or Services being offered, other terms and conditions may apply, as mutually agreed.

FOR STATE USE ONLY: Offer accepted and Contract awarded this _____ day of _____, 20_____, as indicated on the attached certification, by _____.

(Authorized Representative of Guilford Technical Community College)

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1.0 PURPOSE AND BACKGROUND

Guilford Technical Community College (GTCC) is seeking proposals from qualified vendors to provide various marketing and public relations services for its Marketing Department on an as needed, per job basis. This will be a supportive role to GTCC's Marketing Department and will not be all encompassing. Services include, but may not be limited to, Media Relations, Creative Services, and Videography Services. The intent of this solicitation is to award an Agency Contract.

This is a rebid of cancelled solicitation # 99-JD22024.

1.1 CONTRACT TERM

The Contract shall have an initial term of one (1) year, beginning on the date of final Contract execution (the "Effective Date"). The Vendor shall begin work under the Contract within five (5) business days of the Effective Date.

At the end of the Contract's initial term, the State shall have the option, in its sole discretion, to renew the Contract on the same terms and conditions for up to two (2) additional one-year terms. The State will give the Vendor written notice of its intent to exercise each option no later than thirty (30) days before the end of the Contract's then-current term. In addition to any optional renewal terms, and with the Vendor's concurrence, the State reserves the right to extend the Contract after the last active term.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

2.0 GENERAL INFORMATION

2.1 REQUEST FOR PROPOSAL DOCUMENT

This RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award, which are incorporated herein by reference.

2.2 E-PROCUREMENT FEE

ATTENTION: The E-Procurement fee may apply to this solicitation. See the paragraph entitled ELECTRONIC PROCUREMENT of the North Carolina General Terms and Conditions.

General information on the E-Procurement Services can be found at: <http://eprocurement.nc.gov/>.

2.3 NOTICE TO VENDORS REGARDING RFP TERMS AND CONDITIONS

It shall be the Vendor's responsibility to read the Instructions to Vendors, the North Carolina General Terms and Conditions, all relevant exhibits and attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Vendors are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If Vendors have questions or issues regarding any component of this RFP, those must be submitted as questions in accordance with the instructions in the PROPOSAL QUESTIONS Section. If the State determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of an RFP addendum. The State may also elect to leave open the possibility for later negotiation of specific provisions of the Contract that have been addressed during the question-and-answer period, prior to contract award.

Other than through the process of negotiation under 01 NCAC 05B.0503, the State rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted with Vendor's proposal or otherwise. This applies to any language appearing in or attached to the document as part of the Vendor's proposal that purports to vary any terms and conditions or Vendors' instructions herein or to render the proposal non-binding or subject to further negotiation. Vendor's proposal shall constitute a firm offer that shall be held open for the period required herein ("Validity Period" above).

The State may exercise its discretion to consider Vendor proposed modifications. By execution and delivery of this RFP Response, the Vendor agrees that any additional or modified terms and conditions, whether submitted purposely or inadvertently, shall have no force or effect, and will be disregarded unless expressly agreed upon through negotiation and incorporated by way of a Best and Final Offer (BAFO). Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject Vendor's proposal as nonresponsive.

2.4 RFP SCHEDULE

The table below shows the *intended* schedule for this RFP. The State will make every effort to adhere to this schedule.

Event	Responsibility	Date and Time
Issue RFP	State	Wednesday, November 1, 2023
Submit Written Questions	Vendor	Friday, November 10, 2023
Provide Response to Questions	State	Friday, November 17, 2023
Submit Proposals	Vendor	Thursday, November 30, 2023, at 3:00PM ET
Contract Award	State	Within 60 days of opening.

2.5 PROPOSAL QUESTIONS

Upon review of the RFP documents, Vendors may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Vendors shall submit any such questions by the "Submit Written Questions" date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum.

Written questions shall be emailed to jedoom@gtcc.edu by the date and time specified above. Vendors should enter "RFP # 99-JD22024 Questions" as the subject for the email. Question submittals should include a reference to the applicable RFP section and be submitted in the format shown below:

Reference	Vendor Question
RFP Section, Page Number	Vendor question ...?

Questions received prior to the submission deadline date, the State's response, and any additional terms deemed necessary by the State will be posted in the form of an addendum to the *electronic Vendor Portal (eVP)*, <https://evp.nc.gov>, and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any State personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Vendors shall rely *only* on written material contained in the RFP and an addendum to this RFP.

2.6 PROPOSAL SUBMITTAL

IMPORTANT NOTE: This is an absolute requirement. Late bids, regardless of cause, will not be opened or considered, and will be automatically disqualified from further consideration. Vendor shall bear the sole risk of late submission due to unintended or unanticipated delay. It is the Vendor's sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening. The time and date of receipt will be marked on each proposal when received. Any proposal or portion thereof received after the proposal deadline will be rejected.

eVP

If applicable to this RFP and using eVP, all proposal responses shall be submitted electronically via the electronic Vendor Portal (eVP). Additional information can be found at the eVP updates for Vendors link: <https://eprocurement.nc.gov/news-events/evp-updates-vendors>.

If confidential and proprietary information is included in the proposal, also submit one (1) signed, REDACTED copy of the proposal. Such information may include trade secrets defined by N.C. Gen. Stat. § 66-152 and other information exempted from the Public Records Act pursuant to N.C. Gen. Stat. §132- 1.2. Vendor may designate information, Products, Services, or appropriate portions of its response as confidential, consistent with and to the extent permitted under the statutes and rules set forth above. By so redacting any page, or portion of a page, the Vendor warrants that it has formed a good faith opinion, having received such necessary or proper review by counsel and other knowledgeable advisors, that the portions determined to be confidential and proprietary and redacted as such, meet the requirements of the Rules and Statutes set forth above. However, under no circumstances shall price information be designated as confidential.

If the Vendor does not provide a redacted version of the proposal with its proposal submission, the Department may release an unredacted version if a record request is received.

Failure to submit a proposal in strict accordance with these instructions shall constitute sufficient cause to reject a Vendor's proposal(s). Vendors are strongly encouraged to allow sufficient time to upload proposals.

Critical updated information may be included in Addenda to this RFP. It is important that all Vendors responding to this RFP periodically check the State's eVP website for any Addenda that may be issued prior to the bid opening date. All Vendors shall be deemed to have read and understood all information in this RFP and all Addenda thereto.

2.7 PROPOSAL CONTENTS

Vendors should populate all attachments of this RFP that require the Vendor to provide information and include an authorized signature where requested. Failure to provide all required items, or Vendor's submission of incomplete items, may result in the State rejecting Vendor's proposal, in the State's sole discretion.

Vendor RFP responses should include the following items and attachments, which should be arranged in the following order:

- a) Title Page: Include the company name, address, phone number and authorized representative along with the Proposal Number. A link to Vendor's professional portfolio should also be included, or a presentation of their work submitted.
- b) Completed and signed version of all EXECUTION PAGES, along with the body of the RFP.
- c) Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.
- d) Vendor's Proposal addressing all Specifications of this RFP, specifically sections 5.2 and 6.1
- e) Completed version of ATTACHMENT A: PRICING ESTIMATES
- f) Completed version of ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION
- g) Completed version of ATTACHMENT E: CUSTOMER REFERENCE FORM
- h) Completed version of ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR
- i) Completed and signed version of ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION
- j) Completed and signed version of ATTACHMENT H: LOBBYING ACTIVITY CERTIFICATION FOR FEDERAL GRANTS

2.8 ALTERNATE PROPOSALS

Unless provided otherwise in this RFP, Vendor may submit alternate proposals for comparable Goods, various methods or levels of Service(s), or that propose different options. Alternate proposals must specifically identify the RFP requirements and advantage(s) addressed by the alternate proposal. Any alternate proposal, in addition to the marking described above, must be clearly marked with the legend: "Alternate Proposal # ____ [for 'name of Vendor']". Each proposal must be for a specific set of Goods and Services and must include specific pricing. If a Vendor chooses to respond with various offerings, each must be offered with a separate price and be contained in a separate proposal document. Each proposal must be complete and independent of other proposals offered.

2.9 DEFINITIONS, ACRONYMS, AND ABBREVIATIONS

Relevant definitions for this RFP are provided in 01 NCAC 05A .0112 and in the Instructions to Vendors found below which are incorporated herein by this reference.

3.0 METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS

3.1 METHOD OF AWARD

North Carolina G.S. 143-52 provides a general list of criteria the State shall use to award contracts, as supplemented by the additional criteria herein. The Goods or Services being procured shall dictate the application and order of criteria; however, all award decisions shall be in the State's best interest. All qualified proposals will be evaluated, and awards will be made to the Vendor(s) meeting the specific RFP Specifications and achieving the highest and best final evaluation, based on the criteria described below.

While the intent of this RFP is to award a Contract(s) to single Vendor, the State reserves the right to make separate awards to different Vendors for one or more line items, to not award one or more line items or to cancel this RFP in its entirety without awarding a Contract, if it is considered to be most advantageous to the State to do so.

The State reserves the right to waive any minor informality or technicality in proposals received.

3.2 CONFIDENTIALITY AND PROHIBITED COMMUNICATIONS DURING EVALUATION

While this RFP is under evaluation, the responding Vendor, including any subcontractors and suppliers, is prohibited from engaging in conversations intended to influence the outcome of the evaluation. See Paragraph 29 of the Instructions to Vendors entitled COMMUNICATIONS BY VENDORS.

Each Vendor submitting a proposal to this RFP, including its employees, agents, subcontractors, suppliers, subsidiaries and affiliates, is prohibited from having any communications with any person inside or outside the using agency; issuing agency; other government agency office or body (including the purchaser named above, any department secretary, agency head, members of the General Assembly and Governor's office); or private entity, if the communication refers to the content of Vendor's proposal or qualifications, the content of another Vendor's proposal, another Vendor's qualifications or ability to perform a resulting contract, and/or the transmittal of any other communication of information that could be reasonably considered to have the effect of directly or indirectly influencing the evaluation of proposals, the award of a contract, or both.

Any Vendor not in compliance with this provision shall be disqualified from evaluation and award. A Vendor's proposal may be disqualified if its subcontractor and/or supplier engage in any of the foregoing communications during the time that the procurement is active (*i.e.*, the issuance date of the procurement until the date of contract award or cancellation of the procurement). Only those discussions, communications or transmittals of information authorized or initiated by the issuing agency for this RFP or inquiries directed to the purchaser named in this RFP regarding requirements of the RFP (prior to proposal submission) or the status of the award (after submission) are excepted from this provision.

3.3 PROPOSAL EVALUATION PROCESS

Only responsive submissions will be evaluated.

The State will conduct a One-Step evaluation of Proposals:

Proposals will be received according to the method stated in the Proposal Submittal Section above.

All proposals must be received by the issuing agency not later than the date and time specified in the RFP SCHEDULE Section above, unless modified by Addendum. Vendors are cautioned that this is a request for offers, not an offer or request to contract, and the State reserves the unqualified right to reject any and all offers at any time if such rejection is deemed to be in the best interest of the State.

At the date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum, the proposal from each responding Vendor will be opened publicly and all offers (except those that have been previously withdrawn, or voided bids) will be tabulated. The tabulation shall be made public at the time it is created. When negotiations after receipt of bids is authorized pursuant to G.S. 143-49 and 01 NCAC 05B.0503, only the names of offerors and the Goods and Services offered shall be tabulated at the time of opening. If negotiation is anticipated, cost and price shall become available for public inspection at the time of the award. Interested parties are cautioned that these costs and their components are subject to further evaluation for completeness and correctness and therefore may not be an exact indicator of a Vendor's pricing position.

At their option, the evaluators may request oral presentations or discussions with any or all Vendors for clarification or to amplify the materials presented in any part of the proposal. Vendors are cautioned, however, that the evaluators are not required to request presentations or other clarification—and often do not. Therefore, all proposals should be complete and reflect the most favorable terms available from the Vendor.

3.4 EVALUATION CRITERIA

BEST VALUE: "Best Value" procurement methods are authorized by N.C.G.S. §§143-135.9 and 143B-1350(h). The award decision is made based on multiple factors, including: total cost of ownership, meaning the cost of acquiring, operating, maintaining, and supporting a product or service over its projected lifetime; the evaluated technical merit of the Vendor's offer; the Vendor's past performance; and the evaluated probability of performing the specifications stated in the solicitation on time, with high quality, and in a manner that accomplishes the stated business objectives and maintains industry standards compliance. The intent of "Best Value" procurement is to enable Vendors to offer and the Agency to select the most appropriate solution to meet the business objectives defined in the solicitation and to keep all parties focused on the desired outcome of a procurement.

A ranking method of source selection will be utilized in this procurement using evaluation criteria listed in order of importance in the Evaluation Criteria section below to allow the State to award this RFP to the Vendor(s) providing the Best Value and recognizing that Best Value may result in award other than the lowest price or highest technically qualified offer. By using this method, the overall ranking may be adjusted up or down when considered with, or traded-off against, other non-price factors.

EVALUTION METHOD: Narrative and by consensus of the evaluating committee, explaining the strengths and weaknesses of each proposal and why the recommended awardee(s) provide the best value to the State.

All qualified proposals will be evaluated, and award made based on considering the following criteria listed in descending order of importance, to result in an award most advantageous to the State:

1. Vendor Experience (section 4.5) and References (section 4.6)
2. Vendor Technical Approach (section 5.5) and Project Organization (section 5.4)
3. Pricing (section 4.1, Attachment A)
4. Vendor Specifications (section 5.2)

3.5 PERFORMANCE OUTSIDE THE UNITED STATES

Vendor should complete ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR. In addition to any other evaluation criteria identified in this RFP, the State may also consider, for purposes of evaluating proposed or actual contract performance outside of the United States, how that performance may affect the following factors to ensure that any award will be in the best interest of the State:

- a) Total cost to the State
- b) Level of quality provided by the Vendor
- c) Process and performance capability across multiple jurisdictions
- d) Protection of the State's information and intellectual property
- e) Availability of pertinent skills
- f) Ability to understand the State's business requirements and internal operational culture
- g) Particular risk factors such as the security of the State's information technology
- h) Relations with citizens and employees
- i) Contract enforcement jurisdictional issues

3.6 INTERPRETATION OF TERMS AND PHRASES

This RFP serves two functions: (1) to advise potential Vendors of the parameters of the solution being sought by the State; and (2) to provide (together with other specified documents) the terms of the Contract resulting from this procurement. The use of phrases such as "shall," "must," and "requirements" are intended to create enforceable contract conditions. In determining whether proposals should be evaluated or rejected, the State will take into consideration the degree to which Vendors have proposed or failed to propose solutions that will satisfy the State's needs as described in the RFP. Except as specifically stated in the RFP, no one requirement shall automatically disqualify a Vendor from consideration. However, failure to comply with any single requirement may result in the State exercising its discretion to reject a proposal in its entirety.

4.0 REQUIREMENTS

This Section lists the requirements related to this RFP. By submitting a proposal, the Vendor agrees to meet all stated requirements in this Section as well as any other specifications, requirements, and terms and conditions stated in this RFP. If a Vendor is unclear about a requirement or specification, or believes a change to a requirement would allow for the State to receive a better proposal, the Vendor is urged to submit these items in the form of a question during the question and answer period in accordance with the Proposal Questions Section above.

4.1 PRICING

Proposal price shall constitute the total cost to the State for complete performance in accordance with the requirements and specifications herein, including all applicable charges for handling, transportation, administrative and other similar fees. Complete ATTACHMENT A: PRICING ESTIMATES and include in Vendor's proposal. The pricing provided in ATTACHMENT A, or resulting from any negotiations, is incorporated herein and shall become part of any resulting Contract.

4.2 INVOICES

Vendor shall invoice the Purchasing Agency. The standard format for invoicing shall be Single Invoices meaning that the Vendor shall provide the Purchasing Agency with an invoice for each order. Invoices shall include detailed information to allow the Purchasing Agency to verify pricing at point of receipt matches the correct price from the original date of order. The following fields shall be included on all invoices, as relevant:

Vendor's Billing Address, Customer Account Number, NC Contract Number, Order Date, Buyer's Order Number, Manufacturer Part Numbers, Vendor Part Numbers, Item Descriptions, Price, Quantity, and Unit of Measure.

INVOICES MAY NOT BE PAID UNTIL AN INSPECTION HAS OCCURRED AND THE GOODS OR SERVICES ACCEPTED.

4.3 FINANCIAL STABILITY

As a condition of contract award, the Vendor must certify that it has the financial capacity to perform and to continue to perform its obligations under the Contract; that Vendor has no constructive or actual knowledge of an actual or potential legal proceeding being brought against Vendor that could materially adversely affect performance of this Contract; and that entering into this Contract is not prohibited by any contract, or order by any court of competent jurisdiction.

Each Vendor shall certify it is financially stable by completing ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION. The State is requiring this certification to minimize potential issues from contracting with a Vendor that is financially unstable. From the date of the Certification to the expiration of the Contract, the Vendor shall notify the State within thirty (30) days of any occurrence or condition that materially alters the truth of any statement made in this Certification. The Contract Manager may require annual recertification of the Vendor's financial stability.

4.4 HUB PARTICIPATION

Pursuant to North Carolina General Statute G.S. 143-48, it is State policy to encourage and promote the use of small, minority, physically handicapped, and women contractors in purchasing Goods and Services. As such, this RFP will serve to identify those Vendors that are minority owned or have a strategic plan to support the State's Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Vendor shall complete ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION.

4.5 VENDOR EXPERIENCE

In its Proposal, Vendor shall demonstrate experience with public and/or private sector clients with similar or greater size and complexity to the State. Vendor shall provide information as to the qualifications and experience of all executive, managerial, legal, and professional personnel to be assigned to this project, including resumes citing experience with similar projects and the responsibilities to be assigned to each person.

4.6 REFERENCES

Vendor shall provide at least three (3) references, using ATTACHMENT E: CUSTOMER REFERENCE FORM, for which it has provided Services of similar size and scope to those proposed herein. The State may contact these users to determine whether the Services provided are substantially similar in scope to those proposed herein and whether Vendor's performance has been satisfactory. The information obtained may be considered in the evaluation of the Proposal.

4.7 BACKGROUND CHECKS

Any personnel or agent of Vendor performing Services under any Contract arising from this RFP may be required to undergo a background check at the expense of the Vendor, if so requested by the State.

4.8 PERSONNEL

Vendor warrants that qualified personnel shall provide Services under this Contract in a professional manner. "Professional manner" means that the personnel performing the Services will possess the skill and competence consistent with the prevailing business standards in the industry. Vendor will serve as the prime contractor under this Contract and shall be responsible for the performance and payment of all subcontractor(s) that may be approved by the State. Names of any third-party Vendors or subcontractors of Vendor may appear for purposes of convenience in Contract documents; and shall not limit Vendor's obligations hereunder. Vendor will retain executive representation for functional and technical expertise as needed in order to incorporate any work by third party subcontractor(s).

Should the Vendor's proposal result in an award, the Vendor shall be required to agree that it will not substitute key personnel assigned to the performance of the Contract without prior written approval by the Contract Lead. Vendor shall further agree that it will notify the Contract Lead of any desired substitution, including the name(s) and references of Vendor's recommended substitute personnel. The State will approve or disapprove the requested substitution in a timely manner. The State may, in its sole discretion, terminate the Services of any person providing Services under this Contract. Upon such termination, the State may request acceptable substitute personnel or terminate the contract Services provided by such personnel.

4.9 VENDOR'S REPRESENTATIONS

If Vendor's Proposal results in an award, Vendor agrees that it will not enter into any agreement with a third party that may abridge any rights of the State under the Contract. If any Services, deliverables, functions, or responsibilities not specifically described in this solicitation are required for Vendor's proper performance, provision and delivery of the Service and deliverables under a resulting Contract, or are an inherent part of or necessary sub-task included within such Service, they will be deemed to be implied by and included within the scope of the Contract to the same extent and in the same manner as if specifically described in the Contract. Unless otherwise expressly provided herein, Vendor will furnish all of its own necessary management, supervision, labor, facilities, furniture, computer and telecommunications equipment, software, supplies, and materials necessary for the Vendor to provide and deliver the Services and/or other Deliverables.

4.10 AGENCY INSURANCE REQUIREMENTS MODIFICATION

A. Default Insurance Coverage from the General Terms and Conditions applicable to this Solicitation:

- ☐ Small Purchases
- ☒ Contract value in excess of the Small Purchase threshold, but up to \$1,000,000.00
- ☐ Contract value in excess of \$1,000,000.00

4.11 LOBBYING ACTIVITY CERTIFICATION FOR FEDERAL GRANTS

Federal law prohibits recipients of federal funds, whether through grants, contracts, or cooperative agreements, from using those funds to influence or attempt to influence (lobby) a federal official in connection with obtaining, extending, or modifying any federal contract, grant, loan, or cooperative agreement. Further, federal law requires that applicants for federal funds certify:

- that they abide by the above restriction;
- that they disclose any permissible (non-federal) paid lobbying on the Federal Awards being applied for; and
- that such certification requirements will also be included in any subawards meeting the applicable thresholds.

Vendors must complete and submit ATTACHMENT H: CERTIFICATION FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS and, if applicable, the OMB STANDARD FORM LLL when responding to this solicitation.

5.0 SPECIFICATIONS AND SCOPE OF WORK

5.1 GENERAL

Guilford Technical Community College (GTCC) is seeking proposals from qualified vendors to provide various creative, videography, and public relations services for its Marketing Department on an as needed, per job basis. This will be a supportive role to GTCC's Marketing Department and will not be all encompassing.

It is not required to provide all three functions to be considered for this solicitation.

Services include, but may not be limited to, Media Relations, Creative Services, and Videography Services for the college and its foundation. GTCC anticipates the volume of hours to be approximately 875 hours media relations, 1,200 hours creative services, 750 hours videography, during the 2023/2024 fiscal year based on previous year requirements. **This estimate is not a guaranteed number of hours and is for Vendor information only.**

5.2 SPECIFICATIONS

Any specifications that the Purchasing Agency is seeking are listed below. Services offered by the Vendor **must** meet or exceed the listed Specifications to be considered for award. This section must be completed to be considered for award.

Specifications	Meet Specs
Based in N.C. to reduce delays in communication and occasional in-person meetings.	<input type="checkbox"/> YES <input type="checkbox"/> NO
Open to provide services as needed with fluctuating total hours for campaigns.	<input type="checkbox"/> YES <input type="checkbox"/> NO
Experience with higher-education or government processes.	<input type="checkbox"/> YES <input type="checkbox"/> NO
A minimum of 60% of all services are executed by Vendor and not subcontractors.	<input type="checkbox"/> YES <input type="checkbox"/> NO

5.3 OBJECTIVES, TASKS, AND REQUIREMENTS

5.3.1 MEDIA RELATIONS

Guilford Technical Community College (GTCC) needs an outsourced media relations expert responsible for promoting positive media coverage, enhancing the institution's public image, and serving as a dedicated resource focused on managing all media-related activities and initiatives. The outsourced media relations professional will undertake the following key responsibilities outlined in this document.

Media Strategy Development

- Develop a comprehensive media strategy aligned with the college's goals and objectives.
- Identify target media outlets, both traditional and digital, that align with the college's target audience.
- Determine key messages and story angles to pitch media to enhance the college's brand and reputation.

Media Relations

- Build and maintain relationships with journalists, reporters, and editors from local, regional, and national media outlets.
- Act as the primary point of contact for media inquiries and interview requests.
- Coordinate, facilitate, and attend media interviews, press conferences and campus visits for journalists.
- Draft and distribute press releases, media advisories, and other media materials.
- Monitor media coverage and provide regular reports and analysis to the college administration.

Content Creation and Management

- Write and edit more than 200 compelling press releases, media advisories, calendar alerts, articles, op-eds, and other media-related pieces per year.
- Develop and maintain an up-to-date media contact database.
- Create and manage media-consumed content for the college's official website, social media platforms, and other digital channels.
- Ensure consistency of messaging across all media channels and materials.

Crisis Communications

- Manage, update, and implement a crisis communication plan in coordination with college administration.
- Serve as spokesperson during crisis situations and manage media inquiries effectively when Public Information Officer, Subject Matter Experts, and Senior Leaders are unavailable to do so.
- Prepare key college stakeholders for media interactions during crises.

Training and Consultation

- Provide media training to college faculty and staff, preparing them for media interviews and interactions.
- Offer consultation and guidance on effective communication strategies to various departments and units within the college.

Reporting and Evaluation

- Provide college administration with monthly updates on media activities, coverage, and the effectiveness of communication strategies.
- Provide monthly quantifiable results from media coverage.

Requirements

- Proven experience in media relations within the higher education sector
- Excellent written and verbal communication skills
- Excellent photography and videography skills
- Strong media network and established relationships with journalists
- Ability to work effectively under pressure and manage crisis situations.
- Familiarity with digital media platforms and social media management
- Knowledge of current media trends and best practices

5.3.2 CREATIVE SERVICES

Guilford Technical Community College seeks an experienced professional to develop, create, and implement multi-phase messaging and creative campaigns for both the College and the Foundation, enhancing brand awareness and increasing stakeholder buy-in. Responsibilities and requirements for this role are detailed below.

Discovery and Messaging

- Facilitate team and stakeholder focus groups designed to identify optimal messaging to support new and existing donor solicitation, donor stewardship, and alumni outreach.
- Develop a donor and alumni messaging guide including verbiage suggestions for various communications, such as donor solicitation letters, grant and major gift proposals, donor acknowledgments, and alumni engagement messaging.
- Create complementary donor and alumni digital campaign content, including copy for social media posts, eblasts, and web pages.

Content Planning, Copywriting, and Graphic Design

- Facilitate team brainstorming sessions to inform marketing collateral content and artistic development, for the purpose of recruiting and retaining students.

- Create a two-year plan for marketing collateral development, including creative concepts and targeted, evolving messaging for various types of prospective students.
- Develop content, write copy, and provide graphic design services for student recruitment campaign pieces, including print, digital, and television ads, radio spots, web banners, and billboard art.
- Develop content, write copy, and provide graphic design services for 5 - 8 pieces that may include booklets, pamphlets, and specialty publications.

Photography

- Make recommendations for photo content to support campaigns and initiatives, including suggestions for photo subjects, sets/locations, and staging.
- Provide photography services, including photo editing.

Project Management and Logistical Needs

- In consultation with staff, establish timelines and incremental deadlines for all projects and initiatives.
- As directed, work with staff and other contract vendors to coordinate campaign needs and help align creative work produced by all parties.

Requirements

- Demonstrated experience with marketing campaign planning and implementation, particularly for clients in higher education institutions.
- Exceptional verbal and written communication skills, including copywriting and editing.
- Strong photography and graphic design skills.
- Portfolio and references available.

5.3.3 VIDEOGRAPHY SERVICES

Guilford Technical Community College seeks a seasoned videographer to film and produce branded campaign footage for both the College and the Foundation, enhancing brand awareness and increasing stakeholder buy-in. Responsibilities and requirements for this role are detailed below.

Services

- Facilitate team discussions to outline optimal video content ideas.
- Make recommendations for video content to support campaigns and initiatives, including suggestions for video subjects, sets/locations, and staging.
- Film on-site classroom/lab b-roll, practical learning exercises, and personal interviews.
- Edit and produce footage, including such elements as high-resolution graphic overlays, intros/outros, and soundtracks.
- Produce targeted promotional video ads supporting various programs, departments, and institutional initiatives.
- Create and maintain multiple digital portals as requested for previewing and downloading video deliverables.
- Maintain and organize all B-roll footage shots. Transfer curated B-roll as requested.

Project Management and Logistical Needs

- In consultation with staff, establish timelines and incremental deadlines for all video projects.
- As directed, work with staff and other contract vendors to coordinate campaign needs and help align creative work produced by all parties.

Required Equipment and Specifications

- Video equipment capable of recording at 4K HD, including backup equipment.
- High-quality lighting and sound equipment, including handheld and lavalier microphones.
- Teleprompter, drone, and GoPro availability.

Additional Requirements

- Demonstrated experience filming and producing high-quality, aptly branded video, particularly for clients in higher education institutions.
- Experience filming intense live-action scenes (e.g., controlled-burn fire training).
- Schedule flexibility, including occasional 12-hour workdays and evening/weekend work.
- Ability to collaborate effectively with photographers during on-site video work.
- Portfolio and references available.

5.4 PROJECT ORGANIZATION

Vendor should describe the organizational and operational structure it proposes to utilize for the work described in this RFP and identify the responsibilities to be assigned to each person Vendor proposes to staff the work.

5.5 TECHNICAL APPROACH

Vendor's proposal should include, in narrative, outline, and/or graph form the Vendor's approach to accomplishing the tasks outlined in the Scope of Work section of this RFP. A description of each task and deliverable and the schedule for accomplishing each shall be included.

5.6 INDEFINITE DELIVERY, INDEFINITE QUANTITY CONTRACT

Guilford Technical Community College (GTCC) will establish an Indefinite Delivery, Indefinite Quantity (IDIQ) contract for these services, issued in the form of a blanket purchase order. Any hours listed in this RFP are estimates based on both GTCC's anticipated needs and expected upcoming events. GTCC shall not be obligated to purchase more than the amount represented by the estimated hours contained herein or any other quantities cited in the specifications or scope of work.

5.7 ADDITIONAL INFORMATION FOR VENDOR CONSIDERATION

1. Estimated working hours will fluctuate monthly. The work required will be supplemental to our in-house Marketing Department and will be determined based on events, campaigns, and other variable factors.
2. In-person meetings may be necessary at times throughout the year. Travel expenses for these meetings will not be reimbursed. Proposals for out of state or out of country Vendors will be evaluated, but distance and availability will be a factor in determining award. (See sections 3.4 and 5.)
3. The location of work will be a mix of on-site and remote, depending on the needs of the Marketing Department and the nature of the work required.
4. GTCC has a crisis communications plan in place. It was updated in the Spring of 2023.
5. Our priority is to drive enrollment to the college with strategic and targeted marketing approaches. GTCC has done a good job of building general awareness, and now it is time to focus on identified targeted segments, deepening the public knowledge of what we do.
6. Visit <https://www.gtcc.edu/about/vision-mission.php> to review our institutional goals. We build our marketing and communications plans in the division's annual unit plan, which feeds into the institutional goals. We also receive guidance on priorities from the college's executive team.
7. For the most part, the vendor will engage with two key marketing team members; however, based on the project, there may be a need to include other employees or students. Any such contact will be coordinated by marketing team members. This is especially true for media relations. Marketing team members typically identify subject matter experts and then connect them with a media relations vendor for prep, interviews, etc.
8. Social media is managed internally by the marketing team. While some content created by the vendor will be worked into the social media plan, the vendor will not directly add content to platforms.

9. The college has recently done extensive discovery work for student recruitment, and we would like to use that as a starting place rather than spending the resources to do it again. We recognize that we may need a deeper level of discovery at some point, but we do not wish to take additional time to do that in the beginning.
10. GTCC is not open to integrating with a partner's software as we have our own project management system and work related to this solicitation will be supplemental to the Marketing Department's focus.
11. This is a supportive role for the GTCC Marketing and Communications Department. Vendor(s) will be used on an as-needed basis. There is a tentative budget for the services, but it will be allocated on a per-project basis. Services in this RFP, as per section 5.1, are not guaranteed, and the estimated number of hours are listed for informational purposes only.

6.0 CONTRACT ADMINISTRATION

All Contract Administration requirements are conditioned on an award resulting from this solicitation. This information is provided for the Vendor's planning purposes.

6.1 CONTRACT MANAGER AND CUSTOMER SERVICE

The Vendor shall be required to designate and make available to the State a contract manager. The contract manager shall be the State's point of contact for Contract related issues and issues concerning performance, progress review, scheduling, and service.

Contract Manager Point of Contact	
Name:	
Office Phone #:	
Mobile Phone #:	
Email:	

The Vendor shall be required to designate and make available to the State for customer service. The customer service point of contact shall be the State's point of contact for customer service-related issues (define roles and responsibilities).

Customer Service Point of Contact	
Name:	
Office Phone #:	
Mobile Phone #:	
Email:	

6.2 CONTINUOUS IMPROVEMENT

The State encourages the Vendor to identify opportunities to reduce the total cost to the State. A continuous improvement effort consists of various ways to enhance business efficiencies as performance progresses.

6.3 DISPUTE RESOLUTION

During the performance of the Contract, the parties agree that it is in their mutual interest to resolve disputes informally. Any claims by the Vendor shall be submitted in writing to the State's Contract Manager for resolution. Any claims by the State shall be submitted in writing to the Vendor's Project Manager for resolution. The Parties shall agree to negotiate in good faith and use all reasonable efforts to resolve such dispute(s).

During the time the Parties are attempting to resolve any dispute, each shall proceed diligently to perform their respective duties and responsibilities under this Contract. The Parties will agree on a reasonable amount of time to resolve a dispute. If a dispute cannot be resolved between the Parties within the agreed upon period, either Party may elect to exercise any other remedies available under the Contract, or at law. This provision, when agreed in the Contract, shall not constitute an agreement by either party to mediate or arbitrate any dispute.

6.4 CONTRACT CHANGES

Contract changes, if any, over the life of the Contract shall be implemented by contract amendments agreed to in writing by the State and Vendor. Amendments to the contract can only be made through the contract administrator.

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7.0 ATTACHMENTS

ATTACHMENT A: PRICING ESTIMATES

Submit hourly rate for each of the services to be rendered in the contract, per the categories specified below:

Item No.	Description of Service	Hourly Rate
Media Relations		
1	Media Strategy Development as identified in section 5.3.1	
2	Media Relations as identified in section 5.3.1	
3	Content Creation and Management as identified in section 5.3.1	
4	Crisis Communications as identified in section 5.3.1	
5	Training and Consultation as identified in section 5.3.1	
6	Reporting and Evaluation as identified in section 5.3.1	
Creative Services		
7	Discovery and Messaging as identified in section 5.3.2	
8	Content, Planning, Copyrighting, and Graphic Design as identified in section 5.3.2	
9	Photography as identified in section 5.3.2	
10	Project Management and Logistical Needs as identified in section 5.3.2	
Videography Services		
11	Services as identified in section 5.3.3	
12	Project Management and Logistical Needs as identified in section 5.3.3	

Cost inclusive of travel and other operating costs.

Based on your knowledge of higher education marketing needs, specifically as they relate to community colleges, please provide an estimated average for total monthly cost for what you believe will be needed to adequately promote the College and its programs:

- Monthly Average Total Hours: _____
- Monthly Average Total Cost: _____

Are you willing to consider an agreed upon monthly amount for the services listed above?

☐ YES ☐ NO

If yes, how much? _____

Please do not include taxes when entering pricing in the table above.

****IMPORTANT NOTICE****

RETURN THE REQUIRED ATTACHMENTS WITH YOUR RESPONSE
FOLLOW THE LINKS TO ACCESS EACH ATTACHMENT

ATTACHMENT B: INSTRUCTIONS TO VENDORS

The Instructions to Vendors, which are incorporated herein by this reference, may be found here:

<https://ncadmin.nc.gov/formnorth-carolina-instructions-vendors032023/download?attachment>

ATTACHMENT C: NORTH CAROLINA GENERAL TERMS & CONDITIONS

The North Carolina General Terms and Conditions, which are incorporated herein by this reference, may be found here:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_North-Carolina-General-Terms-and-Conditions_11.2021.pdf

ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION

Complete and return the Historically Underutilized Businesses (HUB) Vendor Information form, which can be found at the following link:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_HUB-Supplemental-Vendor-Information_9.2021.pdf

ATTACHMENT E: CUSTOMER REFERENCE FORM

Complete and return the Customer Reference Form, which can be found at the following link:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Customer_Reference_Template_09.2021.pdf

ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR

Complete and return the Location of Workers Utilized by Vendor, which can be found at the following link:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Location-of-Workers_09.2021.pdf

ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION

Complete, sign, and return the Certification of Financial Condition, which can be found at the following link:

https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Certification-of-Financial-Condition_09.2021.pdf

ATTACHMENT H: LOBBYING ACTIVITY CERTIFICATION FOR FEDERAL GRANTS

The Certification for Contracts, Grants, Loans, and Cooperative Agreements and the OMB Standard Form LLL are separate documents that can be found at the following link:

<https://ncadmin.nc.gov/documents/vendor-forms>

***** Failure to Return the Required Attachments May Eliminate
Your Response from Further Consideration *****