



# **STATE OF NORTH CAROLINA**

## **Department of Public Safety (DPS)**

# **Request for Prequalification**

**Prime Contractors for**

## **Marketing, Advertising, and Public Relation Services**

Request for Prequalification # 19-RFP-1556174934-WAX

Date of Issue: **May 1, 2025**

Applications Accepted on an Ongoing Basis

**Email Completed Application to: [DPS Purchasing@ncdps.gov](mailto:DPS Purchasing@ncdps.gov)**

## PURPOSE

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The North Carolina Department of Public Safety (DPS) is seeking to develop and maintain a list of prequalified prime vendors to provide comprehensive digital marketing, communications, and advertising support to the Department's various marketing, outreach, and education programs on an as/if needed basis. The frequency and scope of services will be determined according to DPS's priorities, objectives, and resources at the time, but are not limited to the following:

1. **Market Research:** Vendor shall provide research and analysis of the current market and provide any existing market research that would help DPS determine the most effective way to receive the most return on the State's investment.
2. **Creative Services:** Vendor shall provide design for productions of print, billboards, websites, social media postings, video production, audio production, and script writing for broadcast radio and television commercials. When voice or acting talent is required, vendor shall manage the acquisition of talent for the project.
3. **Account Management:** Vendor shall provide project management across multiple platforms, strategic planning, consistent and clear communications, and marketing plan creation.
4. **Performance Monitoring and Reporting:** Vendor shall provide performance monitoring and provide at a minimum monthly progress reporting.
5. **Advertising:** Vendor shall provide all approved advertising materials to media outlets or advertising platforms in accordance with media deadlines and provide analysis on effectiveness.
6. **Search Engine Optimization:** Vendor shall identify effective placement of advertising materials that will result in the desired outcomes.
7. **Media Buying:** Vendor shall provide negotiation and placement of advertising in various media channels.
8. **Print Production:** Vendor shall provide printing production for all communications like flyers, brochure's, banners, etc.
9. **Copywriting and Editing:** Vendor shall provide copywriting and editing services for all required marketing outreach materials.
10. **Data Security and Privacy:** Vendor shall provide data security and privacy measures on all marketing and advertising.

The funding consists of state and various federal funding sources.

The DPS Communications Office will utilize the prequalified list for assigning projects below the small purchase threshold of \$29,000. For projects \$29,000 and below the DPS Communications Office will obtain a quote from the selected prequalified Vendor detailing the work to be performed, project milestones, and the timeline for completion. No work is authorized, or shall be performed, until the Vendor is issued a purchase order from the eProcurement System.

A project over \$29,000 will require a Scope Statement that will be issued by DPS Purchasing and Logistics to all Vendors on the prequalified list to solicit offers.

This **Prequalified Vendor List is not a contract**. The purchase order or Scope Statement will be the contract.

Vendors that submit an Application to be added to the Vendor Prequalified List will be expected to accept the terms and conditions of the Contract.

## METHOD OF ADDITION TO PREQUALIFICATION LIST

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There is no limit on the number of Vendors to be added to the Prequalified List. The process will be open for one year, in that, it will be publicly posted to allow additional Vendors the opportunity to be added to the List.

NCDPS shall review the applications to confirm that they meet the requirements specified herein.

If a vendor's prequalification is rescinded for any reason, they may reapply when the next prequalification is issued. If a vendor's prequalification has been previously rescinded, it is NCDPS's sole discretion whether the Vendor is eligible to be included on the prequalified list.

The State may request additional formal responses or submissions from any or all Vendors for the purpose of clarification or to amplify the materials presented in any part of the Application. Vendors are cautioned; however, the State is not required to request clarification, and often does not. Therefore, all ***Applications should be complete.***

## REQUIRED VENDOR EXPERIENCE

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Vendor **must** have a minimum of two years of experience in marketing, advertising, and public relations as outlined in the Purpose section above. The Vendor is required to provide all relatable experience in Attachment B. Vendor must be familiar with all existing social media platforms and ad placement methods for all. Vendor must be able to include any and all broadcast contacts in media strategy for a project (if applicable). Vendor must be able to provide a point of contact for projects at initial kickoff meeting.

## REGISTRATION – NC SECRETARY OF STATE, SAM

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Vendor is required to have an "ACTIVE" North Carolina Secretary of State and an "**ACTIVE**" **SAM registration**. See page 9 for additional information regarding SAM registration.

## HISTORICALLY UNDERUTILIZED BUSINESS (HUB) PARTICIPATION

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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. NCDPS has established a recommended goal of meeting or exceeding a 10% HUB participation for each contract. As such, Vendors will 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.

Information regarding HUB certification, and to locate HUB Vendors, is located at [NC DOA Historically Underutilized Businesses \(HUB\) Office - Minority, Women-Owned & Small Businesses](#).

## **VETERAN-OWNED BUSINESS**

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It is the goal of the State to promote and encourage the continued economic development of small businesses owned and controlled by qualified veterans and that qualified service-disabled veteran-owned small businesses (SDVOSB) and veteran owned small businesses (VOSB) participate in the State's procurement process.

## **ASSIGNMENT CONTRACT**

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The North Carolina Department of Public Safety may utilize the prequalified list for assignment work. A project or set of projects with a total or aggregate total \$29,000 or below may be assigned to a Vendor. Project assignments are based upon Vendor capability and capacity. NCDPS will evaluate all these factors to assign projects properly and fairly in the best interest of the state. The DPS Communications Office will obtain a quote from the selected prequalified vendor detailing the work to be performed, project milestones, and the timeline for completion. The Vendor will have seven (7) business days, to provide the requested quote back to The DPS Communications Office. Once the quote is received, the DPS Communications Office will provide a purchase order to the Vendor via the eProcurement System and shall include the detailed tasks to be performed by the Vendor, serving as the Contract.

## **ASSIGNMENT METHODOLOGY**

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NCDPS will assign projects only to responsible vendors with adequate capacity. To evaluate capacity, Vendors will be limited to a total number of projects based on the number of projects a vendor has completed to date. For Vendors without a scorecard, DPS will use its discretion based on its current need and volume of work to determine how many projects may be assigned to a Vendor at one time.

Vendors with less than 2 project completions may be assigned up to 5 total projects awarded or in progress at a time. Vendors with 3 or more project completions will be eligible to be assigned greater than 8 or more projects awarded or in progress at a time based on project completions and total number or unfinished projects in their queue.

## **SCOPE STATEMENT**

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A project over \$29,000 will require a Scope Statement that will be issued by DPS Purchasing and Logistics to all Vendors on the prequalified list to solicit offers. Offers from responsible vendors will be evaluated and contract award will be made based on the determination which offer provides the best value to the State.

## **PREQUALIFICATION LIST RESCISION**

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Vendor may be removed from the Prequalified List because of poor performance, material breaches of contract, substantiated non-payments, substantiated complaints, violations of policies concerning alcohol, illegal drugs, possession of firearms, disrespectful behavior, theft of personal property, Vendor damage to real property, etc.), False Claim Act violations, and misrepresentation of experience, violations of permits, failure of Vendor to respond to requests for information, failure of Vendor to respond to Scope Statements, Vendor speaking or acting in an unprofessional, aggressive, or degrading manner towards State staff, it's vendors, and/or negative Vendor evaluations/scorecards.

## ATTACHMENT A: QUESTIONNAIRE

This form gathers information about the Vendors seeking to be added to the Prequalified List. **Completing this questionnaire does not guarantee being added to the List.** Evaluation of the submittal shall be performed by the prequalification committee. Vendors are cautioned it is their responsibility to ensure ALL information is provided with the Application and all information conforms to the requirements herein. **Any Application that is incomplete and/or does not meet requirements will be denied.**

### SECTION 1. COMPANY INFORMATION

#### ORGANIZATION

**Business Type** (check box)

☐ Corporation   ☐ Partnership   ☐ Limited Liability Company   ☐ Sole Proprietor   ☐ Joint Venture

**Indicate your North Carolina HUB Certification;** if applicable (check only one box)

☐ **B** (Black)   ☐ **HA** (Hispanic)   ☐ **AA** (Asian American)   ☐ **AI** (American Indian)  
☐ **W** (Female)   ☐ **D** (Disabled)   ☐ **SED** (Socially Economically Disadvantaged)

Ensure NC HUB certification is ACTIVE prior to certifying to the above question. Contact the NC HUB Office, [NC DOA: Historically Underutilized Businesses \(HUB\)](#), for certification assistance.

☐ Applied for North Carolina HUB certification; application pending.  
☐ Not a HUB Vendor.

**Is your firm a Veteran-owned business?**   ☐ YES   ☐ NO

**Is your firm owned or controlled by a parent or any other organization?**   ☐ YES   ☐ NO  
 If "YES", describe Ownership:

**List all other names your firm has operated as for the past three (3) years:**

**Has your present company, its officers, owners, or agents ever been convicted of charges relating to conflicts of interest, bribery, or bid-rigging?** ☐ YES ☐ NO

If "YES", describe:

**Has your present company, its officers, owners, or agents ever been barred from being awarded public work in North Carolina?** ☐ YES ☐ NO

If "YES", describe:

## SECTION 2. VENDOR REQUIREMENTS

### FINANCIAL STABILITY, EXPERIENCE & ABILITY TO PERFORM








#### **Certification that the Applicant:**

1. Has the financial qualifications, capabilities, and resources to participate in this prequalification and any potential subsequent contract award. ☐ YES ☐ NO
2. Has experience of a minimum of two years in business and can provide related experience in Attachment B. ☐ YES ☐ NO
3. Has the ability to perform one or more of the services identified below. ☐ YES ☐ NO

#### **Applicant can perform which of the following services: (Select all that apply)**

- |   |  |
|---|--|
| <input type="checkbox"/> All Services Listed Below            |  |
| <input type="checkbox"/> Market Research                      | <input type="checkbox"/> Service Engine Optimization |
| <input type="checkbox"/> Creative Services                    | <input type="checkbox"/> Media Buying                |
| <input type="checkbox"/> Account Management                   | <input type="checkbox"/> Printing Services           |
| <input type="checkbox"/> Performance Monitoring and Reporting | <input type="checkbox"/> Copywriting                 |
| <input type="checkbox"/> Advertising                          | <input type="checkbox"/> Data Security and Privacy   |

**NORTH CAROLINA SECRETARY OF STATE**

Entity Name			Actions
Sos Id	Date Formed	Status	Type
Vendor Name			       <span>Annual Report →</span>
		Current - Active ⓘ	

**SAM**

Does your firm have an **ACTIVE** SAM Registration? ☐ YES ☐ NO

Vendor MUST have an **"ACTIVE REGISTRATION"** SAM status.

"ID Assigned" or "INACTIVE" SAM status is NOT acceptable.

**PRIOR to submitting this Application confirm SAM registration is "ACTIVE".**

EXAMPLE of "Active Registration" status shown below.

The screenshot displays the SAM.gov homepage. At the top, there is a navigation bar with links for Requests, Notifications, Workspace, and Sign Out. Below this is a secondary navigation bar with links for Home, Search, Data Bank, Data Services, and Help. The main search area features a search bar with the text "e.g. 1606N020Q02" and a search button. To the right of the search bar are buttons for "Search Results", "Saved Searches", and "Actions". Below the search bar, there is a sidebar on the left with a "Select Domain" dropdown and a list of "Entity Information" and "Entities". The main content area shows "Showing 1 - 1 of 1 results". A table with one row is displayed, with columns for "Unique Entity ID", "CAGE Code", and "Physical Address". The "Active Registration" status is highlighted with a green dot and a red box. To the right of the table, there is a "Sort by" dropdown set to "Relevance". Below the table, there is a section for "Entity" information, including "Expiration Date" (highlighted with a red box) and "Purpose of Registration" (set to "All Awards").

SAM Registration:

**MUST register with SAM, <https://sam.gov>. SAM registration is FREE.**

When registering select *"Register for All Awards"* and *"Include in Public Search"*.

For assistance with SAM registration contact **The Federal Service Desk** at **866-606-8220** or [SAM.gov | Contact](#)

Video on **How to Register with SAM**, [Entity Registration - Core Data – YouTube](#)



By executing this Request for Prequalification ("Application"), the Vendor acknowledges they have reviewed the RFPQ, including the State's terms and conditions.

<b>COMPLETE/FORMAL NAME OF VENDOR:</b>	<b>SAM.GOV UNIQUE ENTITY ID:</b>
<b>STREET ADDRESS:</b>	<b>OFFICE PHONE NUMBER:</b>
<b>CITY &amp; STATE &amp; ZIP CODE:</b>	<b>CELL PHONE NUMBER:</b>
<b>PRINT NAME &amp; TITLE OF PERSON SIGNING ON BEHALF OF VENDOR:</b>	<b>EMAIL:</b>
<b>VENDOR'S AUTHORIZED SIGNATURE:</b>	<b>DATE:</b>

#### NORTH CAROLINA DEPARTMENT OF PUBLIC SAFETY USE ONLY:

Request for Prequalification Application

☐ **Approved** \_\_\_\_\_ (date)

☐ **Denied** \_\_\_\_\_ (date)

Reason(s) Denied:

- ☐ **Vendor Requirements;** no financial capacity, experience, or inability to perform services.
- ☐ **NC Secretary of State;** registration not Current-Active.
- ☐ **SAM;** registration not Active.

Application Reviewed (Approved/Denied) By: \_\_\_\_\_

*NCDPS Signature*

**ATTACHMENT B: VENDOR RELATED EXPERIENCE**

Description of Work	Details
Title of Project:	
Project Start Date:	
Project Duration: (Days)	
Project Location: (City, State)	
Implementation Year:	
Client Details:	Company Name:  Point of Contact:  City and State:  Telephone Number:  Email Address:
Vendor's Role: (What service did you provide for this Client?)  Vendor must provide attached documentation of services referenced, such as Award of Contract, Reference Letter, etc.	

*Vendor may submit multiple Vendor Related Experience forms, using one form for each project that has been completed over the past two years.*