STATE OF NORTH CAROLINA

North Carolina State Ports Authority

Request for Proposal #: 53-26-044

Advertising Services

Date of Issue: July 28, 2026

Proposal Opening Date: August 18, 2026

At 4:00PM ET

Direct all inquiries concerning this RFP to:

Marie Humphrey

Purchasing Manager

Email: marie.humphrey@ncports.com

Phone: 910-746-6420 Direct

STATE OF NORTH CAROLINA

Request for Proposal

53-26-044

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://evp.nc.gov/SignIn

Sealed, mailed responses ONLY will be accepted for this solicitation.

STATE OF NORTH CAROLINA
Division of North Carolina State Ports Authority

Refer *ALL* Inquiries regarding this RFP to: **Marie Humphrey** **Marie.humphrey@ncports.com**	**Request for Proposal #: 53-26-044** **Proposals will be publicly opened: Monday, August 18, 2026, at 4:00PM ET**
Using Agency: North Carolina State Ports Authority (The Authority) **Requisition No.:**	**Commodity No. and Description: 8210 Advertising 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:		
VENDOR'S AUTHORIZED SIGNATURE*:	**DATE:**	EMAIL:

VALIDITY PERIOD
Offer shall be valid for at least 150 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 North Carolina State Ports Authority (The Authority)

Contents

1.0 PURPOSE AND BACKGROUND

The North Carolina State Ports Authority (hereafter, "the Authority") is seeking an advertising agency-to develop, manage, and place advertising campaigns that support its business and economic development initiatives. The selected agency will enhance the Authority's communications efforts, execute additional promotional activities as needed, and assist with intermittent public relations advice as needed. The Authority's advertising program includes market research, ad production, video production, digital media, collateral/sales materials, exhibits and print advertising in international, state and local publications and other communications and external functions as needed. The goal is to partner with an agency that can build and maintain positive awareness of the Authority by developing an integrated advertising and communications plan. This plan should maximize exposure for the Authority's message to key audiences including the shipping industry, targeted vertical sectors, State legislators, business decision makers and citizens across the State.

The intent of this solicitation is to award an Agency Contract to a single vendor.

1.*1* CONTRACT TERM

The Contract shall have an initial term of three (3) years, beginning on the date of final Contract execution (the "Effective Date") or ______ , whichever is later. The Vendor shall begin work under the Contract within thirty (30) business days of the Effective Date.

At the end of the Contract's initial term, the State has 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 - RESERVED

ATTENTION: The E-Procurement fee does not apply to this solicitation.

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	July 28, 2026
Submit Written Questions	Vendor	Tuesday, August 5, 2026, by 4:00PM
Provide Response to Questions	State	Friday, August 8, 2026, by 4:00PM
Submit Proposals	Vendor	Monday, August 18, 2026, by 4:00PM ET
Contract Award	State	TBD

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 *marie.humphrey@ncports.com* by the date and time specified above. Vendors should enter "**RFP # *53-26-044:* 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/ Authority 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.

[By Mail]

Office Address of delivery by any other method (special delivery, overnight, or any other carrier).
*BID NUMBER: IFB**# 53-26-044*** *North Carolina State Ports Authority* *Attn: **Marie Humphrey*** *Address: 2508 Burnett Blvd., Wilmington, NC 28401*

CAUTION: For proposals submitted via U.S. mail, please note that the U.S. Postal Service generally does not deliver mail to a specified street address but to the State's Mail Service Center. Vendors are cautioned that proposals sent via U.S. Mail, including Express Mail, may not be delivered by the Mail Service Center to the agency's purchasing office on the due date in time to meet the proposal deadline. All Vendors are urged to take the possibility of delay into account when submitting a proposal by U.S. Postal Service, courier, or other delivery service. **Attempts to submit a proposal via facsimile (FAX) machine, telephone, or email in response to this RFP shall NOT be accepted.**

a) Submit a **signed, original executed** proposal response, one (1) of photocopies, one (1) un-redacted copy on a flash drive and, if required, *one (1) redacted* (Proprietary and Confidential Information Excluded) copy on a flash drive of your proposal simultaneously to the address identified in the table above.

b) Submit your proposal in a sealed package. Clearly mark each package with: (1) Vendor name; (2) the RFP number; and (3) the due date. Address the package(s) for delivery as shown in the table above. If Vendor is submitting more than one (1) proposal, each proposal shall be submitted in separate sealed envelopes and marked accordingly. For delivery purposes, separate sealed envelopes from a single Vendor may be included in the same outer package. Proposals are subject to rejection unless submitted with the information above included on the outside of the sealed proposal package.

c) Copies of proposal files must be provided on separate read-only flash drives. File contents **shall NOT** be password protected but shall be in .PDF or .XLS format and shall be capable of being copied to other sources.

Volume One must contain the entire Technical and Cost Proposal including any proprietary information and have the following label affixed to the disc: 1) Vendor name; (2) the RFP# 53-26-044 number; (3) the due date; and (4) the words "Volume One - Technical and Cost Proposal Non-Redacted

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.

The following label must be affixed to the file: (1) Vendor name; (2) the RFP #53-26-044 number; (3) the due date; and (4) the words "Volume Three Technical and Cost Proposal– Redacted Copy".

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 shall 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 shall include the following items and attachments, which shall be arranged in the following order:

a) Cover Letter, which must contain the following: (i) a statement that confirms that the proposer has read the RFP in its entirety, including all links, and all Addenda released in conjunction with the RFP, (ii) a statement that the Vendor agrees to perform in accordance with the scope of work, requirements, and specifications contained herein; and (iii) Vendor's agreement to comply with all instructions, terms and conditions, and attachments.

b) Title Page: Include the company name, address, phone number and authorized representative along with the Proposal Number.

c) Completed and signed version of all EXECUTION PAGES, along with the body of the RFP.

d) Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.

e) Vendor Response and Proposal (. (Vendor Corporate Background and Experience 4.3, Vendor References 4.4, Vendor Depth – Project Staffing & Organization 5.4, Vendor Technical Approach 5.5, Specifications and Scope of Work 5.0, , SOS verification 4.12,.)

f) Completed version of ATTACHMENT A: PRICING

g) Completed version of ATTACHMENT D: CUSTOMER REFERENCE FORM

h) Completed version of ATTACHMENT E: LOCATION OF WORKERS UTILIZED BY VENDOR

i) Completed and signed version of ATTACHMENT F: CERTIFICATION OF FINANCIAL CONDITION

j) Completed and signed version of Vendor's Proposal addressing all Specifications of this RFP: ATTACHMENT G: BID SUBMITTAL CHECKLIST

k) Completed and signed version of LOBBYING ACTIVITY CERTIFICATION FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS and OMB STANDARD FORM LLL

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 a 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 COMMUNICTIONS 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 procurement lead 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 procurement lead 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 are 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.

Upon completion of the evaluation process, the State will make award(s) based on the evaluation and post the award(s) to the State's eVP website under the RFP number for this solicitation. Award of a Contract to one Vendor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous and represented the best value to the State.

The State reserves the right to negotiate with one or more vendors, or to reject all original offers and negotiate with one or more sources of supply that may be capable of satisfying the requirement, and in either case to require Vendor to submit a Best and Final Offer (BAFO) based on discussions and negotiations with the State.

3.4 EVALUATION CRITERIA

In addition to the general criteria in G.S. 143-52 which may or may not be relevant to this RFP, all qualified proposals will be evaluated, and award made based on considering the following criteria, to result in an award most advantageous to the State:

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: Section 4.3 Vendor Corporate Background and Experience

1. Section 4.4 Vendor References
2. Section 5.4 Vendor Depth - Project Staffing & Organization
3. Section 5.5 Vendor Technical Approach
4. Section5.2 Specifications and Scope of Work
5. Attachment A: Pricing

3.5 PERFORMANCE OUTSIDE THE UNITED STATES

Vendor shall 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 FORM 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.

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

4.2 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. This Certification shall be deemed continuing, and from the date of 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.

4.3 VENDOR CORPROATE BACKGROUND AND 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.

This section shall include background information on the organization and should give details of experience with similar projects and demonstrate advertising experience with an international shipping facility and is able to demonstrate advertising space in international logistics trade publications. A list of references (including contact persons and telephone numbers) for whom similar work has been performed shall be included.

This section shall include at a minimum:

1. Name of the firm
2. Address of the firm
3. If a branch or affiliate agency, list the name and address of the home office
4. Date founded
5. List any branch office(s)
6. List the firm's principals and owners, and the date they joined the agency
7. Vendor must demonstrate advertising experience with an international shipping facility.
8. Vendor must demonstrate experience buying advertisement space in international logistics trade publications.
9. List all accounts of a similar nature and the year acquired
10. List of all accounts lost during the last five years
11. Would you be willing to have your major accounts, as enumerated in your response to questions (9) and (10) contacted as references. ☐ YES ☐ NO

COMPANY NAME	**CONTACT NAME**	**TELEPHONE NUMBER and Email**

4.4 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. References shall not be from the same company or from the soliciting State entity. In addition, Vendor shall provide references for and identify other government contracts it has received, for which your company has provided services of similar size and scope. The State *shall* 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 *shall* be considered in the evaluation of the Proposal.

4.5 BACKGROUND CHECKS

Vendor and its personnel are required to provide or undergo background checks at Vendor's expense prior to beginning work with the State. As part of Vendor background, the following details must be provided to the State:

a) Any **criminal felony conviction,** or conviction of any crime involving moral turpitude, including, but not limited to fraud, misappropriation or deception, by Vendor, its officers or directors, or any of its employees or other personnel to provide Services on this project, of which Vendor has knowledge, or provide a statement that Vendor is aware of none;

b) Any **criminal investigation** for any offense involving moral turpitude, including, but not limited to fraud, misappropriation, falsification or deception pending against Vendor of which it has knowledge, or provide a statement Vendor is aware of none;

c) Any **regulatory sanctions** levied against Vendor or any of its officers, directors or its professional employees expected to provide Services on this project by any state or federal regulatory agencies within the past three years or a statement that there are none. As used herein, the term “regulatory sanctions” includes the revocation or suspension of any license or certification, the levying of any monetary penalties or fines, and the issuance of any written warnings;

d) Any **regulatory investigations** pending against Vendor or any of its officers, directors or its professional employees expected to provide Services on this project by any state or federal regulatory agencies of which Vendor has knowledge or a statement that there are none.

e) Any **civil litigation**, arbitration, proceedings, or judgments pending against Vendor during the three (3) years preceding submission of its proposal herein or a statement that there are none.

Vendor’s response to these requests shall be considered a continuing representation, and Vendor’s failure to notify the State within thirty (30) days of any criminal litigation, investigation or proceeding involving Vendor or its then current officers, directors or persons providing Services under this Contract during its term shall constitute a material breach of contract. The provisions of this paragraph shall also apply to any subcontractor utilized by Vendor to perform Services under this Contract.

4.6 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.

4.7 VENDOR’S REPRESENTATIONS

If Vendor’s Proposal results in an award, Vendor agrees that it will not enter 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.

4.8 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

4.9 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 restrictions;
- 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 the CERTIFICATION FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS and the OMB STANDARD FORM LLL when responding to this solicitation.

4.10 SUBCONTRACTORS

No portion of the work shall be subcontracted without prior written consent of the State. In the event that the Vendor desires to subcontract some part of the work specified herein, the Vendor shall furnish with their bid the names, qualifications, and experience of their proposed subcontractors. The Vendor shall, however, remain solely and fully liable and responsible for the work done by its subcontractor(s) and shall assure compliance with all the requirements and specifications of the contract.

4.11 SECRETARY OF STATE REGISTRATION

Prior to entering into a contract with the State, the awarded Vendor(s) must complete registration with the NC Secretary of State. Upon notification of award, the selected Vendor(s) must furnish evidence of filing within 10 business days. Failure to provide this documentation may result in the disqualification of the Vendor(s) bid from further consideration for the award.

No purchase orders shall be issued prior to confirmation of completed registration with the Secretary of State.

A contract award under the above-referenced solicitation, and the resulting purchase orders, will produce repeated orders and transactions in North Carolina and will constitute “transacting business” in the State, which requires a certificate of authority from the North Carolina Secretary of State as provided in G.S. §55-15-01 (corporations) or §57D-7-01 (LLCs). Please go to: https://www.sosnc.gov/ to register.

Vendor registered with the North Carolina Secretary of State: Yes☐ No ☐ SOS ID# :_____________________

4.12 TRANSITION PERIOD

Prior to the inception of the new contract, which will begin upon the effective date of this contract, the awarded Vendor will work closely with the Public Affairs Department during this transition period to ensure a smooth transition and thus be capable of performing optimum service upon start of the contract.

5.0 SPECIFICATIONS AND SCOPE OF WORK

5.1 GENERAL

The purpose of this Scope of work is to obtain full-service advertising, marketing and creative support necessary to meet North Carolina State Port Authority’s communication, outreach and public awareness objectives. The Vendor shall provide professional services within the timelines established by the Authority and in accordance with all specifications outlined in Section 5.2. The work to be performed includes research, planning, creative development, production, and related services required to support the Authority’s marketing and communication initiatives. Including building and maintaining positive awareness of the Authority by developing an integrated advertising and communications plan that generates maximum exposure for the Ports’ message to the various target audiences including the shipping industry, vertical industries, State legislators, business decision makers and citizens across the State.

The Authority's goal is to partner with an agency that can build and maintain positive awareness of the Authority by developing an integrated advertising and communications plan. This plan should maximize exposure for the Authority's message to key audiences including the shipping industry, targeted vertical sectors, State legislators, business decision makers and citizens across the State.

MARKETING POINTS

- Focus on specific targets, divided among three priorities: shipping industry (container and bulk/breakbulk), business and economic development (business and local decision makers) and vertical industries (furniture, steel, apparel/ textiles, cold, agriculture, and more)
- Balance between shipping industry and business and economic development targets
- Optimize opportunities in print and digital
- Build in-state awareness

MEDIA AREAS

- Mix of general shipping and cargo specific publications, as well as in-state publications
- Digital media advertising support including programmatic/ native advertising campaigns and digital ad placements on trade publication websites, e-newsletters, and other relevant digital platforms.
- Paid advertising on social media platforms, specifically LinkedIn
- Paid search on search engines like Google and Bing
- Landing page/ website maintenance and optimization

BREAKDOWN OF MARKETING RESEARCH

Expenditures related to geographic areas vary dependent upon market conditions and commodities targeted

EMPHASIS PER MARKET

Emphasis is based upon business forecasts and the commodity market

MARKETING MATERIALS CURRENTLY USED

Print, digital, video, trade show exhibits, collateral materials and public media

PRIMARY COMPETITORS

All east coast maritime ports

ANTICIPATED GROWTH

For information regarding anticipated growth and future planning, Vendors are referred to the Authority's 2031 Strategic Plan. https://ncports.com/wp-content/uploads/2026/05/NC-Ports-Strategy-2031_Final-Report-1.pdf

CURRENT MARKETING MEASUREMENTS

- Website metrics such as users, session tracking, key event tracking/ conversion rate, etc.
- Responses to call for action in print advertisements
- Digital media metrics such as impressions, clicks, conversions, click-through rate, cost per click, etc…

BY INDUSTRY

- Manufacturers/ shippers/ beneficial cargo owners (import/export)
- Freight forwarders/customs house brokers
- Trade publications/corporate members (The Journal of Commerce, Breakbulk Magazine, The American Journal of Transportation, International Fresh Produce Association, The Maritime Executive, Seaports Magazine, Business Facilities, Site Selection Magazine, Supply Chain Management Review, Business North Carolina, Charlotte Business Journal, Triad Business Journal, Triangle Business Journal, Apparel Magazine, Furniture Today, Steel Orbis, NC Chamber of Commerce)
- Transportation services/third party logistics providers

- Wholesale/retail trade/distributors
- Economic developers

BY TITLE

- Senior management (Executive Director, COO, CCO, VP, CFO, CIO, and Directors)
- Logistics managers, supply chain managers
- Transportation/distribution
- Ocean carriers/key executives
- Sales & marketing

5.2 SPECIFICATIONS

The specific items and any specifications that the Procurement Entity is seeking are listed below. Items offered by the Vendor must meet or exceed the listed Specifications to be considered for award. The advertising agency must address each specification below and provide the required supporting information.

5.2.1 MARKET RESEARCH

The advertising agency must have access to, or the capability to conduct market research and identify markets demographically and geographically. **Describe research tools/capabilities and provide examples of demographic/geographic market identification**.

5.2.2 STRATEGIC MARKET PLANNING

The advertising agency must have the knowledge and capability of targeting markets identified through research or other means. **Explain planning approach and provide examples of targeted strategies developed from research.**

5.2.3 FULL MEDIA, CREATIVE, AND PRODUCTION SERVICES

The advertising agency must be a full-service agency with the ability to conceive, design and implement and measure a comprehensive advertising and marketing campaign. This could include direct mailings, collateral/sales materials, communications such as digital and social media marketing, website maintenance, video production and PowerPoint presentations, exhibits, special events, specialty items, etc. Creative could include design concepting, writing, and artwork Media planning; buying and placement are to be handled in total by the agency with no subcontracting allowed without prior approval from the Authority. Photography, audio production, video production, website maintenance, and market research shall only be subcontracted with approval of the Authority**. Confirm full media, creative, and production services; list in-house services and any proposed subcontractors; include samples of past campaigns.**

5.2.4 MEDIA, PLANNING AND BUYING

The advertising agency must be capable of planning the most cost-effective media placement and must be able to obtain the most cost effective media mix and buy for every advertising**. Describe planning process, buying strategy, and ability to secure cost-effective media; include sample plans and describe creative team experience.**

5.2.5 CREATIVE ABILITY

The advertising agency must have a history of creative work and have a strong creative staff. **Provide samples of recent creative work. Include any pertinent printed material, video tape, internet advertising, etc. and describe creative team experience.**

5.2.6 WEBMASTER

The advertising agency must have website development capability; however, all technical website changes must comply with State DIT requirements and will be coordinated with the Authority. **Describe website development capability.**

5.2.7 PUBLIC RELATIONS

The advertising agency must have the capability to assist the Ports Authority with messaging and communications strategy, planning and execution, newsletters, news and trade media relations and materials/articles, press releases, talking points, FAQ's, briefing materials, web copy, newsletters, etc. **Provide examples of PR work and describe approach to messaging, media relations, and communications support.**

5.2.8 COPY

The advertising agency must have the capability to provide research-based development of copy for all printed and digital work for the Authority. **Provide samples of research-based copy and describe copy development process**.

5.2.9 ILLUSTRATION

The advertising agency must have the capability to provide illustration and creative development services including the research, conceptualization and creation and development of copy for all printed and digital work for the Authority. **Provide illustration samples and describe conceptual and creative development capabilities.**

5.3 TASKS/DELIVERABLES

Deliverables Schedule: Within (30) thirty calendar days following contract execution, the Advertising Agency and the Authority shall jointly establish a detailed milestone schedule for all tasks and deliverables outlined in this Agreement. This schedule shall include due dates, review periods and approval points for each deliverable. No work shall proceed without mutual agreement on these milestones.

Delivery Format Requirements: All deliverables shall be provided in professional, editable digital formats (e.g. Word, Excel, PowerPoint, PDF documents, Native design files (e.g. Adobe Illustrator, Photoshop, InDesign), High-resolution digital artwork files, Data files compatibility with standard analytics platforms, unless otherwise specified.

1. Conduct Market Research/Deliverables:
    a. Research Plan
    b. Data Summaries
    c. Market Segmentation report
    d. Recommendations
2. Strategic Planning/Deliverables:
    a. Strategic Marketing plan
    b. Messaging framework
    c. Target audience profiles
3. Copywriting/Deliverables:
    a. Draft and final copy for print
    b. Draft and final copy for digital
    c. Messaging variations
4. Illustration & Creative Development/Deliverables:
    a. Concept sketches
    b. Final illustrations
    c. Digital artwork files
5. Media Planning & Buying/Deliverables:
    a. Media plan
    b. Negotiation and placement schedule
    c. Budget allocation
    d. Performance reports
6. Campaign Execution/Deliverables
    a. Creative assets
    b. Production files
    c. Deployment schedule
7. Reporting & Analytics/Deliverables
    a. Monthly reports
    b. Campaign performance dashboards

c. Final summary report

5.4 PROJECT STAFFING & ORGANIZATION

Vendor shall 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. This should include 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 responsibilities to be assigned to each person. 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.
Please also include:

The agency procedures for feedback or report to client. Attach any sample forms.
Identify any services that cannot be performed in house and would require being subcontractor to other professionals

5.5 TECHNICAL APPROACH

Vendor's proposal shall 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 deliverables and the schedule for accomplishing each shall be included. This section shall include as a minimum; A statement outlining:

- Areas of concentration
- Media buying strength
- Agency Deparment
- List national and regional award and other recognition of work
- Why do you believe your agency is particularly well qualified to handle the North Carolina State Ports Authority Public Affairs program?

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 administrative manager shall be the State's point of contact for Contract related issues and issues concerning performance, progress review, scheduling, and service.

The Authority Point of Contact	
Name:	
Office Phone #:	
Mobile Phone #:	
Email:	

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 INVOICES

The Vendor must submit one monthly invoice within fifteen (15) calendar days following the end of each month in which work was performed.

Invoices must be submitted to the following address:

North Carolina State Ports Authority

ATTENTION: ACCOUNTS PAYABLE

VIA EMAIL: APAR@ncports.com with a copy to elly.kane@ncports.com

a) Invoices must bear the correct contract number and purchase order number to ensure prompt payment. The Vendor's failure to include the correct purchase order number may cause delay in payment.

b) Invoices must include an accurate description of the work for which the invoice is being submitted, the invoice date, the period of time covered, the amount of fees due to the Vendor and the original signature of the Vendor's project manager.

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

6.3 POST AWARD BUSINESS REVIEW MEETINGS

The Vendor, at the request of the State, shall be required to meet weekly with the Authority for Business Review meetings as defined by the Authority's Contract Manager. The purpose of these meetings will be to review project progress reports, discuss Vendor and Authority performance, address outstanding issues, review problem resolution, provide direction, evaluate continuous improvement and cost saving ideas, and discuss any other pertinent topics.

6.4 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.

6.5 PERIODIC REPORTS

The Vendor shall be required to provide Analytics Reports to the designated Contract Lead on a quarterly basis. This report shall include, at a minimum, information concerning print and digital advertising performance, website metrics, continuous improvement ideas/ opportunities, and any other relevant marketing/ communications results. These reports shall be well organized and easy to read. The Vendor shall submit these reports electronically using the format required by the Procurement Entity. The Vendor shall submit the reports in a timely manner and on a regular schedule as agreed by the parties.

6.6 ACCEPTANCE OF WORK

Performance of the work and/or delivery of Tasks/Deliverables shall be conducted and completed at least in accordance with the Contract requirements and recognized and customarily accepted industry practices. Performance shall be considered complete when the Services or Goods are approved as acceptable by the assigned the Authority's Contract Manager.

The State shall have the obligation to notify Vendor, in writing ten (10) calendar days following completion of such work or delivery of a deliverable described in the Contract that it is not acceptable. The notice shall specify in reasonable detail the reason(s) it is unacceptable. Acceptance by the State shall not be unreasonably withheld; but may be conditioned or delayed as required for reasonable review, evaluation, installation, or testing, as applicable to the work or deliverable. Final acceptance is expressly conditioned upon completion of all applicable assessment procedures. Should the work or deliverables fail to meet any specifications, acceptance criteria or otherwise fail to conform to the Contract, the State may exercise any and all rights hereunder, including, for Goods deliverables, such rights provided by the Uniform Commercial Code, as adopted in North Carolina.

6.7 TRANSITION ASSISTANCE

If a Contract results from this solicitation, and the Contract is not renewed at the end of the last active term, or is canceled prior to its expiration, for any reason, Vendor shall provide transition assistance to the State, at the option of the State, for up to six (6) months to allow for the expired or canceled portion of the Services to continue without interruption or adverse effect, and to facilitate the orderly transfer of such Services to the State or its designees. If the State exercises this option, the Parties agree that such transition assistance shall be governed by the terms and conditions of the Contract (notwithstanding this expiration or cancellation), except for those Contract terms or conditions that do not reasonably apply to such transition assistance. The State shall agree to pay Vendor for any resources utilized in performing such transition assistance at the most current rates provided by the Contract for performance of the Services or other resources utilized.

6.8 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.

6.9 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

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

ATTACHMENT A: PRICING

Complete and return the Pricing associated with this RFP, which can be found in the table in Attachment A attached.

ATTACHMENT B: INSTRUCTIONS TO VENDORS

The Instructions to Vendors, which are incorporated herein by this reference, may be found here:
https://www.doa.nc.gov/pandc/north-carolina-instructions-vendors-1-2025/open

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://www.doa.nc.gov/north-carolina-general-terms-and-conditions-5-2025/open

ATTACHMENT D: CUSTOMER REFERENCE FORM

Complete and return the Customer Reference Form, which can be found at the following link:
https://ncadmin.nc.gov/media/15503/open

ATTACHMENT E: 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://www.doa.nc.gov/pandc/onlineforms/pc-worker-location-92021-pdf/open

ATTACHMENT F: CERTIFICATION OF FINANCIAL CONDITION

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

https://www.doa.nc.gov/pandc/onlineforms/pc-certification-financial-condition-92021-pdf/open

ATTACHMENT G: BID SUBMITTAL CHECKLIST

The Bid Submittal Checklist associated with this RFP, which is attached.

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://www.doa.nc.gov/pc-contracts-grants-loans-cooperative-agreements-certification-72020-pdf/open

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

ATTACHMENT A: PRICING

Action	Cost Per Hour
Market Research	$ ___________
Strategic Market Planning	$ ___________
Full Media, Creative, and Production Services	$ ___________
Media, Planning, and Buying	$ ___________
Creative Ability	$ ___________
Webmaster/ Web Development	$ ___________
Public Relations	$ ___________
Copy	$ ___________
Illustration	$ ___________

Note: The annual advertising services budget is $500,000.00

ATTACHMENT H: BID SUBMITTAL CHECKLIST

Demonstrate compliance with all mandatory conditions, requirements and terms of performance. Proposal to be submitted and categorized in the following order:

1. Return signed proposal in its entirety, BE SURE TO ANSWER QUESTIONS WHERE DENOTED ☐ YES ☐ NO

2. Addendums, if any ☐ YES ☐ NO

3. Corporate Background and Experience, including Vendor references ☐ YES ☐ NO

4. Project Staffing and Organization ☐ YES ☐ NO

5. Technical Approach ☐ YES ☐ NO

6. All sections listed per Specifications ☐ YES ☐ NO

7. Financial Statement ☐ YES ☐ NO

8. All required proposal documents listed in section 2.0 including Pricing proposal and all attachments required to be completed/returned.

   ☐ YES ☐ NO

   By signing below, the Vendor acknowledges that all items in the Bid Submittal Checklist have been reviewed and completed as required.

   Vendor Name:

   Authorized Representative:

   ____
   Title:

   ____
   Signature:

   ____
   Date

   ____

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