**Notice of Request for Proposals (RFP)**

**RFP No. P23/10055L**

**Digital Marketing Services**

PimaCounty Community College District (“**College**”) is seeking proposals from qualified firms to provide **Digital Marketing Services**.

**Required Submittal Forms**

1. Proposal Certification Form
2. Exceptions to College’s Consultant Service Agreement
3. Offeror’s Proprietary/Confidential Information Form
4. Mandatory Certifications Form
5. Relatives Substantial Interest
6. Boycott of Israel
7. Legal Worker Verification Requirement
8. Status With Regard To Debarment, Or Suspension By Any Governmental Entity
9. Anti-lobbying certification and disclosure
10. Appendix Form
11. Litigation
12. Canceled, Debarred or Suspended
13. Prior Use
14. Cooperative Agreement
15. Subcontract, Third Party
16. Non-Collusion Affidavit Form

**Proposal Forms**

|  |  |
| --- | --- |
| **1.** | **Foresight Proposal Form** |
| **2.** | **Adaptability Proposal Form** |
| **3.** | **Data Proposal Form** |
| **4** | **Convergence Proposal Form** |
| **5.** | **Awareness Proposal Form** |
| **6.** | **Equity Proposal Form** |
| **7.** | **Compensation and Cost Proposal Form** |
| **8.** | **Reference Form** |

**Required Submittal Forms**

**Proposal Certification Form**

In response to **RFP No. P23/10055L Title: Digital Marketing Services** this proposal is submitted

by:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

(Company Name)

□ a corporation organized and existing under the laws of the State of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;

□ a partnership, registered in the State of \_\_\_\_\_\_\_\_\_\_\_\_, and consisting of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;

□ an individual trading as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

located at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(address)

Federal Tax Id No.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The undersigned, as a duly authorized officer, hereby agrees to be bound by the content of this Proposal and agrees to comply with the terms, conditions and provisions of the referenced RFP and any addenda thereto in the event of an award. Exceptions are to be noted as stated in the RFP. The proposal will remain in effect for a period of ninety (90) calendar days as of the Due Date for proposals to the RFP.

The undersigned understands that the College reserves the right to reject any or all Proposals or to waive any formality or technicality, as determined by the College in its sole discretion, in any Proposal in the interest of the College.

The undersigned hereby acknowledges receipt of the following Addenda, if any:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Addendum No. | Date: |  | Addendum No. | Date: |
|  |  |  |  |  |
|  |  |  |  |  |

The undersigned hereby certifies that this Proposal is genuine and not a sham or collusive, nor made in the interest or behalf of any person not herein named, and that the undersigned has not directly or indirectly induced or solicited any other Offeror to put in a sham proposal, or any other person or entity to refrain from submitting proposals, and that the Offeror has not in any manner sought by collusion to secure for itself an advantage over any other Offeror.

The undersigned further certifies that your firm (check the appropriate areas):

□ women-owned business; □ minority-owned business; □ labor surplus area firm

□ does ***or*** □ does not meet the Federal (S.B.A.) Small Business definition (FAR 19.001) and size standards (FAR 19.102). If it does, please “CHECK” one of the following:

□ small business; □ veteran-owned small business; □ service-disabled veteran-owned small business;

□ HUB Zone small business; □ small disadvantaged business; or □ women-owned small business.

The undersigned further certifies that as a duly authorized officer, he or she is authorized to negotiate in good faith on behalf of this firm for purposes of this RFP.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Authorized Signature/Date** | |  | | |
| **Print Name** |  | | **Title** |  |
| **Email address** |  | | **Phone #** |  |

**Exceptions Requested Form/Vendor Order Form**

|  |  |
| --- | --- |
| **Company Name** |  |

Any exceptions to the requirements of this RFP, including the Contract and Scope of Work, that the Offer requests the College to consider must be addressed on this form.

Each Exception or Alternate should be addressed separately with specific reference to the requirement, specification including the page number, paragraph, and sentence and section number. For each exception, the Offeror will provide all of the following information: (i) Name of the Document/Attachment; (ii) Agreement Page Number and Section Number; (iii) Exception; (iv) Justification for Exception. Blank, unjustified, or unsupported requests will be disregarded.

Any exceptions requested from the College’ Sample Agreement must be provided, using this Exception Form.

If there are **NO** proposed alternates or exceptions, a statement to that effect must be provided.

**\_\_\_\_\_\_\_\_(initial)** Contractor certifies this proposal has taken **NO** exceptions and does not propose alternates.

***Exceptions/Alternates*** *are noted in the space below or are included as an Attachment to this section.*

|  |
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|  |

***Order Form*:**

**\_\_\_\_\_\_(initial)** The firm utilizes an Order Form, Sales Form or similar document for placement of orders and has included a sample attached herein for College’s review and approval for subsequent use during the agreement’s term**.** The Order Form does not contain provisions contradicting or conflicting with the Pima Community College Contract.

**\_\_\_\_\_\_(initial)** Order Form, Sales Form or similar document is not applicable.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Authorized Signature/Date** | |  | | |
| **Print Name** |  | | **Title** |  |

**Proprietary/Confidential Information Form**

|  |  |
| --- | --- |
| **Company Name** |  |

In the event the Offeror elects to include in its proposal any information deemed "proprietary" or "protected," it will package such information separately from the balance of the proposal and clearly mark as to any proprietary claim.  Indicate in the space below specific reference to the requirement, specification including the page number, paragraph, and sentence and section number that which is deemed confidential or proprietary by the Respondent.

The College discourages the submission of such information and undertakes to provide no more than reasonable efforts to protect the proprietary nature of such information.  The College, as a public entity subject to Arizona public records law, cannot and does not warrant that proprietary information will not be disclosed.

The College will have the right to use any and all information included in the proposals submitted unless the information is expressly restricted by the Offeror.

If the proposal contains **NO** confidential/proprietary information, a statement to that effect must be provided.

**\_\_\_\_\_\_\_\_(initial)** Contractor certifies this proposal contains **NO** confidential and/or proprietary information.

***Confidential/Proprietary Information****. Contractor as indicated in the space below certifies the following pages, sections, paragraphs contain confidential and/or proprietary information****. If additional space is required, provide information on a separate page and submit as an attachment to this form.***

|  |
| --- |
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|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Authorized Signature/Date** | |  | | |
| **Print Name** |  | | **Title** |  |

**Mandatory Certifications Form**

|  |  |
| --- | --- |
| **Company Name** |  |

**A. Conflict of Interest Certification**

|  |  |
| --- | --- |
| **\_\_\_\_\_\_\_\_\_(*initial*)** The Offeror certifies that to the best of his/her knowledge there is no officer or employee of College who has, or whose relative has, a substantial interest in any contract resulting from this Request for Proposal. | |
|  | |
| **\_\_\_\_\_\_\_\_\_(*initial*)** The names of all public officers or employees of College who have, or whose relative has, a substantial interest in any contract resulting from this Request for Proposal, and the nature of the substantial interest, are included below or as an attachment to this certification form. | |
| First, Last Names | Title |
|  |  |
|  |  |

**B. Boycott of Israel Certification**

As required by the Arizona Revised Statutes § 35-393.01, College is prohibited from awarding a contract to any Contractor for delivery of services, supplies, information technology or construction unless the contract includes a written certification that the Contractor is not currently engaged in, and agrees for the duration of the contract to not engage in, a boycott of Israel.

A breach of the forgoing warranty certification will be deemed a material breach of the resulting contract. In addition to the legal rights and remedies available to College under the law. In the event of such breach, College will have the right to terminate the resulting agreement with the Offeror.

|  |
| --- |
| **\_\_\_\_\_\_\_\_\_(*initial*)** Accordingly, the Offeror by initialing certifies Offeror is not currently engaged in boycott of Israel, and will not for the duration of the resulting contract with College under this RFP engage in a boycott of Israel. |

**C. Worker Eligibility Verification**

As required by the Arizona Revised Statues § 41-4401, College is prohibited from awarding a contract to any Contractor who fails, or whose subcontracts/subrecipients fail, to comply with A.R.S § 23-214 governing the employee verification requirements through the federal e-Verify program.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **\_\_\_\_\_\_\_\_\_(*initial*)** Accordingly, by initialing certifies that Offeror (1) complies fully with all applicable federal immigration laws and regulations that relate to its employees; that it will, as applicable or required under A.R.S § 23-214, verify, through the e-Verify program as jointly administered by the U.S. Department of Homeland Security and Social Security Administration or any of its successor programs, the employment eligibility of each employee hired to work on the resulting agreement with College; and (2) that it will, as applicable or required under A.R.S § 23-214, require its subcontractor and subrecipients to provide the same warranties to the Offeror.  A breach of the forgoing warranty certification will be deemed a material breach of the resulting contract. In addition to the legal rights and remedies available to College under the law. In the event of such breach, College will have the right to terminate the resulting agreement with the Offeror.  Upon request, the College will have the right to inspect the papers of each Contractor, subcontractor or any employee of either who performs work hereunder for the purposes of ensuring that the Contractor or subcontractor is in compliance with the warranty certification set forth herein. | | | | |
| **Authorized Signature/Date** | |  | | |
| **Print Name** |  | | **Title** |  |

**Appendix Form**

|  |  |
| --- | --- |
| **Company Name** |  |

In each space provided below, provide a detailed answer or indicate Not Applicable (N/A). If additional space is needed, answers may be provided on a separate document and be attached to this form.

* 1. **Litigation:** Details of any litigation your company or any of its subsidiaries or affiliates has had in the past five (5) years related to the performance of services provided by your firm.

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|  |

* 1. **Canceled;debarred,suspended:** If a firm has had any previous contracts canceled or is currently debarred, suspended, or proposed for debarment by any government entity, the current status must be documented in this section.

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|  |

* 1. **Prior Use:** If any customer has stopped using the product(s) or service(s) you are proposing, provide details including customer name, date when product was installed, date when product was discontinued (usage) and reason for discontinuation, including contact details of the customer.

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|  |

* 1. **Cooperative:** If the firm intends to use any cooperative, for the purposes of this proposal, the firm must submit a copy of the Cooperative Contract.
  2. **Subcontract, third party agreement**, or the like to perform under their proposal:, the firm must supply the name, address, qualifications and criteria used by the firm for selection of any third party, and the intended services to be performed. **The services provided under the Scope of Work proposed, in part or in whole, shall not be subcontracted without prior written permission of the College.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Authorized Signature/Date** | |  | | |
| **Print Name** |  | | **Title** |  |

**Affidavit of Non-Collusion Form**

**AFFIDAVIT BY CONTRACTOR**

**CERTIFYING THAT THERE WAS NO**

**COLLUSION IN BIDDING**

**FOR CONTRACT**

**STATE OF: )**

**)**

**COUNTY OF: ) ss**

**)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Name of Individual)

being first duly sworn upon oath deposes and says:

That he is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Title)

of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Name of Company, Firm, or Corporation)

that, pursuant to Subsection 112(c) of Title 23, United States Code and Title 44, Chapter 10, Article 1, and Title 34, Chapter 2, Article 4 of the Arizona Revised Statutes, he certifies that neither he nor anyone associated with the company, firm, or corporation mentioned above has, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of full competitive bidding in connection with the associated project:

Subscribed and sworn to before me \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

this \_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_ 2023. (Signature)

If by a Corporation

My commission expires: \_\_\_\_\_\_\_\_\_ (Seal)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Notary Public

**Proposal Forms**

|  |  |
| --- | --- |
| **Company Name** |  |

**Foresight Proposal Form (20 points maximum)**

*Instructions: Responses to the questions may be noted in the space provided below and included as an Attachment to this form. (Note: Space for responses contained in this form will automatically expand as responses are typed. When responding to this form as an attachment, clearly identify in your proposal response the title of the form, each question number shown below and your response to that question. This form and all attachments must be submitted as a part of your proposal*.)

1. **Company Background Information:**

|  |
| --- |
| Company legal name: |

|  |
| --- |
| Web address: |

|  |
| --- |
| Headquarters and facility (supporting College): address, phone number & email address: |

|  |
| --- |
| Years in Digital Marketing business: |

|  |
| --- |
| Give the name & title of the Project Manager who will be assigned to PCC on behalf of any resultant contract. Provide a resume not to exceed 3 pages of the Program Manager. Attach PM resume to this form. Identify key personnel including title who may be involved with the contract: |

|  |
| --- |
| 1. **What Technologies do you think will emerge within the next 2-3 years?**   Response should not exceed five (3) pages |
| **Response:** |

|  |
| --- |
| 1. **How is your company preparing to leverage these emerging technologies?**   Response should not exceed five (3) pages: |
| **Response:** |

**Adaptability Proposal Form (20 points maximum)**

|  |  |
| --- | --- |
| **Company Name:** |  |

*Instructions: Responses to the questions may be noted in the space provided below and included as an Attachment to this form. (Note: Space for responses contained in this form will automatically expand as responses are typed. When responding to this form as an attachment, clearly identify in your proposal response the title of the form, each question number shown below and your response to that question. This form and all attachments must be submitted as a part of your proposal*.)

|  |
| --- |
| **1. What is your perspective on the demise of third-party cookies in digital marketing?**  Response should not exceed five (3) pages. |
| **Response:** |

|  |
| --- |
| **2. How has your company responded to the change?**  Response should not exceed five (3) pages. |
| **Response:** |

**Data Proposal Form (20 points maximum)**

|  |  |
| --- | --- |
| **Company Name** |  |

*Instructions: Responses to the questions may be noted in the space provided below and included as an Attachment to this form. (Note: Space for responses contained in this form will automatically expand as responses are typed. When responding to this form as an attachment, clearly identify in your proposal response the title of the form, each question number shown below and your response to that question. This form and all attachments must be submitted as a part of your proposal*.)

|  |
| --- |
| **1. What infrastructure/knowledge must a client firm possess for you to accurately measure success in the automated email and digital marketing realms?**  Response should not exceed five (3) pages. |
| **Response:** |

|  |
| --- |
| **2. Give an example of how you analyzed data to yield actionable insights for a client, and you leveraged those insights to further the client’s goals.**  Response should not exceed five (3) pages. |
| **Response:** |

**Convergence Proposal Form (10 points maximum)**

|  |  |
| --- | --- |
| **Company Name** |  |

*Instructions: Responses to the questions may be noted in the space provided below and included as an Attachment to this form. (Note: Space for responses contained in this form will automatically expand as responses are typed. When responding to this form as an attachment, clearly identify in your proposal response the title of the form, each question number shown below and your response to that question. This form and all attachments must be submitted as a part of your proposal*.)

|  |
| --- |
| **1. How do you mesh paid search/paid social and digital display to optimize campaign performance?** Response should not exceed five (3) pages. |
| **Response:** |

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| --- |
| **2. Can automated email be added to the mix? Other technologies?**  Response should not exceed five (3) pages. |
| **Response:** |

**Awareness Proposal Form (10 points maximum)**

|  |  |
| --- | --- |
| **Company Name** |  |

*Instructions: Responses to the questions may be noted in the space provided below and included as an Attachment to this form. (Note: Space for responses contained in this form will automatically expand as responses are typed. When responding to this form as an attachment, clearly identify in your proposal response the title of the form, each question number shown below and your response to that question. This form and all attachments must be submitted as a part of your proposal*.)

|  |
| --- |
| **1. What is the worst disconnect you had with a client firm, and how did you resolve it?**  Response should not exceed five (3) pages |
| **Response:** |

|  |
| --- |
| **2. In your experience, what are the 1-2 critical elements of success for projects similar to ours (PCC)?** Response should not exceed five (3) pages. |
| **Response:** |

**Equity Proposal Form (10 points maximum)**

|  |  |
| --- | --- |
| **Company Name** |  |

*Instructions: Responses to the question(s) may be noted in the space provided below and included as an Attachment to this form. (Note: Space for responses contained in this form will automatically expand as responses are typed. When responding to this form as an attachment, clearly identify in your proposal response the title of the form, each question number shown below and your response to that question. This form and all attachments must be submitted as a part of your proposal*.)

|  |
| --- |
| **1. Discuss how your firm approaches outreach to historically underserved markets in higher education.**  Response should not exceed five (3) pages. |
| **Response:** |

# Cost & Compensation Proposal Form (10 points maximum)

|  |  |
| --- | --- |
| **Company Name** |  |

***Instructions:*** *Offeror shall propose pricing for the services/items to be provided in accordance with the requirements, specifications, Scope of Work contained in this RFP. Describe in detail any fees, expenses anticipated to be incurred, that will be separately billed. Describe in detail any discounts that are available and the conditions for such discounts.*

|  |
| --- |
| **Annual Digital Marketing Services billed by monthly retainer:** *Describe all services included and provide monthly fee and extended annual retainer fee.* |
| **Response:** |

|  |
| --- |
| **Per Project/Campaign Cost:** *Describe available project-based services and provide pricing* |
| **Response**: |

|  |
| --- |
| **Hourly Pricing:** List by labor classification/position the hourly rate and fully describe what service may be performed**.** |
| **Response:** |

**References Form**

Evidence of ability to provide the requested services demonstrated by providing at least three (3) references of which you have performed Digital Marketing services within the last three years. References will not be scored but may be used by the College during the evaluation of proposal. The College reserves the right to contact any reference to assist in the evaluation of the bid proposal, to verify, supplement and/or clarify information contained in the bid proposal and to discuss the vendor’s qualifications and the qualifications of any subcontractor identified in the bid proposal.

|  |
| --- |
| **REFERENCE 1** |
| Entity Name |
| Contact Name, Title, Phone Number, and Email address |
| Year(s) service(s) provided |
| Brief description of contract services provided |

|  |
| --- |
| **REFERENCE 2** |
| Entity Name |
| Contact Name, Title, Phone Number, and Email address |
| Year(s) service(s) provided |
| Brief description of contract services provided |

|  |
| --- |
| **REFERENCE 3** |
| Entity Name |
| Contact Name, Title, Phone Number, and Email address |
| Year(s) service(s) provided |
| Brief description of contract services provided |

**RFP Completion Checklist**

This checklist is a summary of some of the required components of the RFP. Offeror must ensure supporting documentation and attachments are included.

This Check-List is provided as a convenience to Offerors, but is not intended to be all-inclusive or to imply acceptance or evidence of compliance by its use. It is the responsibility of the Offeror to submit complete and compliant proposals.

* **Cover Letter**

**Required RFP Submittal Forms**

* **Proposal Certification Form**
* **Exceptions Requested/Vendor Order Form**
* **Confidential and/or Proprietary Declaration Form**
* **Mandatory Certifications Form**
* **Appendix Form**
* **Non-Collusion Affidavit form**

**Proposal Forms**

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