

## Request for Proposals

Title: Digital Marketing Campaign

RFP #: #1383402

Issue Date: 2/6/19

Due Date: 2/14/19 at 3:00 PM ET

# **Section 1 – Introduction**

**Purpose, Background and Scope**

The University seeks to contract with a vendor to assist with placement and execution of 2 digital marketing campaigns per year for 3 years for the Tickle College of Engineering to assist with student recruitment.

**RFP Communications**Communication about this solicitation with employees or officials of the University of Tennessee other than the Solicitation Coordinator listed below may result in disqualification from this procurement process. The University has discretion in making this determination.

All questions must be received at least 5 business days before the solicitation deadline. Generally, the University will publish responses to all questions. Any oral communications will be considered unofficial and non-binding. Only the University’s written responses will be considered binding.

The University of Tennessee

Procurement Services

Solicitation Coordinator: Lisa Pate

Phone: 865-974-3101

Email: lpate@tennessee.edu

**Term**

The term of the agreement resulting from this solicitation will be 1 year from date of award with the provision to extend for 2 additional 1 year periods with written mutual agreement.  
  
**Number of Awards**

The University intends to award this solicitation to 1 Respondent unless the University deems it to be in its best interest to make the award to a smaller or larger number of Respondents. The University will have discretion over this decision.

**Extension of the Award**

The resulting agreement is open to any organization, provided Respondent agrees. Any university, college, school, or government agency (third-party entity) may purchase under this agreement. The third-party entity may negotiate its own terms with the Respondent.

**Non-Exclusive**

The University will promote the use of the resulting agreement; however, the University does not guarantee that all purchases for the products and/or services available under any award will be made exclusively from the Supplier. Also, the resulting agreement will not obligate the University to make any purchases from Supplier.

**Pre-Proposal Conference**

No Pre-Proposal Conference: The University will not hold a pre-proposal conference for this solicitation.

## Schedule

## The University may change these dates. All times are Eastern Time zone.

|  |  |
| --- | --- |
| **Question deadline** | 2/11/2019 |
| **Submission deadline** | 2/14/2019 3 PM ET |

**Section 2- Instructions and Evaluation Criteria**

**Assistance to Respondents with a Disability**

In the event that a Respondent has a disability, the University will make reasonable accommodation to allow them to participate provided that they contact the Solicitation Coordinator no later than 10 days before the proposal deadline.

**Proposal Submission**

Proposals must be submitted electronically through the University’s electronic procurement system in accordance with these directions:

1. Respondents must not include any cost information in the Technical Proposal.
2. Respondent’s proposed cost must remain firm for a period of at least 120 days from the University’s notice of intent to award.
3. The University will not accept late bids.

**Confidential Information**Any proprietary or confidential materials contained in the proposal will be subject to the Tennessee Public Records Act, Tenn. Code Ann. §10-7-503. All responses and correspondence relating to, or in reference to, this solicitation, and all other documentation submitted by the Respondents will become the property of the University. All proposal material submitted and evaluation documents will remain confidential, as provided by law, until after the University announces the notice of intent to award. The University will not agree to provide advance notice of disclosure. The University is not bound by Respondent’s confidentiality notices.After the notice to award, all materials submitted are open for inspection.

**Proposal Preparation Costs**

Respondent is responsible for all costs associated with this solicitation.   
 **Withdrawal of Proposals**

Respondent may withdraw its proposal by sending a written request to the solicitation coordinator before the solicitation deadline. Respondent may resubmit a proposal if done before the submission deadline.

**Acceptance and Rejection** **of Proposals**

The University may accept or reject any proposal. The University may re-solicit proposals, or continue with the current supplier.

**Evaluation Process**

**A. Mandatory and Technical Evaluations**

An evaluation committee will review all proposals that meet this solicitation’s mandatory requirements. After the committee scores technical proposals, the committee may select the highest scoring Respondent(s) to give a presentation.

**B. Cost Evaluations**

Procurement Services will not forward the cost proposals to the evaluation committee until after the evaluation committee completes scoring of the technical proposals. The cost scores will then be combined with the committee’s technical scores.

**Scores**

Scores will be calculated based on the following:

Technical Proposal: 700

Cost Proposal: 300

Total Points: 1000

**Award**

The University will make an award in its best interest; this might result in a situation where the University does not award to the Respondent offering the lowest cost, or to a Respondent other than the highest-scoring Respondent. The University may negotiate terms and alter the scope with the highest scoring Respondent. If the University is unable to mutually agree with a Respondent, the University may reject the proposal and negotiate with the next highest-scoring Respondent. Procurement Services is the only office authorized to award a purchase order. The University is not obligated to make an award through this solicitation.

**Notice of Intent to Award**

At the conclusion of the evaluation process the University will issue an intent to award.

# **Section 3- Technical Requirements**

**Instructions**

**For Respondent’s technical proposal, use this Word document to provide the required information. Respondents must complete each item in order. The University may disqualify incomplete proposals.**

**A. Mandatory Qualifications**

The University will review the mandatory qualifications to determine if the requirements are met.

* 1. Past experience running campaigns for higher education institutions
  2. Media buying is the major, core focus of the vendor
  3. Provide pre-campaign presentation with customized recommendations for our specific campaign needs at no cost
  4. Execute campaign, to include all required services and post-campaign summary report, for a flat rate with no additional costs, charges, incidentals, or fees.

**B. General Qualifications and Experience**

1. Detail the name, e-mail address, mailing address, and telephone number of the person the University will contact regarding the response.
2. Detail the number of years the Respondent has been in business and how long Respondent has provided the goods or services required by this solicitation.
3. Describe the Respondent’s number of employees, client base, and location of offices.
4. Provide at least 3 references, preferably from higher education institutions, for which the same services are being utilized. Include, at a minimum, the following: business name; contact name; phone number; email address; and brief description of the scope, length, volume and status of the business relationship.
5. Provide a statement explaining any mergers, acquisitions, or change of control of the Respondent within the last 10 years. Provide a statement explaining any planned mergers, acquisitions, or changes of control.
6. Provide a brief, descriptive statement detailing evidence of the Respondent’s ability to deliver the goods or services sought under this solicitation (prior experience, training, certifications, resources, program and quality management systems, etc.).
7. Provide a list of the names of key people who the Respondent will assign to meet the Respondent’s requirements under this solicitation. Include a resume for each of the people listed.
8. Describe if Respondent will need to subcontract any work required by this solicitation.
9. Provide documentation of the Respondent’s commitment to diversity and indicate if Respondent is registered with the Governor’s Office of Diversity Business Enterprise (Go-DBE). Please visit the Go-DBE website at <https://tn.diversitysoftware.com/FrontEnd/StartCertification.asp?TN=tn&XID=9265>  for more information.
10. Describe Respondent’s current contracts with the University, the state of Tennessee, Tennessee Board of Regents schools, or other colleges or universities within the state of Tennessee. Describe any such contracts within the previous 5 year period.
11. Describe any current or pending litigation against Respondent. Disclose any past criminal offenses, civil proceedings, debarments, or suspensions involving Respondent’s officers or directors, or individuals Respondent will assign to meet the Respondent’s requirements under this solicitation.

**C. Technical Requirements**

* 1. Ability to target specific audiences and deliver results based on stated strategic goals
  2. Ability to use advanced techniques for data optimization and reporting
  3. Ability to provide weekly updates on campaign progress to include bid management, cost per click rate, conversation rates, and other metrics as needed
  4. Allow and implement changes during campaign and at no additional cost
  5. Ability to maximize available inventory of media/ads through tailored implementation
  6. Ability to use both first- and third-party data to more accurately target audience
  7. Full integration with leading search platforms

**Section 4 – Cost Proposal**

The cost proposal must be in US dollars and must include all possible costs to the University. The proposal with the lowest price gets the total maximum points. Procurement Services will calculate the costs scores based on the following formula:

The budget for the initial year of this requirement is $25,000 per 6 week campaign with 2 campaigns per year (total of $50,000). Any subsequent years may have a different budget amount, but is unknown at this time.