



TO: Prospective Suppliers

FROM: Kip Smalligan, Sr. Strategic Sourcing Specialist, Procurement Services
Ph: 616/331-3211 Fax: 616/331-3287 smalligk@gvsu.edu |

DATE: February 3, 2021

RE: Request for Proposal #221-21
Advertising/Marketing Agency

The Michigan Small Business Development Center (SBDC) at Grand Valley State University (GVSU) is accepting proposals for an advertising/marketing agency to develop an omni-channel media strategy to support SBDC's marketing initiatives. The agency will provide full-service offerings including strategy, media planning, KPI definition, media buying, content creation/designing, copy writing, campaign execution, campaign optimization and reporting analysis. The term of this work will be March 2021 – December 2021.

To bid for the supply of these services, submit your proposal by e-mail to smalligk@gvsu.edu. Write **RFP #221-21** in the subject line of your e-mail. Your proposal must be received no later than **5:00 p.m. ET on Tuesday February 23, 2021**. No telephone, fax, drop-off, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, incomplete, or illegible proposals.

Direct all questions regarding this RFP to Kip Smalligan at 616/331-3211 or smalligk@gvsu.edu.

Instructions:

1. Project Schedule:

Feb 3	RFP released
Feb 10 at 11:00 am ET	Q&A Session for Suppliers (via Zoom)
Feb 23 at 5:00 pm ET	Proposal submission deadline
March 10 or 16	Interviews with finalists (via Zoom)
March 19	Proposal awarded
March 31	Kickoff project
2. Should it become necessary to revise any part of the RFP or provide additional information, notice of the revision will be given in the form of an addendum to all prospective suppliers on record as having received the RFP. Any addendum notices will also be posted on the [Bid Opportunities page](#) of the GVSU Procurement Services website www.gvsu.edu/purchasing. Each supplier should acknowledge receipt of any addenda in their proposal on the Proposal form, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.
3. There will be an optional Question & Answer session via Zoom for suppliers to ask questions on Wednesday February 10, 2021 at 11:00 am ET. If you would like to participate, send an email to smalligk@gvsu.edu and the Zoom link will be sent to you. Otherwise you may submit questions in writing to smalligk@gvsu.edu.
4. SBDC prefers to use a Michigan-based agency but will consider agencies from Illinois and Indiana.
5. Bid responses will be limited to 6 pages ONLY. The following content should be included in the 6 pages. Any other information requested in this RFP does not count toward the 6 pages. See further information on this content in the Specifications section.
 - Company description/overview
 - Media buying plan definitions & full media plan process
 - Buyer Power/Media relationships in the state of Michigan
 - Reporting
 - Team Structure
 - Fee Structure
 - Client References
6. Include any and all costs and fees for all possible service offerings in your proposal. Provide an itemized cost list if optional or variable costs.
7. Grand Valley State University is Michigan sales and use tax exempt. An exemption certificate will be provided to the awarded supplier.
8. Complete and return the proposal form on pages 6 and 7.
9. Grand Valley State University reserves the right to accept or reject any or all proposals. Acceptance of awarded proposal will be made by GVSU purchase order.
10. Direct all questions regarding this RFP to Kip Smalligan at 616/331-3211 or smalligk@gvsu.edu.

Specifications

The Michigan Small Business Development Center (SBDC) hosted at Grand Valley State University, provides consulting, business education, market research and technology commercialization to new and existing businesses throughout Michigan's 83 counties. Michigan SBDC services are available through the support of the U.S. Small Business Administration (SBA) and the Michigan Economic Development Corporation (MEDC). Visit the website to learn more <https://sbdcmichigan.org/>.

Through this Request for Proposal, the Michigan SBDC is seeking an advertising/marketing agency to develop an omni-channel media strategy to support SBDC's marketing initiatives. The agency will provide full-service offerings including strategy, media planning, KPI definition, media buying, content creation/designing, copy writing, campaign execution, campaign optimization and reporting analysis. The term of this work will be March 2021 – December 2021.

GVSU's total budget for this project is \$120,000 spread out among several different campaigns. This budget includes everything – planning, designing, copyrighting, buying media/cost of the media, launching, and reporting.

The ideal agency will have:

- An in-depth knowledge of the entire customer journey for SBDC customers
- Ability to recommend where/how to reach unique audience segments as well as the media that will resonate most with each segment.
- Experience working with nonprofit organizations
- Experience with all media types (Traditional, Online, Other)
- A comprehensive media buying process
- Buying power in the state of Michigan
- Thorough reporting for post buying analytics to accurately measuring success against pre-defined Key Performance Indicators (KPIs)
- Provide full-service offerings
- SBDC prefers to have a Michigan-based agency but will consider agencies from Illinois and Indiana also.

RFP Response Requirements:

1. Company description/overview
2. Media buying plan definitions & full media plan process
3. Buying power, including but not limited to:
 - How do you get the best pricing? What relationships do you hold to get the best pricing?
 - Do you have pre-negotiated rates?
 - What percentage of each do you purchase annually: traditional media, online, other?
 - How much do you spend annually on media?
4. What do you offer for reporting through the campaign lifecycle?
What do you do for post buy analysis?
5. What does the team structure look like for a budget of \$75,000 - \$120,000?
Provide team biographies for persons who would be part of SBCD's team.
6. Two recent relevant use cases showing your full process (including sample media plan, timing & sample post analysis, fee structure cost breakdown)
7. Design/Asset Creation Examples including creation, designs, development and launch of assets
8. Three client references
9. Provide a copy of the Terms and Conditions of your standard agreement.

Projects the agency will likely be working on:

Scope of work may fluctuate depending on internal needs, world events, and Michigan businesses. We need a media partner who can be flexible to meet SBDC's needs as they adjust through the year.

1. Brand Awareness
Goals: Increase requests for consulting; brand awareness within underserved markets
Timeframe: March 2021 - December 2021
 - a. Raise awareness of SBDC services among 'underserved businesses' audience segment
 - b. Repositioning the SBDC in alignment with rebrand; driving traffic to updated website (expected to launch March/April 2020)
 - c. Re-target prior attendees of SBDC webinars and convert them to one-on-one consulting clients

2. Drive traffic to the SBDC on-demand webinar library within defined Opportunity Zones.
Goals: Drive traffic to Opportunity Zone landing page, increase views of on-demand webinars; increase requests for consulting of clients within defined opportunity zones
Timeframe: March 2021 - December 2021

3. Promoting CARES Act Services
Goals: Increase requests for consulting
Timeframe: March 2021- September 2021
 - a. Promote general awareness of SBDC services, our CARES Act program and how we can aid businesses in their COVID-19 recovery.



PROPOSAL FORM
MI-SBDC Advertising Agency • RFP #221-21

The undersigned certifies that to the best of his/her knowledge:

- There is no officer or employee of Grand Valley State University who has, or whose relative has a substantial interest in any contract award subsequent to this proposal.
- The names of any and all public officers or employees of Grand Valley State University who have, or whose relative has, a substantial interest in any contract award subsequent to this proposal are identified by name as part of this submittal.

Name(s)

The undersigned further certifies that their company ____ IS or ____ IS NOT currently debarred, suspended, or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Supplier declares the following legal status in submitting this proposal:

- A partnership
- A corporation organized and existing under the laws of the State of _____
- An individual doing business as (DBA) _____

Optional: Supplier declares that company is at least 51% owned, controlled and actively managed by (check all that apply)

- African-American
- Asian American
- Hispanic American
- Native American
- Multi-Racial
- Woman/Women
- ADA Disabled Person(s)

Supplier acknowledges receipt of the following addenda:

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

BASE PROPOSAL _____ (\$ _____) OR attach your proposal

The undersigned proposes to furnish all labor, materials, equipment, tools and services required to complete the work in accordance with the proposed Contract Documents listed herein, including all addenda issued pertaining to same, for the sum or sums as stated, and agrees that these Documents will constitute the Contract if accepted by Grand Valley State University.

Company Name

Address City/State/Zip Code

Office Phone No. Cellular Phone No. Fax No.

Authorized Agent Signature Name & Title

Witness Signature Name

Tax Identification No. Date

VIII. ACCEPTANCE: This proposal is accepted by Grand Valley State University

Authorized Agent Signature Name & Title

Witness Signature Name

Phone No. E-mail

38 1684280

GVSU Tax Identification No. Date