DESCRIPTION: Seeking a company to develop a digital campaign for a 5 month project to be managed by Tri-County Technical College.

USING GOVERNMENTAL UNIT: Tri-County Technical College

The Term "Offer" Means Your "Bid" or "Proposal". Your offer must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior. See "Submitting Your Paper Offer or Modification” provision.

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

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<tr>
<th>MAILING ADDRESS:</th>
<th>PHYSICAL ADDRESS:</th>
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<tr>
<td>TRI-COUNTY TECHNICAL COLLEGE</td>
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<tr>
<td>PURCHASING OFFICE</td>
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<td>7900 Highway 76 (parcel post); PO Box 587 (USPS)</td>
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<tr>
<td>7900 Highway 76</td>
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<tr>
<td>Pendleton SC 29670-8876</td>
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SUBMIT OFFER BY (Opening Date/Time): 11/07/19 2:00 PM
(See "Deadline For Submission Of Offer” provision)

QUESTIONS MUST BE RECEIVED BY: 10/25/19 12:00 PM
(See "Questions From Offerors” provision)

NUMBER OF COPIES TO BE SUBMITTED: ONE (1) Original Hardcopy Each Technical & Price Proposal marked “Original” and three (3) Hardcopies of the Technical Proposal marked “Copy”.

NAME OF OFFEROR

(Full legal name of business submitting the offer)

AUTHORIZED SIGNATURE

(Person must be authorized to submit binding offer to contract on behalf of Offeror.)

DATE SIGNED

STATE VENDOR NO.

(Register to Obtain S.C. Vendor No. at www.procurement.sc.gov)

PRINTED NAME

(Printed name of person signing above)

STATE OF INCORPORATION

(If you are a corporation, identify the state of incorporation.)

OFFEROR'S TYPE OF ENTITY: (Check one)

___ Sole Proprietorship
___ Partnership
___ Corporate entity (not tax-exempt)
___ Corporation (tax-exempt)
___ Government entity (federal, state, or local)

(See "Signing Your Offer” provision.)
### HOME OFFICE ADDRESS
Address for offeror's home office / principal place of business

### NOTICE ADDRESS
Address to which all procurement and contract related notices should be sent. (See "Notice" clause)

Area Code - Number - Extension Facsimile

E-mail Address

### PAYMENT ADDRESS
Address to which payments will be sent. (See "Payment" clause)

Payment Address same as Home Office Address
Payment Address same as Notice Address

### ORDER ADDRESS
Address to which purchase orders will be sent. (See "Purchase Orders and "Contract Documents" clauses)

Order Address same as Home Office Address
Order Address same as Notice Address

### ACKNOWLEDGMENT OF AMENDMENTS
Offeror acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

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### DISCOUNT FOR PROMPT PAYMENT
(See "Discount for Prompt Payment" clause)

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<th>Discount Period (%)</th>
<th>10 Calendar Days (%)</th>
<th>20 Calendar Days (%)</th>
<th>30 Calendar Days (%)</th>
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### PREFERENCES - A NOTICE TO VENDORS: Please Note, preferences do not apply to this solicitation

### PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: Please Note, preferences do not apply to this solicitation

In-State Office Address same as Home Office Address
In-State Office Address same as Notice Address
1. The requests seem to be confusing throughout, will the offeror only provide the strategic direction and development of the campaign and then hand off to Tri-County to execute, optimize and report?

ANSWER: We are looking to have an outside expert partner with us on the strategic planning phase, as well as the creative portions of digital images/animations. Our expectation is that the vendor will execute, optimize, and report.

2. Are there images and assets that will be provided to the offeror for the creative development (for example within the creative production of E-Mail Blasts and Display ads)?

ANSWER: Tri-County will provide all videos, access to our professional photography, as well as our comprehensive branding guide (complete with logos, color palette and font requirements). Vendor must be able to develop creative images for E-Mail Blasts, Display Ads and other components. Must have willingness, skill and track record to conduct A/B tests on content and images.

3. Will the email list be provided by Tri-County Technical College?

ANSWER: No. The selected vendor will provide the e-mail list. E-mail lists must be scrubbed and refreshed monthly and validated to remove bad addresses, those who opt out, and domains that cannot be verified.

4. Are all bulleted (within the proposal) tactics mandatory in the proposal response? If not what are the priority tactics?

ANSWER: All bulleted items listed as a requirement must be met. Proposals will be evaluated based on the criteria listed in Section IV in order of priority.

5. Will Google Analytics serve as an appropriate means to “measure the impact of online display campaign”?

ANSWER: Yes. Google Analytics will serve as one of the appropriate means to measure the impact of the online display campaign. Tri-County will provide a customized landing page hosted on the College’s website which the display ads will lead to and we would like to measure the number of visitors to that specific webpage along with what actions were taken before leaving the College’s website.

6. Does the $50,000 include all media costs, agency fees and hours?

ANSWER: Yes. The campaign shall not be greater than $50K for all aspects of this RFP, including media costs, agency fees, and hours.
7. Will the partnerships with local broadcast companies and local/regional print publications be a mutual owned media and earned media relationship or is there opportunity for paid media buys?

ANSWER: There is opportunity for paid media buys.

8. Does Tri-County have their own email system to be utilized by the offeror for email blasts?

ANSWER: Tri-County has an account with iContact that can be utilized for e-mail blasts.

9. For Facebook/Instagram – are pixels placed and retargeting lists already being generated or will this need to be done?

ANSWER: Facebook pixel is placed on the College’s website, however, retargeting lists will need to be generated by the selected vendor.

10. For the monthly meetings are they to be in-person or will tele-conferencing be acceptable?

ANSWER: In-person is preferred, but teleconferencing is acceptable.