



TriCounty TECHNICAL COLLEGE

Request for Proposal
Amendment 1

Solicitation: TCTC-19-DigitalCampaign
Date Issued: 10/18/2019
Procurement Officer: Matt Whitten
Phone: 864-646-1633
E-Mail Address: mwhtten@tctc.edu
Mailing Address: Tri-County Technical College
Purchasing Office RH280
7900 Highway 76
Pendleton SC 29670-8876

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:

MAILING ADDRESS:
TRI-COUNTY TECHNICAL COLLEGE
PURCHASING OFFICE
7900 Highway 76 (parcel post); PO Box 587 (USPS)
Pendleton SC 29670-8876

PHYSICAL ADDRESS:
TRI-COUNTY TECHNICAL COLLEGE
PURCHASING OFFICE – Ruby Hicks Suite 280
7900 Highway 76
Pendleton SC 29670-8876

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".

CONFERENCE TYPE: **Not Applicable**
DATE & TIME:

(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)

LOCATION: **Not Applicable**

AWARD &
AMENDMENTS

The award, this solicitation, any amendments, and any related notices will be posted at the following web address: www.tctc.edu/purchasing .

You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date. (See "Signing Your Offer" provision.)

NAME OF OFFEROR

(full legal name of business submitting the offer)

Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.

AUTHORIZED SIGNATURE

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

DATE SIGNED

TITLE

(business title of person signing above)

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)

(See "Signing Your Offer" provision.)

Sole Proprietorship

Partnership

Other _____

Corporate entity (not tax-exempt)

Corporation (tax-exempt)

Government entity (federal, state, or local)

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(Return Page Two with Your Offer)

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)	ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)
_____ Payment Address same as Home Office Address _____ Payment Address same as Notice Address (check only one)	_____ Order Address same as Home Office Address _____ Order Address same as Notice Address (check only one)

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

Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date

DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	_____ Calendar Days (%)
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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 **(check only one)**

Request for Proposal: TCTC-19-DIGITALCAMPAIGN Amendment #1 – Questions and Answers

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.