



Sacramento
Employment and
Training
Agency

REQUEST FOR QUOTES
Marketing, Advertising, Graphic Design and
Website Maintenance Services

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925 Del Paso Blvd., Suite 100
Sacramento, CA 95815

Main Office
(916) 263-3800

Head Start
(916) 263-3804

Website: <http://www.seta.net>

PURPOSE:

The purpose of this RFQ is to solicit quotes from prospective marketing firms to work with the Sacramento Employment and Training Agency’s Management Team on an as-needed basis in managing the development and implementation of marketing, advertising, graphic design, and website maintenance services for SETA, Sacramento Works, Inc. (SWI) and Head Start.

For more information about SETA programs and services visit:

- www.seta.net
- www.sacramentoworks.org
- www.headstart.seta.net

Deadline And Submittal Procedure:

SETA must receive all quotes no later than 4:00 p.m. PDT, Friday, September 12, 2014.

Quotes must be emailed, delivered or mailed to:

Sacramento Employment and Training Agency
925 Del Paso Blvd., Suite 100
Sacramento, CA 95815
Attention: Terri Carpenter, Workforce Development Manager
Email: Terri@delpaso.seta.net

All quotes must be received by SETA no later than 4:00 p.m., PDT, Friday, September 12, 2014. In accordance with SETA’s procurement policies and procedures, quotes received after 4:00 p.m., PDT, Friday, September 12, 2014 will not be considered—NO EXCEPTIONS.

To be considered for funding, submit ONE (1) reproducible copy of a quote developed in response to this RFQ.

This quote must be signed by a principal of the company (officer, director, manager or owner) who is authorized to submit the quote for the responding agency. The quote must also include documentation indicating by what authority the person(s) is/are authorized to negotiate and contractually bind the responding agency, if selected.

TERM OF CONTRACT:

The contract will be awarded for a one year term beginning October 1, 2014 and ending September 30, 2015. Subject to fund availability, SETA shall have the exclusive option to extend the contract for additional terms.

SCOPE OF SERVICES:

Work with the SETA/Sacramento Works management team, as needed, for:

- Marketing, Advertising and Graphic Design counsel
- Broadcast commercial production
- Media Buying
- Graphic Design
- Video production
- Website design/maintenance

SETA/Sacramento Works is seeking a flat hourly rate for the scope of services listed above to be performed on a monthly basis as needed. The maximum hours per month required for these services will not exceed 50.

SELECTION CRITERIA:

The criteria to be utilized in the selection of service providers shall be:

- The effectiveness of the agency or organization in delivery marketing, advertising graphic design, and website maintenance services based on demonstrated performance.
- The agency or organization responses to the **Response Section** of the RFQ.

PROTEST PROCEDURES TO RESOLVE PROCUREMENT DISPUTES:

All protests to resolve disputes concerning this RFQ shall be submitted in writing, must specify in detail the grounds of the protest, the facts and evidence in support thereof, and the remedy sought. The written protest must be delivered to SETA's Executive Director within the time outlined below. In the absence of a timely and properly submitted written protest, no party responding to this RFQ shall be eligible for any remedy.

Any applicant desiring to protest a determination concerning this RFQ must file a protest, in writing, with SETA's Executive Director no later than five (5) calendar days following the determination of contract award. The resolution of SETA's Executive Director shall be deemed final.

LIMITATIONS:

SETA shall not pay for any costs incurred by the responding agency in the completion of the response to this RFQ. Submission of a response to this RFQ does not, in any way, obligate SETA to award a contract.

SETA reserves the right to accept or reject any response, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFQ, if it is in the best interest of SETA to do so.

SETA may require the successful respondent to participate in contract negotiations and to submit additional programmatic or financial information as a result of negotiations prior to

contract finalization. SETA shall reserve the right to terminate, with or without cause, any contract entered into as a result of this RFQ process.

MODIFICATION OF THE CONTRACT:

Any contract awarded pursuant to this RFQ may be unilaterally modified by SETA upon written notice to the contractor under the following circumstances:

1. Contractor fails to meet performance and service expectations set forth in the contract, or
2. The Federal or State government increases, reduces or withdraws funds allocated to SETA, which impact services solicited under this RFQ, or
3. There is a change in Federal or State legislation and/or their regulations, local laws, or applicable SETA policies or procedures.

RESPONSE SECTION:

Quote for Services to Be Provided

SETA/Sacramento Works, Inc. invites your agency to submit a quote to provide the services outlined above under Scope of Services.

The quote must contain the following information:

Fees:

1. Flat Hourly Rate for Scope of Services
2. Other costs which would not be included in hourly rate for Scope of Services
3. General Overview, including:
 - Company name, address, phone number, email address, and contact person
 - Agency history
 - Principals/Bios
 - Size of agency by billings and staff
4. Experience, including:
 - Current client list
 - Specific areas of expertise
 - In-house vs. outsourcing capabilities
 - Provide background on staff including an overview of requisite experience assigned to provide scope of services for identified projects.
5. Account Management System, including:
 - Staff Assignment - Methodology for meeting project deadlines
 - Process and Reporting practices - Methodology in reporting monthly hours on project activity
6. Agency's Approach, including:
 - Creative strategy
 - Media strategy
7. Creative Samples
 - Case study of successful marketing/advertising and website development campaign.

Questions regarding this RFQ should be addressed to Terri Carpenter at (916) 263-7891.

Selection of Finalists:

All proposals will be evaluated for:

- Firm Capabilities
- Cost Effectiveness
- Proposed management team
- Reporting system used to document monthly project activity

Proposers meeting the above criteria will be scheduled for a capabilities presentation on September 24, at 9:30 a.m. at the Sacramento Employment and Training Agency offices located at 925 Del Paso Blvd., Sacramento, CA 95815. The final vendor selection will be made following the capabilities presentation.