



To: Matt Morgan
Assistant Superintendent of Support Services

From: Kristine Johnston
Director of Purchasing

Date: November 4, 2016

Re: Marketing Services
Annual Contract #16-09-5000RFP

The following bids were received and opened at 3:00 p.m., Thursday, September 29, 2016 as advertised and specified in documents concerning **Annual Contract #16-09-5000RFP Marketing Services**. The bids received are located on page 2.

^a Did not provide sufficient information to support the desired scope of the project as outlined in the bid.

Recommendation: Freed Advertising

Funding: M & O Funds

Estimated Expenditure: \$400,000.00

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| Elements of Marketing Proposal | Possible Points | eSiteful | <u>Freed Advertising</u> | Langrand and Company, LLC | Marketing & More Consulting |
|--|------------------------|-----------|---------------------------------|---------------------------|-----------------------------|
| Qualifications of the vendor | 10 | 10 | <u>10</u> | 10 | * |
| More than 5 years of experience | | | | | |
| Houston-based staff | | | | | |
| Reputation of the vendor | 10 | 8 | <u>10</u> | 10 | * |
| 3 to 5 references similar in size/presence to CFISD | | | | | |
| Quality of the vendor's goods/services | 40 | 30 | <u>40</u> | 35 | * |
| Examples of past work | | | | | |
| Management Plan - overview and collaboration with CFISD comm/mktg | | | | | |
| Management Plan - identifying manager and key team members | | | | | |
| Management Plan - method of communication & control | | | | | |
| Technical Plan - described plans for achieving goal / expected results | | | | | |
| Pricing | 30 | 29.9 | <u>29.8</u> | 30 | * |
| Long-term cost to the District | 5 | 3 | <u>4</u> | 2 | * |
| Parent company | 5 | 2.5 | <u>2.5</u> | 2.5 | * |
| Principal place of business in state | | | | | |
| Employs at least 500 people | | | | | |
| Total possible | 100 | 83.4 | <u>96.3</u> | 89.5 | * |
| Presentation for finalists | 20 | 15 | <u>18</u> | 15 | |
| Total possible | 120 | 98.4 | <u>114.3</u> | 104.5 | |
| Purchase Price | | | | | |
| Total campaign costs as submitted | | \$398,690 | <u>\$400,000</u> | \$398,250 | \$49,750 ^a |

