TERI BECKER
State of Nevada, Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701

RFP:	***3510***
OPENING DATE:	***February 13, 2018***
OPENING TIME:	***2:00 PM***
FOR:	***Multi-Media Outreach Services***
VENDOR'S NAME:	***Deitz Media & Marketing, LLC*** ***775-432-2541*** ***deitzmedia.com***

Deitz Media & Marketing

SECTION I
Title Page

PART IA –
TECHNICAL PROPOSAL

RFP TITLE:	***Multi-Media Outreach Services***
RFP:	***3510***
VENDOR NAME:	***Deitz Media & Marketing, LLC***
ADDRESS:	***770 Trademark Drive, Suite 201 Reno, NV 89521***
OPENING DATE:	***February 13, 2018***
OPENING TIME:	***2:00 PM***

SECTION II
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SECTION III
Vendor Information Sheet

VENDOR INFORMATION SHEET FOR RFP 3510

Vendor Shall:

A) Provide all requested information in the space provided next to each numbered question. The information provided in Sections V1 through V6 shall be used for development of the contract;

B) Type or print responses; and

C) Include this Vendor Information Sheet in Section III of the Technical Proposal.

V1	Company Name	***Deitz Media & Marketing, LLC***

V2	Street Address	***770 Trademark Drive, Suite 201***

V3	City, State, ZIP	***Reno, NV 89521***

V4	Telephone Number		
	Area Code:	Number: ***775-432-2541***	Extension:

V5	Facsimile Number		
	Area Code:	Number: ***N/A***	Extension:

V6	Toll Free Number		
	Area Code:	Number: ***N/A***	Extension:

V7	***Contact Person for Questions / Contract Negotiations, including address if different than above***
	Name: ***Melissa Deitz***
	Title: ***Owner***
	Address: ***Same as above***
	Email Address: ***melissa@deitzmedia.com***

V8	Telephone Number for Contact Person		
	Area Code:	Number: ***775-432-2541***	Extension:

V9	Facsimile Number for Contact Person		
	Area Code:	Number: N/A	Extension:

V10	***Name of Individual Authorized to Bind the Organization***	
	Name: ***Melissa Deitz***	Title: ***Owner***

V11	Signature ***(Individual shall be legally authorized to bind the vendor per NRS 333.337)***	
	Signature:	Date: 2/12/18

SECTION IV
State Documents

State of Nevada
Department Administration
Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701

Brian Sandoval
Governor

Jeffrey Haag
Administrator

SUBJECT:	Amendment 1 to Request for Proposal 3510
RFP TITLE:	Multi-Media Outreach Services
DATE OF AMENDMENT:	January 30, 2018
DATE OF RFP RELEASE:	January 9, 2018
OPENING DATE:	February 13, 2018
OPENING TIME:	2:00 PM
CONTACT:	Teri Becker, Procurement Staff Member

The following shall be a part of RFP 3510**.** If a vendor has already returned a proposal and any of the information provided below changes that proposal, please submit the changes along with this amendment. You need not re-submit an entire proposal prior to the opening date and time.

---

1. Whether companies from Outside USA can apply for this?

   No.

2. Whether we need to come over there for meetings?

   There will be meetings held via internet, phone and in person in Nevada.

3. Can we perform the tasks (related to RFP) outside USA?

   Some tasks may be able to be performed elsewhere however, there will be some functions, such as filming, must be done in Nevada.

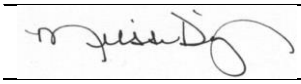
4. Can we submit the proposals via email?

   No. See submittal instructions in Section 8 of RFP 3510.

ALL ELSE REMAINS THE SAME FOR RFP 3510.

Vendor must sign and return this amendment with proposal submitted.

Vendor Name: ***Melissa Deitz***

Authorized Signature: 

Title: ***Owner*** Date: ***2-12-18***

This document must be submitted in the "State Documents" section of vendors' technical proposal.

ATTACHMENT A – CONFIDENTIALITY AND CERTIFICATION OF INDEMNIFICATION

Submitted proposals, which are marked "confidential" in their entirety, or those in which a significant portion of the submitted proposal is marked "confidential" **shall not** be accepted by the State of Nevada. Pursuant to NRS 333.333, only specific parts of the proposal may be labeled a "trade secret" as defined in NRS 600A.030(5). All proposals are confidential until the contract is awarded; at which time, both successful and unsuccessful vendors' technical and cost proposals become public information.

In accordance with the submittal instructions of this RFP, vendors are requested to submit confidential information in separate files marked "**Part IB Confidential Technical**" and "**Part III Confidential Financial**".

The State shall not be responsible for any information contained within the proposal. If vendors do not comply with the labeling and packing requirements, proposals shall be released as submitted. In the event a governing board acts as the final authority, there may be public discussion regarding the submitted proposals that shall be in an open meeting format, the proposals shall remain confidential.

By signing below, I understand it is my responsibility as the vendor to act in protection of the labeled information and agree to defend and indemnify the State of Nevada for honoring such designation. I duly realize failure to so act shall constitute a complete waiver and all submitted information shall become public information; additionally, failure to label any information that is released by the State shall constitute a complete waiver of any and all claims for damages caused by the release of the information.

This proposal contains Confidential Information, Trade Secrets and/or Proprietary information.

Please initial the appropriate response in the boxes below and provide the justification for confidential status.

Part IB – Confidential Technical Information			
YES		NO	
Justification for Confidential Status			

Part III – Confidential Financial Information			
YES		NO	
Justification for Confidential Status			

Deitz Media & Marketing, LLC

Company Name

Signature

Melissa Deitz ***2-12-18***

Print Name Date

This document shall be submitted in Section IV of vendor's technical proposal

ATTACHMENT B – VENDOR CERTIFICATIONS

Vendor agrees and shall comply with the following:

(1) Any and all prices that may be charged under the terms of the contract do not and shall not violate any existing federal, Sta or municipal laws or regulations concerning discrimination and/or price fixing. The vendor agrees to indemnify, exonera and hold the State harmless from liability for any such violation now and throughout the term of the contract.

(2) All proposed capabilities can be demonstrated by the vendor.

(3) The price(s) and amount of this proposal have been arrived at independently and without consultation, communicatio agreement or disclosure with or to any other contractor, vendor or potential vendor.

(4) All proposal terms, including prices, shall remain in effect for a minimum of 180 days after the proposal due date. In the ca of the awarded vendor, all proposal terms, including prices, shall remain in effect throughout the contract negotiation proces

(5) No attempt has been made at any time to induce any firm or person to refrain from proposing or to submit a proposal high than this proposal, or to submit any intentionally high or noncompetitive proposal. All proposals shall be made in good fai and without collusion.

(6) All conditions and provisions of this RFP are deemed to be accepted by the vendor and incorporated by reference in tl proposal, except such conditions and provisions that the vendor expressly excludes in the proposal. Any exclusion shall be writing and included in the proposal at the time of submission.

(7) Each vendor shall disclose any existing or potential conflict of interest relative to the performance of the contractual servic resulting from this RFP. Any such relationship that might be perceived or represented as a conflict shall be disclosed. I submitting a proposal in response to this RFP, vendors affirm that they have not given, nor intend to give at any time hereaft any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public serva or any employee or representative of same, in connection with this procurement. Any attempt to intentionally unintentionally conceal or obfuscate a conflict of interest shall automatically result in the disqualification of a vendor proposal. An award shall not be made where a conflict of interest exists. The State shall determine whether a conflict interest exists and whether it may reflect negatively on the State's selection of a vendor. The State reserves the right disqualify any vendor on the grounds of actual or apparent conflict of interest.

(8) All employees assigned to the project are authorized to work in this country.

(9) The company has a written equal opportunity policy that does not discriminate in employment practices with regard to rac color, national origin, physical condition, creed, religion, age, sex, marital status, sexual orientation, developmental disabili or handicap.

(10) The company has a written policy regarding compliance for maintaining a drug-free workplace.

(11) Vendor understands and acknowledges that the representations within their proposal are material and important, and shall relied on by the State in evaluation of the proposal. Any vendor misrepresentations shall be treated as fraudulent concealme from the State of the true facts relating to the proposal.

(12) Vendor shall certify that any and all subcontractors comply with Sections 7, 8, 9, and 10, above.

(13) The proposal shall be signed by the individual(s) legally authorized to bind the vendor per NRS 333.337.

Deitz Media & Marketing, LLC

Vendor Company Name

Vendor Signature

Melissa Deitz ***2-12-18***

Print Name Date

This document shall be submitted in Section IV of vendor's technical proposal

ATTACHMENT H – CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or shall be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federally appropriated funds have been paid or shall be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub awards at all tiers (including subcontracts, sub grants, and contracts under grants, loans, and cooperative agreements) and that all sub recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

By: _____ 2-12-18

Signature of Official Authorized to Sign Application — Date

For: ***Deitz Media & Marketing, LLC***

Vendor Name

Multi-Media Outreach Services (RFP #3510)

Project Title

This document shall be submitted in Section IV of vendor's technical proposal

SECRETARY OF STATE

STATE OF NEVADA

NEVADA STATE BUSINESS LICENSE

DEITZ MEDIA & MARKETING L.L.C.

Nevada Business Identification # NV20151265367

Expiration Date: April 30, 2018

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

Valid until the expiration date listed unless suspended, revoked or cancelled in accordance with the provisions in Nevada Revised Statutes. License is not transferable and is not in lieu of any local business license, permit or registration.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on April 20, 2017

Barbara K. Cegavske
Secretary of State

You may verify this license at www.nvsos.gov under the Nevada Business Search.

License must be cancelled on or before its expiration date if business activity ceases. Failure to do so will result in late fees or penalties which by law cannot be waived.

NEVADA DOT
702-730-3316

Reno-Tahoe Airport Authority
775 328-6400

LAS VEGAS McCARRAN INTERNATIONAL AIRPORT
702 261-3443

Nevada Unified Certification Program

This is to Certify that:

Deitz Media and Marketing, LLC

Is registered as a Disadvantaged Business Enterprise in the Nevada Unified Certification Program

Under the Provisions of 49 CFR Part 26

And is Therefore Recognized This 26th Day of January, 2016

And supersedes any certification or listing previously issued

Certificate No. **NV20407857NUCP**

RTC
702 676-1500

Carson Area Metropolitan Planning Organization
CAMPO
702 887-2355

RTC
775 348-0400

Litho. in U.S.A.

Nevada Governor's Office of

ECONOMIC DEVELOPMENT

Empowering Success

HEREBY GRANTS

State of Nevada Local Emerging Small Business Certification

TO

DEITZ MEDIA & MARKETING, LLC

WHO HAS SUCCESSFULLY MET THE STATE OF NEVADA'S STANDARDS AS A TIER 1 LOCAL EMERGING SMALL BUSINESS.

CERTIFIED DATE: FEBRUARY 22 2017
EXPIRATION DATE: FEBRUARY 28, 2019

O. Lynne Taylor-Bullock 2/22/2017

O. LYNNE TAYLOR-BULLOCK
ESB PROGRAM COORDINATOR
NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

DATE

SECTION V
Scope of Work

2. SCOPE OF WORK

2.1 SERVICE REQUIREMENTS

Vendors are required to respond in detail on how services will be provided to the State. The successful vendor must:

2.1.1

Build and expand upon the current multi-media outreach platform and incorporate existing VR branded messaging and imaging. The multi-media outreach platform shall be designed to reach people with disabilities, advocate for placing people with disabilities in the workplace and educate businesses on the benefits of hiring people with disabilities; with a statewide message that is consistent and cohesive.

Deitz Media & Marketing agrees VR should continue to use successful VR branded images and messaging and build on that familiarity by incorporating messages designed to reach both client/customers and businesses moving forward. Additionally, we will work with you to ensure the messages are being delivered across the most appropriate media channels to reach both customer groups.

2.1.1.1

All multi-media strategies, concepts, budgets, ad copy and scripts must be submitted for review and approval by DETR.

Understood and agreed.

2.1.1.2

DETR reserves final editing and approval rights for any concept, spots and/or copy.

Understood and agreed.

2.1.2

Build and expand upon the current multi-media outreach platform around the existing VR mission (as explained in *Section 1.1, Goals and Objectives*), and logo (see *Attachment K, VR Marketing Logo Artwork and Media Campaign Links*); encompassing an effective and efficient mix of media and social media content; and further develop strategies to continue the positive exposure necessary to build VR program recognition with potential VR clients and in the workforce and economic development arena.

As Nevada's economy continues to boom and unemployment rates are lower than they've been in 10 years in our state, we should take every opportunity to expand on your current campaign to remind business owners of the resources VR has to offer and how to navigate those waters. The jobs are out there, VR is here to ensure quality employees are prepared not only to interview, but to perform and impress.

Businesses are clamoring for quality employees. In a day when all industries are being reminded to establish a diverse workplace and openness to employees with unique abilities, VR provides the right resources and now is the right time to push the message harder than ever into our markets.

Our efforts won't be to change who VR is or how you're perceived, it will be to build a marketing plan with greater reach, frequency, impact and engagement to motivate and inspire business decision makers, clients with disabilities, and others in our communities.

2.1.2.1

Expand social media presence including at a minimum Twitter, Facebook and YouTube and encourage heightened audience engagement; and cultivate a system for evaluating and optimizing cross-platform social media engagement activities.

Social media will be the cornerstone of your campaign. With 7 in 10 Americans using social media, and the ability to hyper-target niche audiences it will be one of our most effective and most efficient media channels. But, not all social media is alike, if you don't understand who is using what platform and how, you're wasting your budget. So, what will we consider?

Facebook – Of course we'll consider this. It's still the most popular social media network. The audience is approximately 83% women and 75% men. Despite reports of it's traffic dwindling, as of 2017, it was still the best place to reach Millennials and Generation X.

Twitter – A great place to reach Millennials with 36% of online adults between 18 and 29 on the network. Tends to skew male with 22% of online men and 15% of online women. This is where you can go to create deeper partnerships and add value to your campaign by answering questions, sharing information and being a community resource.

YouTube – This is almost the new cable "tv" station for Millennials. YouTube currently reaches more 18-49 year-olds than any US cable television network. YouTube also skews male with 55% of users and women being 45%.

Instagram – With 700 million unique monthly users, Instagram is the fastest growing social media network. 90% of users are under 35 years old.

LinkedIn – This is the top B2B social media network. These users are less likely to use other social media networks, so if we can't reach them through one of the former channels, this is a good alternative.

Snapchat – This platform was trending very quickly among teens and young users, but with the help from parent company Facebook, Instagram has been chipping away at this audience. While there is still heavy usage, it's trending down. We should keep an eye on it, but with a conservative budget, we wouldn't opt to include it right now.

So, these stats are interesting, but these are national, what's happening in Nevada? Based on data from Scarborough's Nov17-Dept16 Las Vegas, NV Syndicated data, we're not much different here. We took a look at Adults 18-24 (this was the closest demo we could pull to A16-21 as you'd specified), Business Owners and/or White Collar Workers, and respondents who indicated they're disabled, to determine platforms they were more likely to use.

You'll see Facebook is ranked high across all three demos, but YouTube just edges it out for A18-24. YouTube is second among the other two demos. And as is no surprise, LinkedIn is stronger for Business Owners/White Collar workers than the other two demos.

Platform	A18-24	Business Owner or White Collar	Disabled
Facebook	67.7%	72.6%	48.6%
Twitter	16.3%	18.3%	7.7%
YouTube	73.1%	58.2%	32.5%
Instagram	53.0%	38.6%	9.3%
LinkedIn	16.9%	25.4%	8.0%

So, it's imperative to not only consider which platforms, but how to weight usage of each and to consider the target audience and the most compelling message for each.

2.1.2.2

Examine and analyze popular broadcast media (i.e., day-time TV, radio) and other platforms, such as digital, adaptive text messaging, Boost ads; develop and enhance additional interactive opportunities such as periodic digital events; and increase audience engagement and interactions to publicize VR's programs, activities, and services.

Deitz Media & Marketing has been buying traditional TV and radio throughout Nevada for nearly 20 years. We build all of our campaigns from scratch. It's easier and faster to give stations a budget and ask them to put something together for you or even to work with Nevada Broadcasters Association to buy high frequency remnant space. But, we know from experience, this isn't the most effective or efficient method. We continually test our own skills and savvy to ensure we're running a tight ship. We often ask stations to provide prepared schedules and then we compare to what we can do by doing ourselves. We use Nielsen data and Strata software to build apples-to-apples comparisons. We also use that data to ensure we're providing adequate reach,

frequency, impressions and to evaluate audience compositions of each station, amongst a host of other tasks.

That said, at the end of the day, we not only evaluate each media channel separately but also collectively to see how one channel might add strength to another.

2.1.2.3

Help VR better understand how to partner with individuals to improve outcomes that matter for its two (2) main customer groups; and how to measure changes in behavior and how to expand the reach of media beyond traditional platforms that are not used evenly across different demographic groups.

Deitz Media & Marketing has operated as a subcontractor for the past 4+ years for the agency that oversaw the Nevada Zero Fatalities campaigns until 2017 and currently handles Nevada Health Link. We fully understand the need to partner with clients, customers, other state agencies and private entities to reach beyond traditional media. There must be a grassroots component of sorts to elicit help from businesses as well as disability resource providers and counselors to help get a more authentic or organic groundswell of support.

2.1.2.4

The current VR multi-media outreach plan was developed based on data and research collected and presented in a VR Nevada Marketing and Advertising Campaign - Final Report 06-29-15. It should be noted, the 2015 plan focused solely on businesses, while this RFP includes disabled clients/customers and businesses. (*Refer to Attachment J, Marketing and Advertising Campaign Final Report).*

There are certainly nuggets of valuable information to be gleaned from the final report. It would be beneficial to review your perceived "wins and losses" from the report and previous campaign. This will help us hit the ground running.

We also need to take into consideration the changing landscape of Nevada's employment opportunities. In June 2014, Nevada's Unemployment rate was 7.9%, as compared to 5.0% in December 2017. No question there is a need for skilled workers, which VR can provide. But, with this low unemployment comes population growth, which we'll have to compete with.

2.1.2.5

Additional resources available at United States Department of Labor, Office of Disability Employment Policy (ODEP) https://www.dol.gov/odep/

Noted and reviewed. This appears to be a great resource to assist with effective messaging, but may also provide insights as to how to best reach, educate and inspire our target audiences.

2.1.2.6

The multi-media outreach plan must include the following:

A. Goals and Objectives.

B. Clear strategies, methods and tasks necessary to achieve the goals and objectives to include reaching:

1. Potential new VR clients with disabilities; and
2. Businesses to build awareness of the Nevada VR Program and its services and hiring people with disabilities.

A multi-media outreach plan is just a bunch of words or diagrams on paper without established goals and objectives. Deitz Media & Marketing would never consider laying out a plan, nonetheless, launching a campaign without determining the overall goals then laying out measurable and/or timely objectives (tasks) we need to accomplish to achieve, or better yet, exceed the goal.

C. Provide a description of your firm's presence and experience in the State of Nevada and your approach to marketing to Nevada businesses and/or to people with disabilities.

Melissa Deitz of Deitz Media & Marketing and the creative subcontractor, Amy Lockhart of LOCKHART art direction & design have each worked in advertising in Nevada for over 20 years. We previously worked together at a larger agency for over a decade and independently decided to open our own businesses. We're rewarded daily having taken that big agency experience we built on the backs of things like gaming and retail and now look for opportunities to change lives through campaigns like Zero Fatalities, Nevada Health Link, Go Red, and local cultural events.

Deitz Media has been operating as a subcontractor for the agency handling Nevada Health Link for the past three years. Through this we have planned statewide media campaigns including everything from television, cinema, radio (including Pandora), outdoor digital bulletins, outdoor posters, bus shelters, bus exteriors, bus interiors, mobile trucks, human directional (sign spinners), print advertising targeting Hispanics, African Americans, Asians and Seniors, display ads, pre-roll video, native content, and social media. Using these multiple channels we reminded Nevadans Nevada Health Link, as a state agency, is a trusted resource to help you find affordable health insurance. We had multiple audiences we needed to reach including Millennials, parents, seniors not quite old enough for Medicare, business owners who

couldn't provide healthcare and community stakeholders and influencers who could help us spread the message about our services more organically.

Deitz Media also worked as a subcontractor for the Zero Fatalities agency from 2013 through 2017. This project again required statewide coverage for multiple campaigns with a variety of audiences each year. Depending on the audience and their media usage habits campaigns might include television, radio, outdoor, digital media, social media, gas pump toppers, sidewalk decals, transit, mall displays or special events outreach.

The key to both of these campaigns was working with media partners and vendors to secure added value. We worked closely with radio and TV partners to add bonus spots to our schedules or schedule on-air interviews. We worked closely with RTC in the North and South to secure bonused or discounted interior cards or bus shelters. Local shopping malls stepped up to help. We paid for one month of space and they agreed to leave the displays up for four more months in Reno and six months in Las Vegas at no extra cost. Why did they do this? Because, as we've found, there are great people in Nevada who want to help, and all you have to do is ask or give them an idea.

Deitz Media has been working with media partners for so long, representing Nevada Health Link, Zero Fatalities and Nevada DMV, they know we will always as for more on behalf of our clients, particularly when it's a campaign with heart that benefits our communities and our neighbors.

2.1.3

Define how the success of the project will be measured.

2.1.3.1

Develop and implement a process that gauges and reports the effectiveness of the multi-media outreach platform in comparison to the cost; and at a minimum addresses:

A. Did the product build VR's awareness in the two (2) main customer groups?
B. Did it leave a positive impression and help change the expected behavior of the audience?
C. Did it increase audience engagement and improve outcomes that matter for VR and the main customer groups?

2.1.3.2

Reports should be provided electronically and on a quarterly and annual basis and include multi-media metrics to evaluate both quantitative and qualitative measures; assess progress toward goals and objectives; and identify opportunities for enhancement.

A. The electronic report is to be in either Microsoft Word and/or Excel; and
B. The report must be user-friendly and fully executable with the understanding that the report may be made available for public access.

2.1.3.3

DETR and the Rehabilitation Division will reserve final approval on the measurement process.

It's easy to measure and analyze success because we'll already be monitoring delivery and effectiveness of campaigns as part of the day-to-day optimization of the campaign to ensure we're implementing the correct objectives to achieve the overall goals.

Below is an example of how various platforms were analyzed, how key actions we tracked and the insights provided to Nevada Health Link for one of their recent campaigns.

Source	Impressions	Key Actions	Insights
Display	4,053,429	4,372	English ads are more likely to lead to key actions
Video	938,561	379	"Reality Check" spot is top performing ad in both languages
Retargeting	2,513,405	1,769	Highest propensity for a healthcare.gov click
Search	109,746	5,035	206 phone calls / CTRs 7x higher than industry benchmarks
Pandora	1,614,771	328	Older demo performing the best in both languages
Native	2,277	11	Two articles have run to date on LVRJ.com
Takeovers	326,920	77	Takeovers on LVRJ and Fox 5 on 12/14
Total	**9,559,109**	**11,971**	**Overall very efficient**

Failure to track, analyze and optimize frequently to take advantage when one platform is performing better than another is a failure to deliver the most efficient campaign possible.

As for reporting, having worked directly on reports for Nevada Departments of Transportation and Public Safety, Nevada DMV, Nevada Health Link and City of Reno, we fully appreciate measurability and accountability. We've provided reports in Word, Excel, PowerPoint and as PDFs. Whatever you need, we can accommodate.

2.1.4

Vendors are to include with their proposal:

2.1.4.1

Describe what can be expected during the on-boarding process of a new client engagement.

Between the goals and objectives defined in the RFP, the VR Nevada Marketing and Advertising Campaign - Final Report 06-29-15, the ODEP website and preliminary research we've done through course responding to the RFP, we have mounds of data to help us hit the ground running. But, at the end of the day, we consider this a partnership. While we're experts at marketing, no one knows VR the way you do and we will want to know your insights, experiences, preferences and opinions as we work to build a campaign strategy, during execution and through final reporting.

There are a number of steps we'll take together. Some you've already addressed, but, we'll go over them again to ensure we stay true to a strategic planning process that has proved successful time and again.

The Steps:

- ***Determine your pain points – what is your difficulty or opportunity***
- ***Research – Be it about your industry, demographic or psychographic pertaining to your client(s)***
- ***Redefine/set goal of campaign***
- ***Establish goals and measurable deliverables***
- ***Develop key messaging and media tactics/plans***
- ***Launch execution, continually optimize/update creative and/or media***
- ***Provide progress reports and review success metrics with client.***

2.1.4.2

Provide capabilities of the vendor's media department and practices used to minimize production costs and maximize efficiency of production. Indicate any production that is outsourced and how the vendor manages collaboration for a multi-media platform.

Most big agencies prefer to do production in-house where they might have more bells and whistles. It's lovely when this can happen, but in some cases it's simply cost prohibitive. What good is it to spend several thousand dollars on production when you have no money left to run the ad? It's useless. - just as useless as running a poorly crafted message on the perfect media channel.

So, what do we do? We've leverage media buys to include free or heavily discounted production through radio and/or TV stations and we keep our team's creative director on the project to ensure we adhere to brand guidelines throughout the process no matter who we have helping us.

We've given stations creative direction/assets and asked them to produce spots for us (with our final approval of course). For the DMV and Nevada Health Link, we've leveraged radio schedules to include videos produced and hosted by on-air talent which they posted on their websites for a small digital fee. Our goal was to use on-air talent to raise awareness among their loyal listeners to go to the DMV and NHL sites for more information.

At times, it may even make sense to have the stations help write the copy. They know who their listeners are and the messages that are most likely to resonate with them, so we've also used stations to write copy as well when we couldn't afford a copywriter.

We've also leaned on community partners like RTC who have offered to pay for production, pay for space or pay for both for multiple Zero Fatalities campaigns.

2.1.4.3

Describe the methodology to justify creative and media investments and describe how a return on investment is established and measured.

As indicated in the previous section, there is a skill to balancing the costs between creative and media and then there is the balance within each of those disciplines we have to keep in mind.

We believe in investing in good creative. If the message doesn't resonate or isn't compelling, it's a waste of money. That being said, if we can find good stock photography, if we can use staff or client photos or images that still present VR in a good light and save on production costs, that's all the better because it allows us to reallocate those funds to get the message out more often.

As for media, we take into consideration cost per thousand, cost per point, cost per impression, etc. just like all good agencies should. But we also look at things that may not pop up in media software – what can our vendors do for us in the way of quality PSA rotations, on-air interviews, production assistance, etc. We can easily measure by reach, frequency and impressions, but there are other immeasurable assets to consider.

2.1.4.4

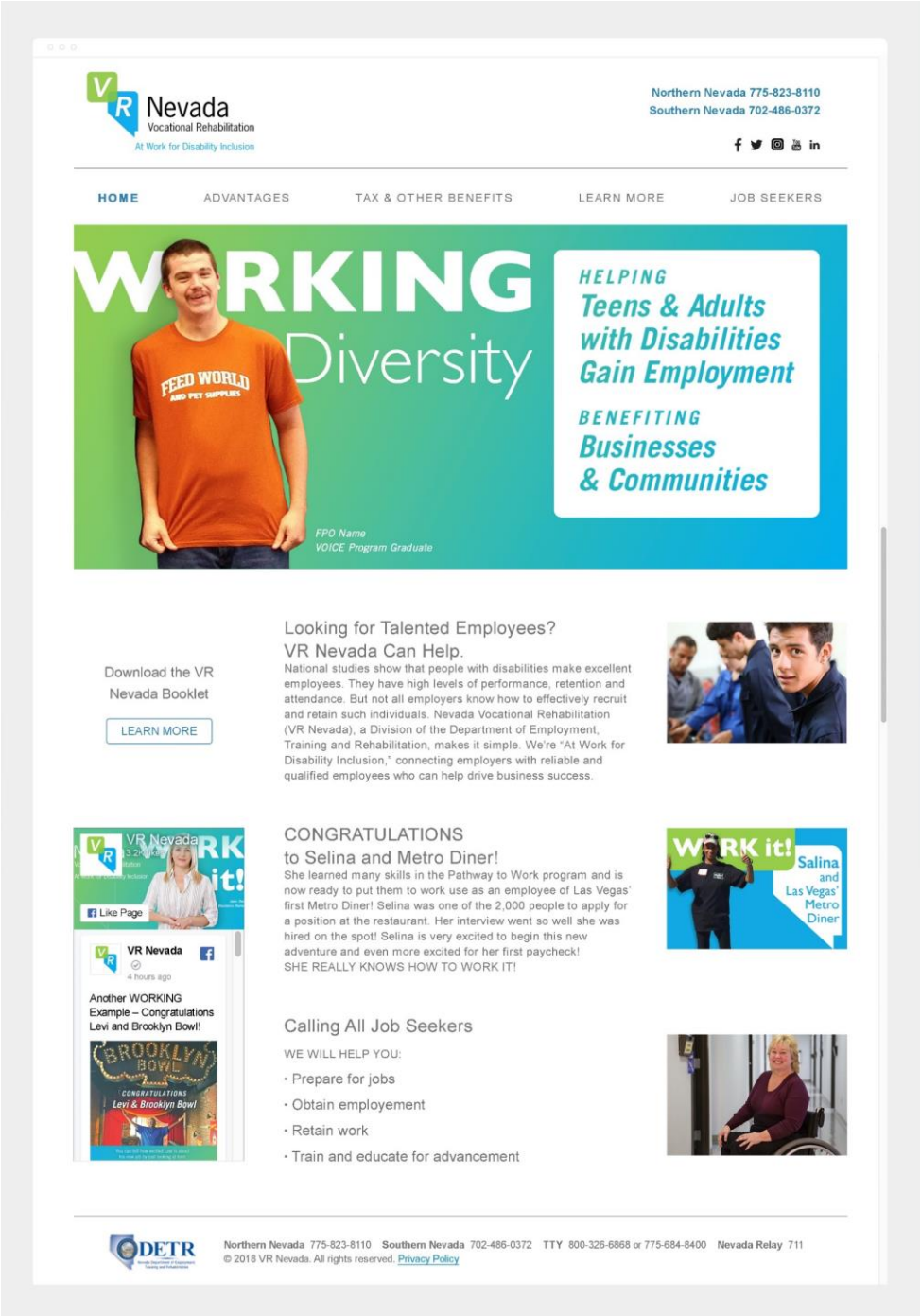
Include with your proposal, rough executions for traditional advertising, commercial or promotional video development, print advertisements, web design, and social media campaigns. For purposes of the rough executions, use a target audience of young students with disabilities between the ages of 16 and 21.

CREATIVE SOLUTION: Reach young students through THEIR media in a way that is appealing to them. We made the creative look young, modern and bright. Each execution uses similar headlines and type treatments, but they are all uniquely different. This helps keep the campaign fresh.

We've easily adapted to the current logo and color palette, capitalizing on VR's current brand recognition. But, we would like to introduce a new "WORK IT" theme. As you'll see in the following pages, we can "work" this message into a variety of creative assets that appeal to both employers and clients. Our aspiration is to start altering the mindset of all Nevadans so when they hear "Work It" they think of Nevada Vocational Rehabilitation.

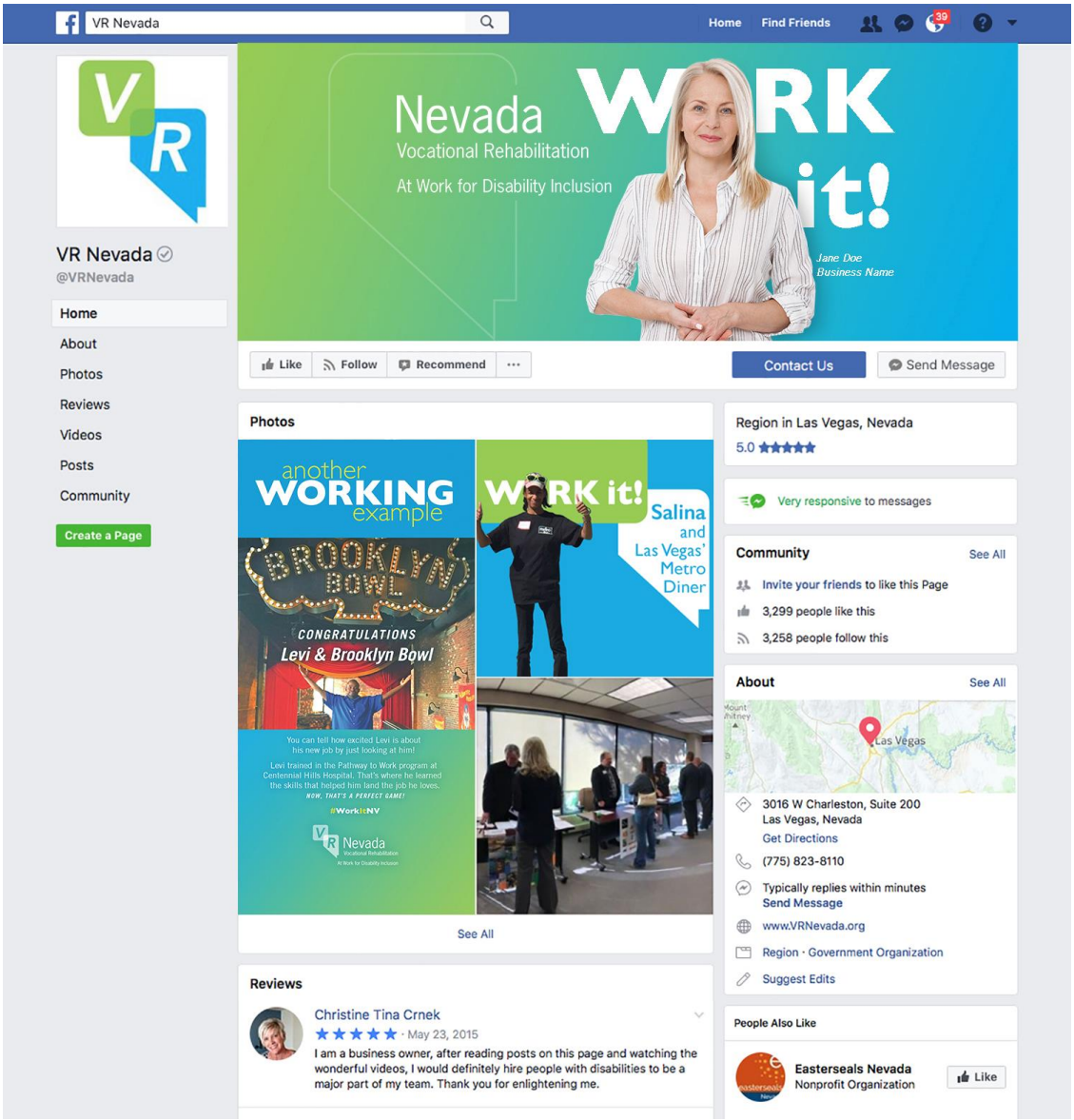
Website

Website – This is an example of refreshing your current WordPress website with new graphics, fonts and colors. These little changes go a long way to help make your site look vibrant and youthful. While we are updating the look of your site we will also make it mobile-friendly and optimize it for SEO.



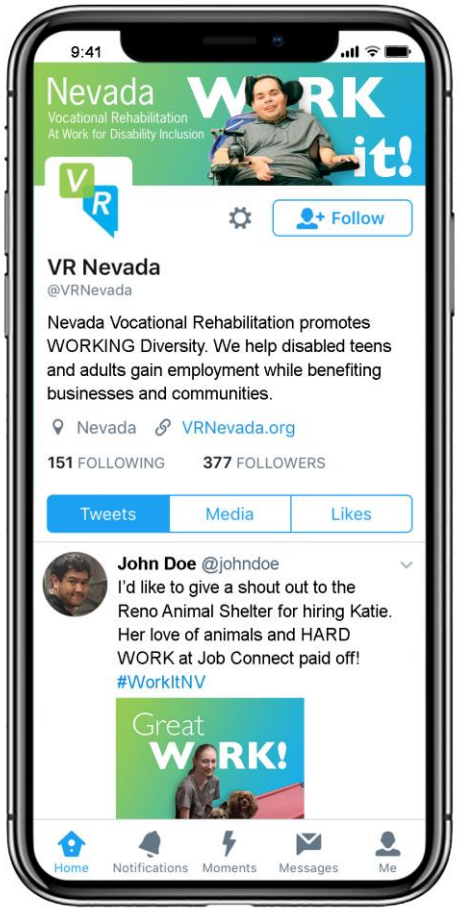
Facebook

Facebook – We decided to feature a business owner on the Facebook execution. Facebook skews to a slightly older demographic, so it make sense. This campaign is flexible. We can feature teens and adults with disabilities or the business owners themselves. It is also important to remember that a younger demographic receives most of their media on their phones. The VR Nevada logo is cut off when you view your current Facebook account on a mobile device.



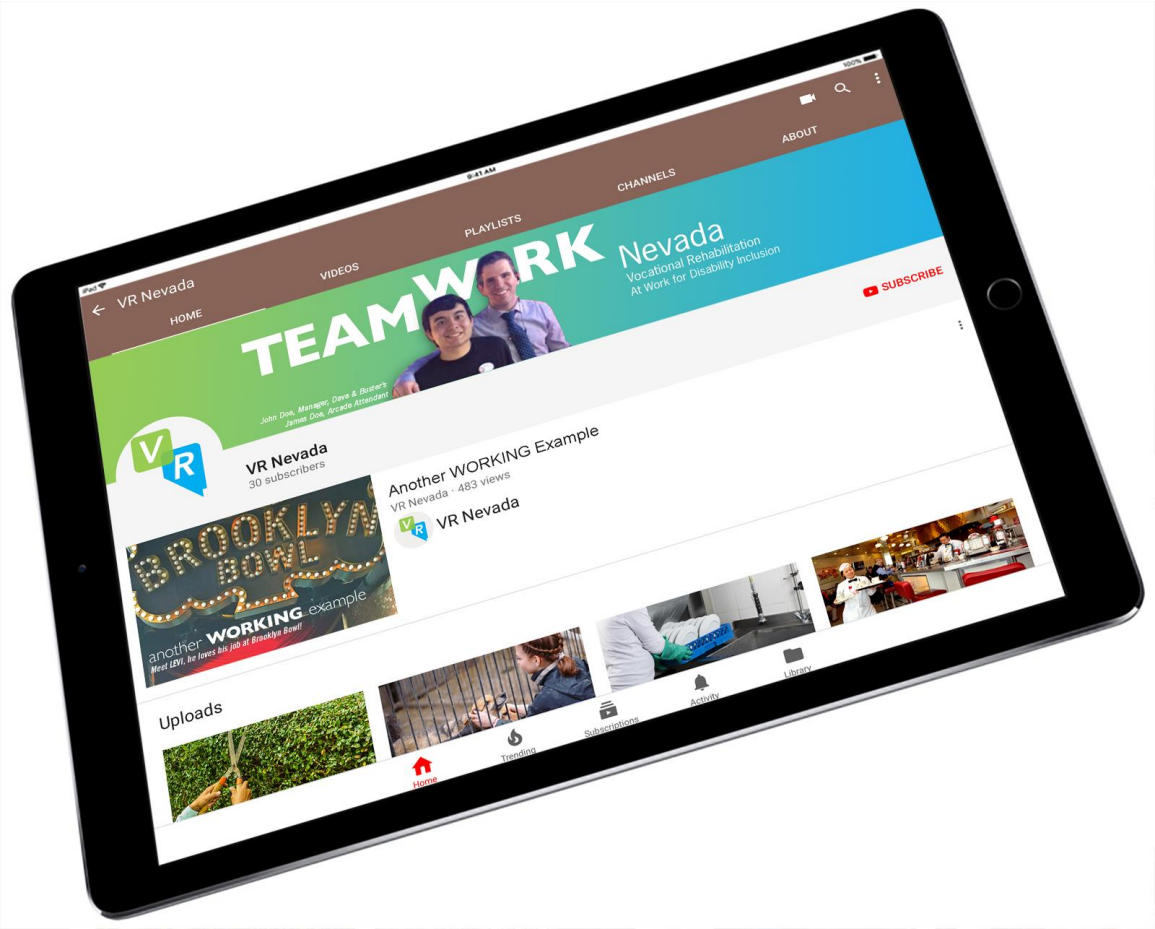
Twitter

Twitter – It is so important to engage people on social media rather than just doing a daily post. When you do a daily post it becomes noise to your audience. It is best when content is authentic and timely. We believe, the best way to do this is through a VR NEVADA BRAND AMBASSADOR. Working with one of your capable clients, who loves social media makes perfect sense. Your Brand Ambassador would be active on Facebook, Twitter, YouTube and Instagram. We love the idea of working with a client with a disability to work through this campaign. Your Brand Ambassador would use #WorkItNV to group all of his/hers posts together. Who knows, it could go viral.



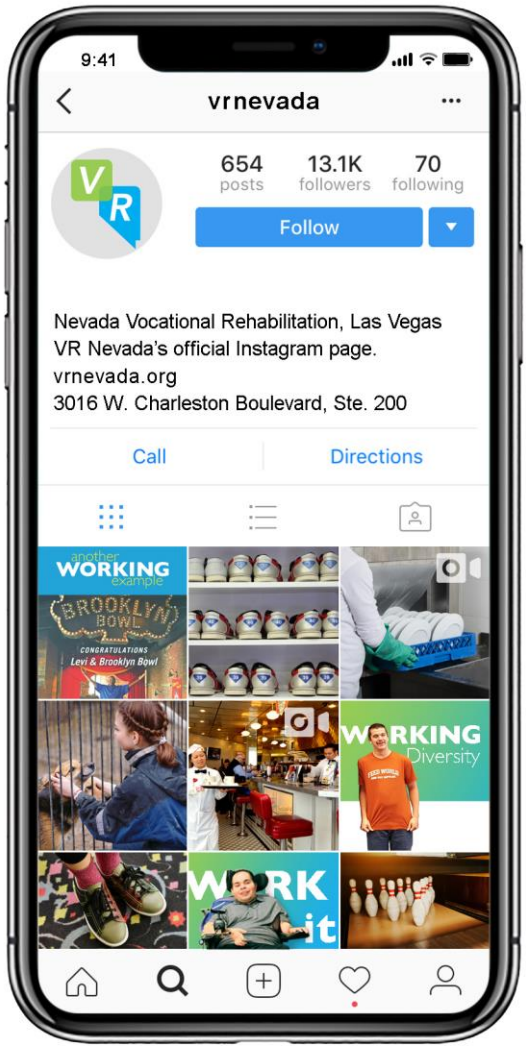
YouTube

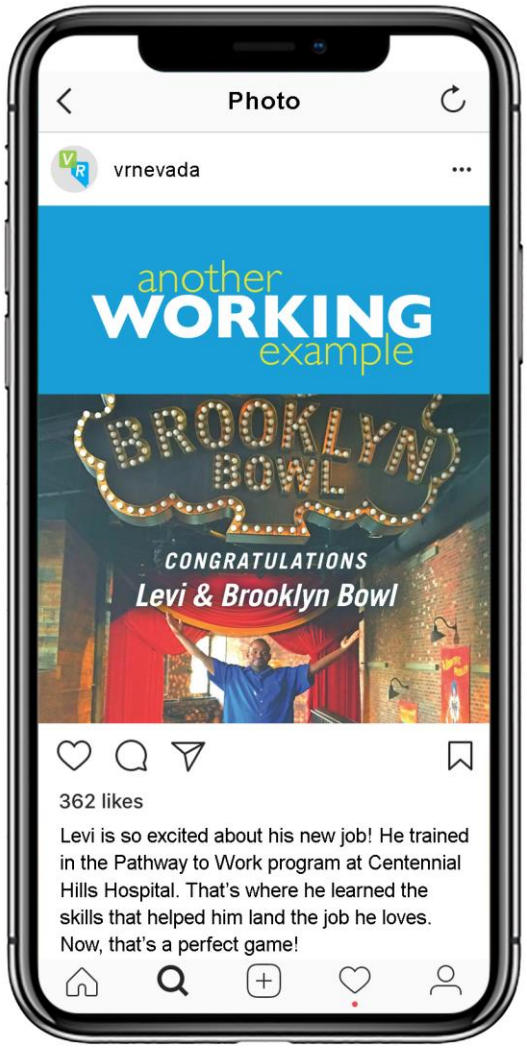
YouTube – Our goal is to make your YouTube channel more interesting. Instead of putting your money into a single 30-second video that you can run on television, we would like to do four short videos each year that can run on YouTube and Instagram. We will collaborate with college students on the videos too keep productions costs down. The videos will be real, raw and compelling. The VR Nevada logo is cut off when you view your current YouTube channel on a mobile device.



Instagram

Instagram – This platform is perfect for your goal to reach a younger demographic. Your Brand Ambassador would post photos, videos and comments.

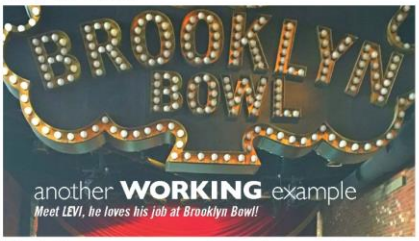




Video Storyboard

Below is a simple storyboard to give you and idea of how the WORK IT campaign could work in a video format. Again, we could work with students to help keep production costs down, but we would supervise the production to ensure we stick to brand guidelines. We recommend using video on digital/socials channels. While we love the idea of running this on traditional television, we would have to run it with such little frequency to stay within budget, it would be ineffective. We will, however, share the spot with our television reps and ask them to help secure a spot in their PSA rotation. With our 20+ years advertising experience and connections, we love to call in favors for clients with such a positive message.

Video – :10-:15 sec



Visual: Scene opens on an extreme close up of the Brooklyn Bowl sign. The footage has been shot with a cell phone, so it looks raw and authentic.
Graphics: another WORKING example/LEVI copy

Visual: The camera pans down the sign to reveal Levi in all of his glory. He is so proud to be a Brooklyn Bowl employee.

Visual: We follow Levi through part of his day at the bowling alley.

Visual: He helps fitting people with the exact shoe size.

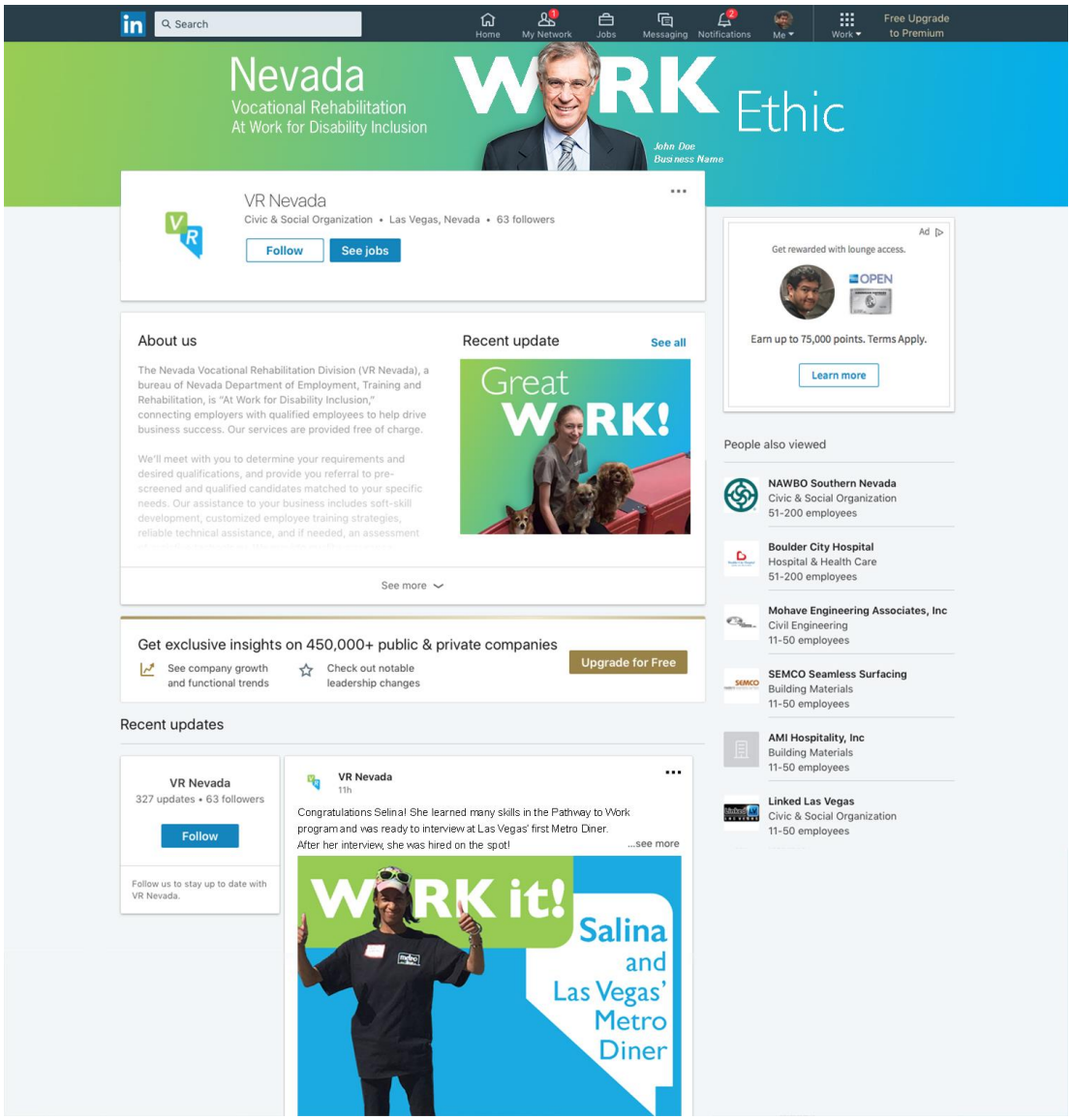
Visual: He takes pride in making sure the oil pattern is just right.

Graphics: now that's a PERFECT GAME!

Graphics: VR Nevada Logo
#WorkItNV · website · phone numbers

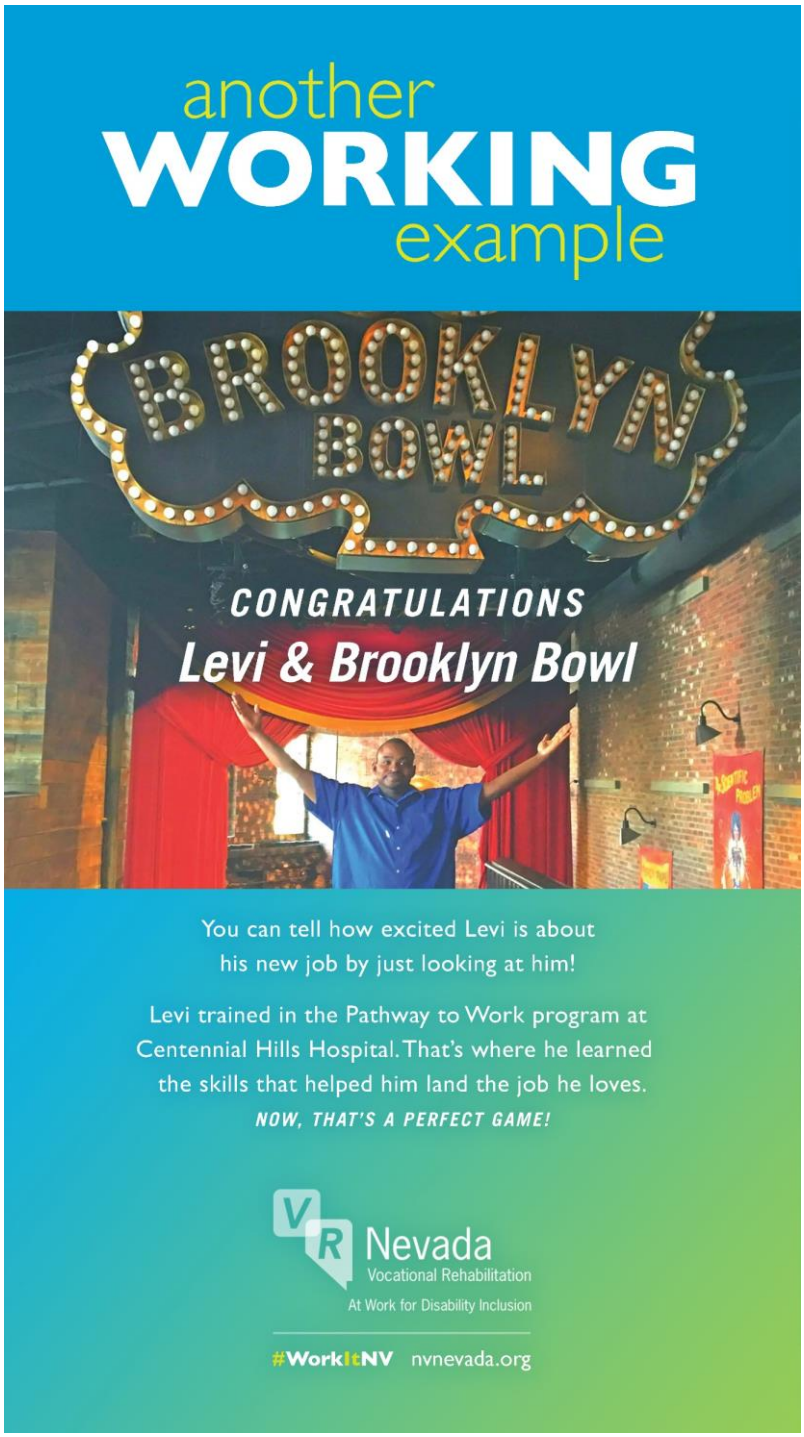
LinkedIn

LinkedIn – It makes perfect sense to feature a business person on your LinkedIn home banner. Your current page does not utilize a home banner.



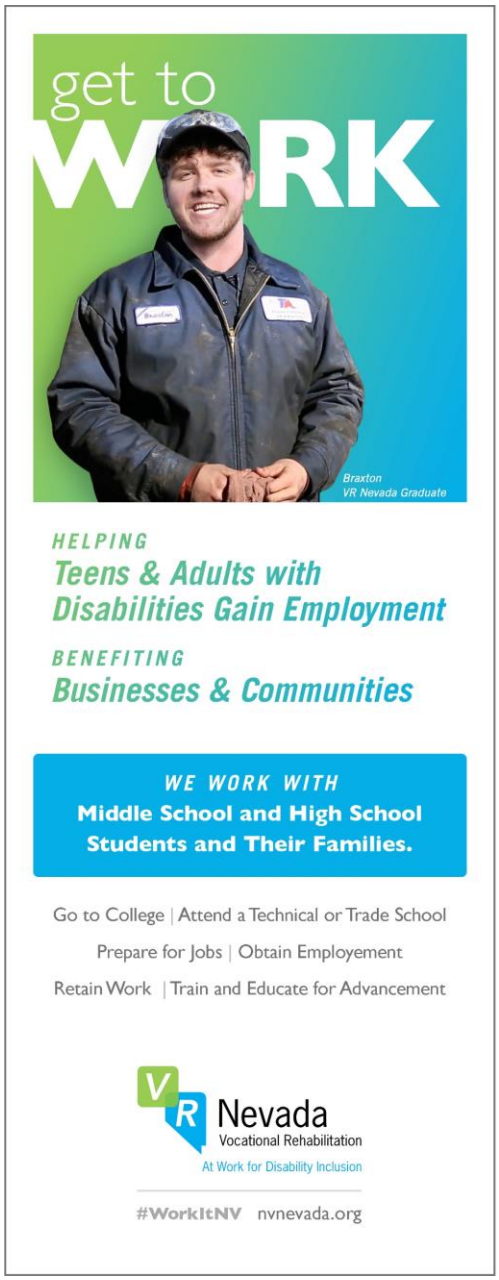
Social Media

Social media art sample – We believe it's important to brand all of the accolades in the VR Nevada look. This helps create brand recognition and consistency



Student Flier

Student Flier – We created this flier in place of a print ad. It does not make sense to run traditional print with your current budget and the demographic you are trying to reach. We suggest distributing these fliers to Middle and High School counselors. The first year we will make a PDF that can be emailed to schools and printed by the counselors at school. In the following year, we will produce the fliers the state can print and distribute if possible.



Food For Thought

We've presented a number of possible creative applications for WORK IT. While the current budget won't likely allow for a deep media mix, we always like to be think of the possibilities.

Radio – WORK IT will easily work into a radio campaign. If we decide this is the right channel to add to our media mix, we would recommend messages specifically crafted to reach our specific audiences as well as selecting station formats that will most effectively and efficiently reach those audience. For example, News/Talk, Country, Adult Contemporary or Oldies to reach business owners and Hot AC, Urban, Alternative and Top 40 stations to reach Millennials and Gen Z.

Digital Outdoor – With the color palette and bold font, WORK IT will explode off of a digital outdoor board. Digital outdoor is also so flexible it will allow us to rotate various messages appealing to business owners or potential clients.

Mall Displays – In the 20 years we've been doing advertising, there have been only a handful of cases where a mall display makes complete sense for our clients. VR is one of those cases. A vibrant message on display where young shoppers and families spend vast amounts of time, as well as in a space where business owners will be reminded daily to reach out to VR as a logical staffing resource.

Email Campaign for Businesses – This may be more viable than we think if we can tap into DETR's email database. We know, having worked with state entities, this is prohibited at times, but we thought it important to plant the seed to see what the possibilities are.

2.1.4.5

Include a sample plan that outlines recommended media buys to help businesses learn and understand the significant positive impacts of hiring individuals with disabilities.

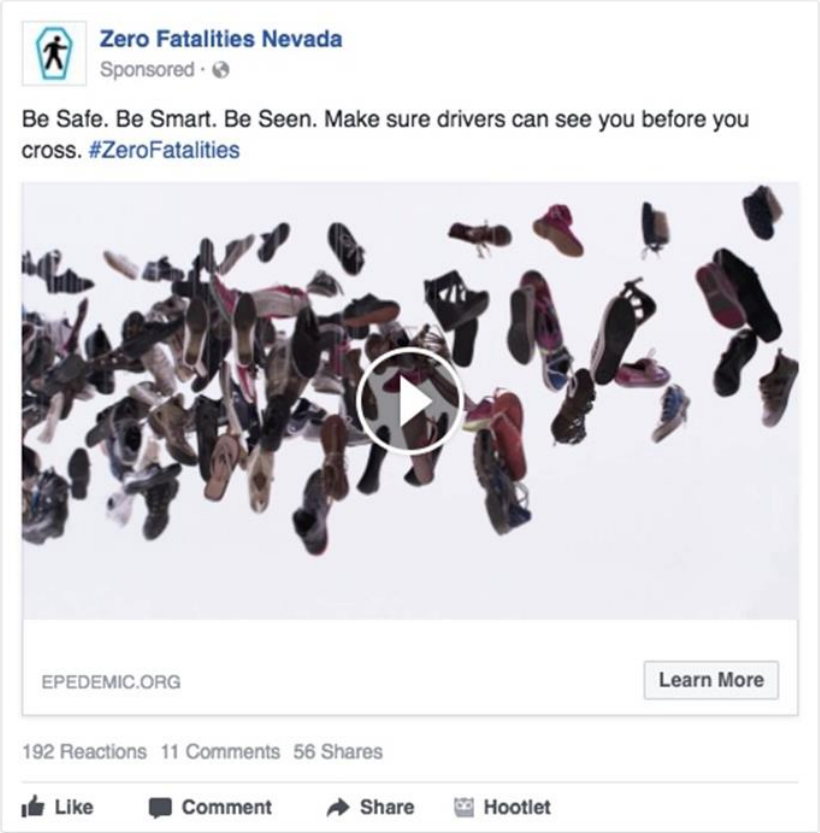
So as not to violate the cost/pricing information guidelines set for in the Technical Proposal, this will be addressed in Part II - Cost Proposal.

2.1.4.6

Provide examples of at least one multi-platform campaign (digital, advertising, print ad, social media, billboard or public transit, TV commercial, NCSAs, news media) completed within the past two years.

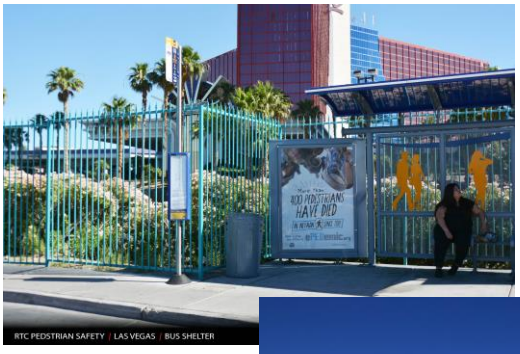
Following are some examples of media placed for a Zero Fatalities Pedestrian Safety campaign in 2017. The creative was designed by Penna Powers, the agency of record for the Nevada Departments of Transportation and Public Safety. Deitz Media functioned as the Nevada Media Planner/Buyer for Penna Powers.

Video was produced for use on broadcast and cable television as well as for Facebook and Instagram. https://www.youtube.com/watch?v=OZigsJVidYc

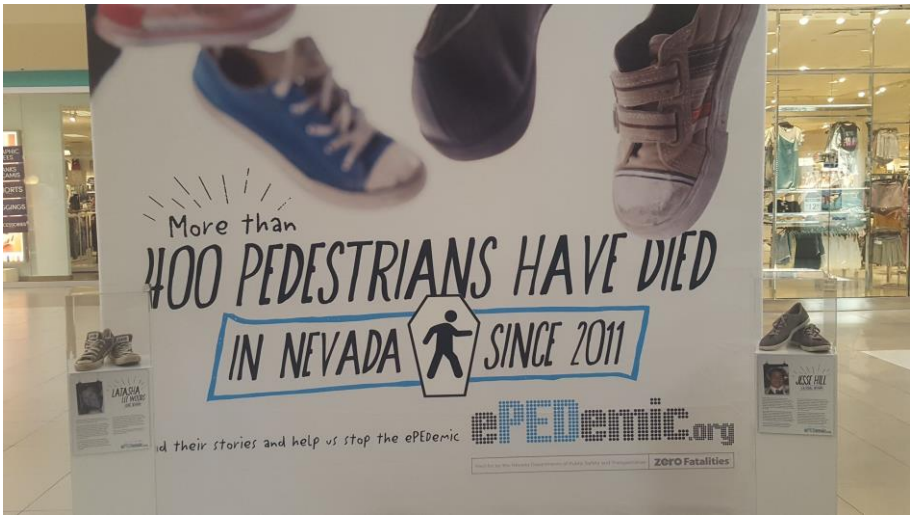


Digital Ads were used for both paid placement and shared with our media vendors to post as added-value on their websites.

Transit – We partnered with RTC South to secure free bus shelter space, interior and exterior space. We simply had to pay for or provide production materials. We also worked with RTC Washoe to secure bonus interior and exterior space.



Mall Display – We worked with Meadowood Mall in Reno and Boulevard Mall in Las Vegas to set up a display sharing the Pedestrian Safety Message and also displaying stories of Nevada pedestrian crash victims. In addition to posting the signage, we also collaborated with Penna Powers, as their local boots-on-the-ground team to set up a press conference including a representative from NDPS and local law enforcement.



These campaign examples are from the Sub Contractor, Amy Lockhart's portfolio. She worked on the Convenient Care campaign for Renown Health in the spring of 2016. Amy did this work while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

RGJ Full Page Print

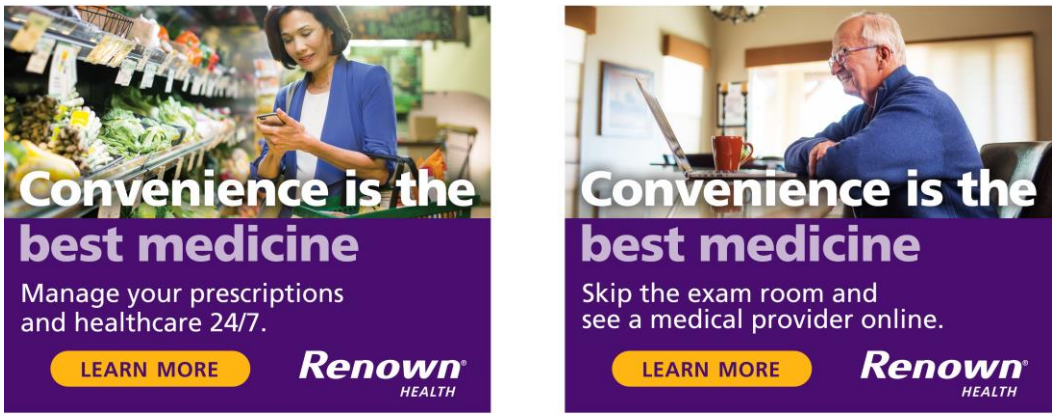
These campaign examples are from the Sub Contractor, Amy Lockhart's portfolio. She worked on the Convenient Care campaign for Renown Health in the spring of 2016. Amy did this work while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

RGJ Block Ads

RGJ Healthsource

These campaign examples are from the Sub Contractor, Amy Lockhart's portfolio. She worked on the Convenient Care campaign for Renown Health in the spring of 2016. Amy did this work while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

Outdoor

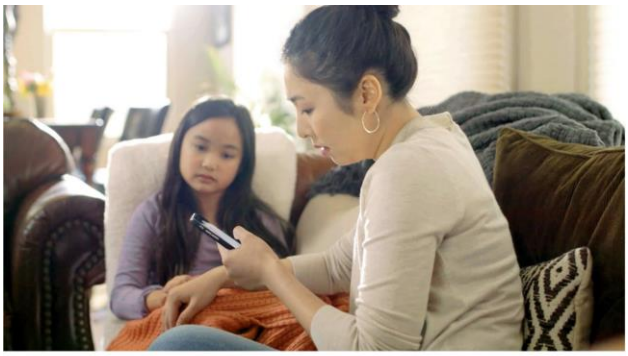


Web Banners

These campaign examples are from the Sub Contractor, Amy Lockhart's portfolio. She worked on the Convenient Care campaign for Renown Health in the spring of 2016. Amy did this work while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

Video Thumbnails & Links

https://youtu.be/iclvbfXOGR4
https://youtu.be/Fy1slPOjpZs
https://youtu.be/XgMfWOyo21c



2.2 BUDGETARY INFORMATION

It is anticipated $60,000.00 will be allocated each State fiscal year for a maximum total contract budget of $240,000.00 over a four (4) year contract period. Submissions should include alternative strategies to build and expand VRs current multi-media platform over a four (4) year period, and State fiscal year spending plans to meet the proposed needs identified in *Section 2.1, Service Requirements.*

2.2.2 Submissions should include, but not be limited to:

2.2.2.1 A progressive multi-media outreach platform that spans a four (4) year period; and

2.2.2.2 Deliver the VR brand message statewide across different demographic groups, targeting the business community and potential VR clients with disabilities.

2.2.3 All cost submittals shall be submitted as directed in *Section 4, Cost* and shall include multi-media placement, agency fees, production costs, and materials.

As instructed, cost and/or pricing information will be included in Part II – Cost Proposal.

SECTION VI
Company Background & References

3. COMPANY BACKGROUND AND REFERENCES

3.1 VENDOR INFORMATION

3.1.1 Vendors shall provide a company profile in the table format below.

Question	Response
Company name:	***Deitz Media & Marketing, LLC***
Ownership (sole proprietor, partnership, etc.):	***LLC (as of 4/28/15)***
State of incorporation:	***Nevada***
Date of incorporation:	***August 5, 2013 (as sole prop.)***
# of years in business:	***4+ years***
List of top officers:	***Melissa Deitz***
Location of company headquarters, to include City and State:	***770 Trademark Drive, Reno, NV 89521***
Location(s) of the office that shall provide the services described in this RFP:	***770 Trademark Drive, Reno NV 89521***
Number of employees locally with the expertise to support the requirements identified in this RFP:	***1***
Number of employees nationally with the expertise to support the requirements in this RFP:	***1***
Location(s) from which employees shall be assigned for this project:	***770 Trademark Drive, Reno NV 89521***

3.1.2

Please be advised, pursuant to NRS 80.010, a corporation organized pursuant to the laws of another state shall register with the State of Nevada, Secretary of State's Office as a foreign corporation before a contract can be executed between the State of Nevada and the awarded vendor, unless specifically exempted by NRS 80.015.

Understood and agreed.

3.1.3

The selected vendor, prior to doing business in the State of Nevada, shall be appropriately licensed by the State of Nevada, Secretary of State's Office pursuant to NRS76. Information regarding the Nevada Business License can be located at http://nvsos.gov.

Question	Response
Nevada Business License Number:	***NV20151265367***
Legal Entity Name:	***Deitz Media & Marketing, LLC***

Is "Legal Entity Name" the same name as vendor is doing business as?

Yes	X	No	

If "No", provide explanation.

3.1.4

Has the vendor ever been engaged under contract by any State of Nevada agency?

Yes		No	X

If "Yes", complete the following table for each State agency for whom the work was performed. Table can be duplicated for each contract being identified.

Question	Response
Name of State agency:	
State agency contact name:	
Dates when services were performed:	
Type of duties performed:	
Total dollar value of the contract:	

3.1.5

Are you now or have you been within the last two (2) years an employee of the State of Nevada, or any of its agencies, departments, or divisions?

Yes		No	X

If "Yes", please explain when the employee is planning to render services, while on annual leave, compensatory time, or on their own time?

If you employ (a) any person who is a current employee of an agency of the State of Nevada, or (b) any person who has been an employee of an agency of the State of Nevada within the past two (2) years, and if such person shall be performing or producing the services which you shall be contracted to provide under this contract, you shall disclose the identity of each such person in your response to this RFP, and specify the services that each person shall be expected to perform.

3.1.6

Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect the vendor's ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP shall also be disclosed.

Does any of the above apply to your company?

Yes		No	X

If "Yes", please provide the following information. Table can be duplicated for each issue being identified.

Question	**Response**	
Date of alleged contract failure or breach:		
Parties involved:		
Description of the contract failure, contract breach, or litigation, including the products or services involved:		
Amount in controversy:		
Resolution or current status of the dispute:		
If the matter has resulted in a court case:	Court	Case Number
Status of the litigation:		

3.1.7

Vendors shall review and provide if awarded a contract the insurance requirements as specified in *Attachment D, Insurance Schedule for RFP 3510.*

Understood and agreed.

3.1.8

Company background/history and why vendor is qualified to provide the services described in this RFP. Limit response to no more than five (5) pages.

Melissa Deitz, owner of Deitz Media & Marketing began working in adverting in 1994 where she worked her way up from Media Biller to Media Director at The Glenn Group (formerly DRGM Advertising). During that time she had the privilege of working on clients including, but not limited to Renown Health, Grand Sierra Resort, IGT, Nissan of Reno, Reno Air Races and a variety of casinos from Memphis to the Bay Area.

After 15 years at the agency she left to work on a pilot sales/research program for Charter Media, to be launched in Reno. The key to this career change was to gain experience from the sales side of the media desk to have a better understanding of how to represent clients and create more win-win situations.

Armed with the knowledge from the big agency and the sales experience at Charter, Melissa Deitz opened Deitz Media & Marketing in August, 2013. One of the first accounts landed was as a subcontractor for Penna Powers to be the Nevada based media buyer for Zero Fatalities. Both Penna Powers and Deitz were so happy with the seamless relationship, the work expanded to include Nevada DMV and Nevada Health Link. We no longer represent Zero Fatalities, so Deitz is using this opportunity to apply that state agency experience toward smaller, but equally rewarding campaigns.

In addition to subcontracting, Deitz has worked as a marketing consultant for Saint Mary's Regional Medical Center and Peri & Sons Farms. Not all clients need a full blown marketing campaign. Some just need guidance and advice from a seasoned professional, so we provide that.

Not every client can afford to run on multiple media channels, so we help there too. We've helped clients like Fountainhouse, A&H Insurance, Assist2Sell and Buyer's Agent Remaklus Realty with simple but effective campaigns that included just radio, digital and social media, just TV, or a simple identity package and website design. We've also had times where we've had to be candid with potential clients and tell them to save their money for a few more months because leading with too small a budget will be ineffective leaving them thinking advertising didn't work, where in reality, they didn't have a good plan to start with.

Anyone can buy media, but there is a skill to planning, negotiating and executing and effective plan. An unskilled buyer/planner can cost you a fortune reaching the wrong audience, through poorly negotiated rates, accepting worthless "added value" and not knowing how or when to negotiate earned media opportunities through paid media schedules.

A good media planner knows how to create advertising opportunities. Our world is cluttered with advertising so how do you stand out? Sometimes you have to create your own ad space or opportunity – place a sign where there has never been, develop a video for radio listeners, leverage your budget to increase your frequency, or persuade a media partner to run an ad unit they've never run before.

A good media planner also knows when to pull back. 2018 will once again be a political advertising firestorm and there will be times when it makes sense to adjust the plan, maybe go dark in some paid media areas and have social media or earned media be the workhorse.

Deitz Media & Marketing can place all of it: tv, radio, outdoor, Pandora, YouTube, online display, movie theater video, floor decals, transit, coffee cup sleeves, gas pump toppers, and on and on. That said, you probably don't need it all and in that case, you need an experienced planner who knows what and where to edit to deliver the most effective media campaign, on target, on time and on budget.

So, where does LOCKHART art direction & design come in? Well, a good media planner also knows when to call in a professional and that's where Amy comes in. Melissa Deitz admired Amy's design skills throughout their career together. Amy's ideas and ability to collaborate (which isn't always easy for some creative folks) makes her a stand-out in the Nevada ad community.

Amy has been working in design/marketing/advertising for 24+ years. During those years she has had the opportunity to work on amazing projects, with talented people for diverse clients.

Amy can make any medium work and look good while clearly communicating messages. She is the most organized artist you'll ever meet. Amy doesn't like to be called a perfectionist, but she can tell if something is off from a mile away. Her focus has always been on clean design with an attention to logo design, brand identity, typography and art direction.

In 2017, Amy opened her own design shop, LOCKHART art direction & design. Knowing the exemplary skills each other would bring to the table, Melissa and Amy jumped at the opportunity to partner on such a worthwhile project.

3.1.9

Provide a brief description of the length of time vendor has been providing services described in this RFP to the public and/or private sector.

Melissa Deitz, owner of Deitz Media & Marketing, has worked in advertising for 24 years and has been buying media in Nevada for 17 years. Either as Deitz Media or under former employers she's worked on projects for Nevada Departments of Transportation and Public Safety, Nevada DMV, Nevada Health Link, and City of Reno, TMCC, Washoe County Health Department, Renown Health, Saint Mary's Regional Medical Center, IGT, Nissan of Reno, Reno Air Races, Peri & Sons Farms and a handful of casinos from Memphis to San Francisco.

3.1.10

Financial information and documentation to be included in accordance with *Section 8.5, Part III – Confidential Financial Information*.

3.1.10.1 Dun and Bradstreet Number

3.1.10.2 Federal Tax Identification Number

3.1.10.3 The last two (2) years and current year interim:

A. Profit and Loss Statement

B. Balance Statement

All required financial information is included in Part III Confidential Financial Information.

3.2 SUBCONTRACTOR INFORMATION

Subcontractors are defined as a third party, not directly employed by the contractor, who shall provide services identified in this RFP. This does not include third parties who provide support or incidental services to the contractor.

3.2.1

Does this proposal include the use of subcontractors?

Yes	X	No	

If "Yes", vendor shall:

3.2.1.1

Identify specific subcontractors and the specific requirements of this RFP for which each proposed subcontractor shall perform services.

Deitz Media & Marketing, LLC will be partnering with the following subcontractor:

LOCKHART art direction & design, Amy Lockhart, – Scope of Services include creative direction, design and production for all media, collateral, web requirements.

3.2.1.2

If any tasks are to be completed by subcontractor(s), vendors shall:

A. Describe how the work of any subcontractor(s) shall be supervised, channels of communication shall be maintained and compliance with contract terms assured; and

B. Describe your previous experience with subcontractor(s).

While Amy Lockhart will be heavily involved in the creative design and execution of all VR campaigns, all tasks will be supervised and directed by Deitz Media & Marketing. Amy and Melissa communicate frequently and in the most appropriate manner depending on the task at hand, whether it be phone, email, or in person.

Melissa and Amy worked together previously at The Glenn Group for over a decade. They both understand the communication needed to ensure creative assets and media planning align to give the best opportunity to drive engagement in the targeted audiences.

3.2.1.3

Provide the same information for any proposed subcontractors as requested in *Section 3.1, Vendor Information*.

Question	Response
Company name:	***LOCKHART enterprises, LLC*** ***DBA –*** ***LOCKHART art direction & design***
Ownership (sole proprietor, partnership, etc.):	***Limited Liability Corp.***
State of incorporation:	***Nevada***
Date of incorporation:	***November 5, 2017***
# of years in business:	***1 (Sole Prop Jan 2017-Nov 2017)***
List of top officers:	***Amy Lockhart***
Location of company headquarters, to include City and State:	***10460 Arbor Way, Reno NV 89521***
Location(s) of the office that shall provide the services described in this RFP:	***10460 Arbor Way, Reno NV 89521***
Number of employees locally with the expertise to support the requirements identified in this RFP:	***1***
Number of employees nationally with the expertise to support the requirements in this RFP:	***1***
Location(s) from which employees shall be assigned for this project:	***10460 Arbor Way, Reno NV 89521***

3.1.2

Please be advised, pursuant to NRS 80.010, a corporation organized pursuant to the laws of another state shall register with the State of Nevada, Secretary of State's Office as a foreign corporation before a contract can be executed between the State of Nevada and the awarded vendor, unless specifically exempted by NRS 80.015.

Understood and agreed.

3.1.3

The selected vendor, prior to doing business in the State of Nevada, shall be appropriately licensed by the State of Nevada, Secretary of State's Office pursuant to NRS76. Information regarding the Nevada Business License can be located at http://nvsos.gov.

Question	Response
Nevada Business License Number:	***NV20171714178***
Legal Entity Name:	***LOCKHART enterprises, LLC***

Is "Legal Entity Name" the same name as vendor is doing business as?

Yes		No	X

If "No", provide explanation.

Doing business as: LOCKHART art direction & design

3.1.4

Has the vendor ever been engaged under contract by any State of Nevada agency?

Yes		No	X

If "Yes", complete the following table for each State agency for whom the work was performed. Table can be duplicated for each contract being identified.

Question	Response
Name of State agency:	
State agency contact name:	
Dates when services were performed:	
Type of duties performed:	
Total dollar value of the contract:	

3.1.5

Are you now or have you been within the last two (2) years an employee of the State of Nevada, or any of its agencies, departments, or divisions?

Yes		No	X

If "Yes", please explain when the employee is planning to render services, while on annual leave, compensatory time, or on their own time?

If you employ (a) any person who is a current employee of an agency of the State of Nevada, or (b) any person who has been an employee of an agency of the State of Nevada within the past two (2) years, and if such person shall be performing or producing the services which you shall be contracted to provide under this contract, you shall disclose the identity of each such person in your response to this RFP, and specify the services that each person shall be expected to perform.

3.1.6

Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect the vendor's ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP shall also be disclosed.

Does any of the above apply to your company?

Yes		No	X

If "Yes", please provide the following information. Table can be duplicated for each issue being identified.

Question	**Response**	
Date of alleged contract failure or breach:		
Parties involved:		
Description of the contract failure, contract breach, or litigation, including the products or services involved:		
Amount in controversy:		
Resolution or current status of the dispute:		
If the matter has resulted in a court case:	Court	Case Number
Status of the litigation:		

3.1.7

Vendors shall review and provide if awarded a contract the insurance requirements as specified in *Attachment D, Insurance Schedule for RFP 3510.*

Understood and agreed.

3.1.8

Company background/history and why vendor is qualified to provide the services described in this RFP. Limit response to no more than five (5) pages.

Amy Lara Lockhart started working as a Sole Proprietorship in January of 2017 and recategorized as a Limited Liability Corporation in November 2017 under the name LOCKHART Enterprises, LLC., doing business as LOCKHART art direction & design. Amy is the owner and creative director. She has over 24 years of design/advertising/marketing experience.

Amy has worked with a diverse array of clients, her talents have been focused on creating, designing and directing campaigns while working as the art director and creative director. She can make any medium work and look good while clearly communicating messages. Lockhart's work can be recognized in campaigns that span a variety of industries such as travel and tourism, education, health care, agriculture, real estate and non-profit.

Lockhart has received many awards and honors, such as; Women of Achievement Honoree, Sacramento Judge for American Advertising Awards, featured in Communication Arts/Illustration Annual, Advertising Platinum Award/HSMAI Adrian Awards, Best of Show/American Advertising Awards, Best of Show Print/American Advertising Awards, Western Regional Winner-Silver Medal/Neenah Paper, National Award/American Advertising Awards.

3.1.9

Provide a brief description of the length of time vendor has been providing services described in this RFP to the public and/or private sector.

Amy Lockhart has over 24 years of design/advertising/marketing experience. She has provided services to the public, private and philanthropic sectors including, but not limited to (she couldn't possibly list every client over two decades) Nevada Commission on Tourism, TMCC, Wolfpack Athletics, Renown Health, Nevada Museum of Art, Reno Philharmonic, The Mob Museum, Nevada Ballet Theater, Go Red for Women, Nevada Women's Fund and Food Bank of Northern Nevada.

3.1.10

Financial information and documentation to be included in accordance with *Section 8.5, Part III – Confidential Financial Information*.

3.1.10.1 Dun and Bradstreet Number

3.1.10.2 Federal Tax Identification Number

3.1.10.3 The last two (2) years and current year interim:

A. Profit and Loss Statement

B. Balance Statement

All required financial information is included in Part III Confidential Financial Information.

3.2.1.4

Vendor shall not allow any subcontractor to commence work until all insurance required of the subcontractor is provided to the vendor.

Understood and agreed.

3.2.1.5

Vendor shall notify the using agency of the intended use of any subcontractors not identified within their original proposal and provide the information originally requested in the RFP in *Section 3.2, Subcontractor Information*. The vendor shall receive agency approval prior to subcontractor commencing work.

Understood and agreed.

3.3 BUSINESS REFERENCES

3.3.1

Vendors shall provide a minimum of three (3) business references from similar projects performed for private and/or public sector clients within the last five (5) years.

Penna Powers
Mark Stryker
VP Channel & Content Management
801-487-4800 ext 110
mstryker@pennapowers.com

State of Nevada Department of Public Safety/Office of Traffic Safety
Andrew Bennett
Public Information Officer
702-432-5123
Andrew.Bennett@dps.state.nv.us

Peri & Sons Farms
Teri Gibson
Director of Marketing & Customer Relations
775-745-6094
Teri@periandsons.com

3.3.2

Vendors shall submit *Attachment E, Reference Questionnaire* to their business references.

Understood and agreed.

3.3.3

It is the vendor's responsibility to ensure that completed forms are received by the Purchasing Division on or before the deadline as specified in *Section 7, RFP Timeline* for inclusion in the evaluation process. Reference Questionnaires not received, or not complete, may adversely affect the vendor's score in the evaluation process.

Understood and agreed.

3.3.4

The State reserves the right to contact and verify any and all references listed regarding the quality and degree of satisfaction for such performance.

Understood and agreed.

SECTION VII
Attachment F/Proposed Staff Resumes

3.4 VENDOR STAFF RESUMES

A resume shall be completed for each proposed key personnel responsible for performance under any contract resulting from this RFP per ***Attachment F, Proposed Staff Resume.***

One of the many benefits of working with agencies like Deitz Media and LOCKHART design is that you work with the owners. We don't bring in high level executives, win the account and walk out to leave you with the JV team. We do the work. Our names are on the door, we've built our businesses and reputations on name recognition. We're proud of that, we do all we can to protect it and want nothing more than to give our clients a reason to share what a great job we've done for them.

PROPOSED STAFF RESUME FOR RFP 3510

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	*Deitz Media & Marketing*

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:	*X*	Subcontractor:	

The following information requested pertains to the individual being proposed for this project.			
Name:	*Melissa Deitz*	Key Personnel: (Yes/No)	*Yes*
Individual's Title	*Owner*		
# of Years in Classification:	*17*	# of Years with Firm:	*4*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

With more than 15 years experience buying media in Nevada, Melissa has long standing media relationships statewide and her exemplary reputation continually garners additional good-will for her clients. She is well known for her smart media strategies and her solid negotiating skills whether tackling small projects or multi-million dollar campaigns. Her media planning experience includes healthcare, Nevada Government (both State and County), casino/gaming, automotive, special events, retail sectors and more.

RELEVANT EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

2013 – Present, Media Planner Nevada Department of Motor Vehicles,
2013 – 2017 Media Planner, Nevada Department of Transportation, Nevada Office of Traffic Safety, Nevada Department of Public Safety,
2015 – Present, Media Planner, Silver State Health Insurance Exchange
2013 – Present Media Consultant, Peri & Sons Farms
2014 – Present, Media Planner, City of Reno
2013 – 2017 – Media Consultant, Saint Mary's Regional Medical Center
2001 – 2010 – Media Director, The Glenn Group (servicing Renown Health, Grand Sierra Resort, IGT Reno Air Races, Nissan of Reno, TMCC)

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

University of Nevada - Reno, BA Public Relations w/ a minor in Business, 2000

CERTIFICATIONS

Information required should include: type of certification and date completed/received.

Deitz Media & Marketing is Registered and/or Certified by the State of Nevada as a Disadvantaged Business Enterrise (DBE), Nevada Business Enterprise (NBE), Women-Owend Business Enterprise (WBE) and Emerging Small Business (ESB).

REFERENCES

A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.

Penna Powers
Mark Stryker
VP Channel & Content Management
801-487-4800 ext 110
mstryker@pennapowers.com

State of Nevada Department of Public Safety/Office of Traffic Safety
Andrew Bennett
Public Information Officer
702-432-5123
Andrew.Bennett@dps.state.nv.us

Peri & Sons Farms
Teri Gibson
Director of Marketing & Customer Relations
775-745-6094
Teri@periandsons.com

PROPOSED STAFF RESUME FOR RFP 3510

A resume must be completed for all proposed prime contractor staff and proposed subcontractor staff.

Company Name Submitting Proposal:	*LOCKHART art direction & design*

Check the appropriate box if the proposed individual is prime contractor staff or subcontractor staff.			
Contractor:		Subcontractor:	*X*

The following information requested pertains to the individual being proposed for this project.			
Name:	*Amy Lockhart*	Key Personnel: (Yes/No)	*Yes*
Individual's Title			
# of Years in Classification:	*24*	# of Years with Firm:	*1*

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

Information should include a brief summary of the proposed individual's professional experience.

Amy has 24+ years of experience in marketing and design in Nevada. She has directed and created award-winning campaigns and designs for local, national and international companies. Amy has worked on accounts for diverse clients including: healthcare, education, tourism, gaming, real estate, golf, the arts and many non-profits. Amy's focus is on design, branding, typography and art direction.

Please see website: alockhartart.com

RELEVANT EXPERIENCE

Information required should include: timeframe, company name, company location, position title held during the term of the contract/project and details of contract/project.

October 2017 – Present • LOCKHART art direction & design, Owner & Creative Director
Amy's company began as a Sole Proprietor in January 2017.
She changed her company to an LLC in November 2017.

2002 – October 2017 • The Glenn Group AND Wide Awake, Associate Creative Director
(Formerly DRGM Advertising)
Accounts: Renown Health, The Nevada Commission on Tourism, Wolfpack Athletics, TMCC, Nevada Museum of Art, Reno Philharmonic, The Mob Museum, Nevada Ballet Theatre, Go Red for Women - AHA, Nevada Women's Fund, Food Bank of Northern Nevada

1995 – 2002 • Bayer Bauserman and Company, Art Director
(Formerly Bayer Brown, and Bayer Brown Forsythe Ernaut)

1994 – 1995 • Ventreck Advertising Design, Graphic Designer

1993 – 1994 • Graphic Edge Studio, Graphic Designer

EDUCATION

Information required should include: institution name, city, state, degree and/or Achievement and date completed/received.

1991 – 1993 • Art Institute of Seattle
Associate of Applied Art, Visual Communications

CERTIFICATIONS
Information required should include: type of certification and date completed/received.

REFERENCES
A minimum of three (3) references are required, including name, title, organization, phone number, fax number and email address.

Christy Jerz
Communications Marketing Director
University of Nevada, Reno, School of Medicine
cjerz@unr.edu • 775-745-3484

Tiffany East
Principal
East Public Relations
tiffany@tiffanyeastpr.com • 775-250-8092

Teri Gibson
Director Marketing & Customer Relations
Peri & Sons Farms
Teri@periandsons.com • 775-742-4140

SECTION VIII
Other Informational Materials

Other Informational Materials

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

Video Links

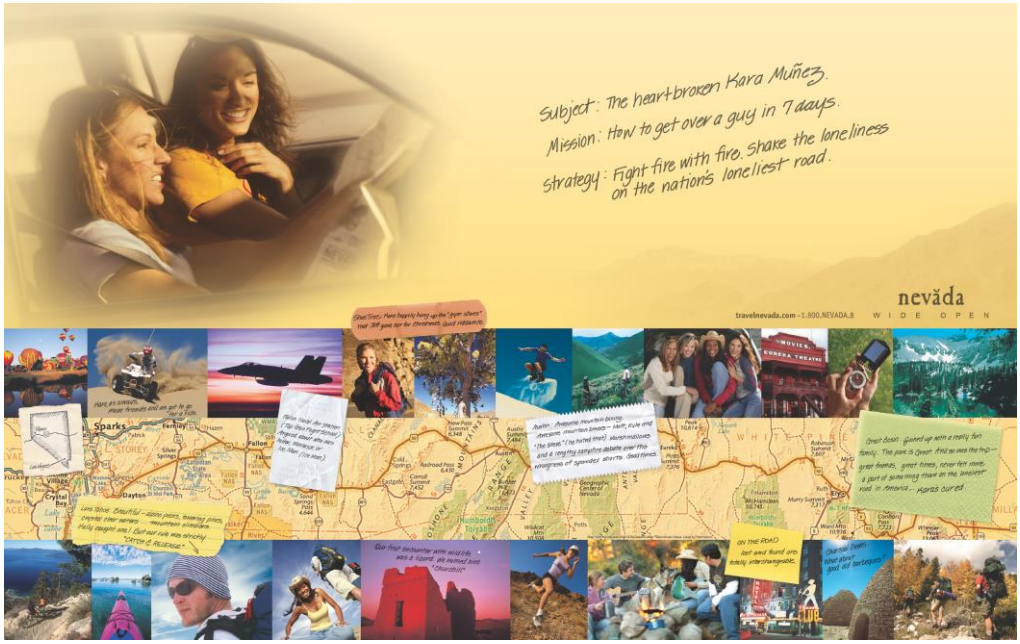
https://youtu.be/86f9PZ8EzEQ
https://youtu.be/JkWqvr9uUIU
https://youtu.be/SX-AzC501WY
https://youtu.be/u6gYxGlbPH4
https://youtu.be/CJWbL6PIkAk
https://youtu.be/YRSfgfaPPOU

Nevada Commission on Tourism – Print Campaign

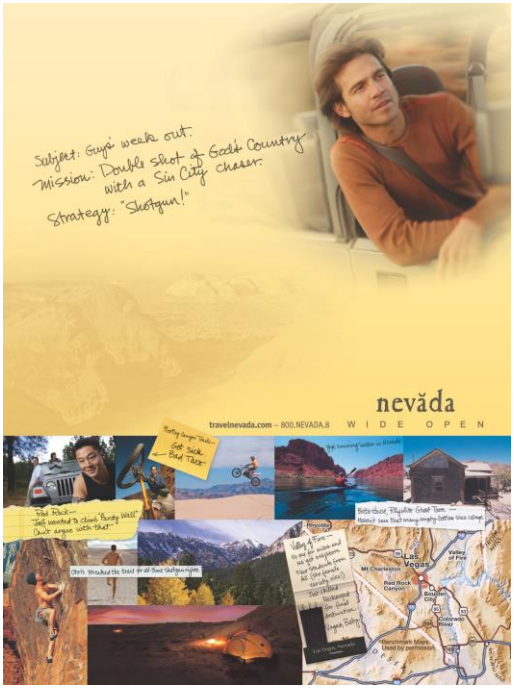
These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

Nevada Commission on Tourism – Print Campaign

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.



Nevada Commission on Tourism – Print Campaign



Other Informational Materials

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio.
All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

American Heart Association –
Go Red & Heart Gala, Collateral

Other Informational Materials

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio.
All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

RETHINK YOUR DRINK

nevăda
WIDE OPEN

WIDE AWAKE
modern marketing for gaming properties

NEVADA BALLET THEATRE
NBT
Since 1972

DRGM
advertising

GRAND SIERRA RESORT
AND CASINO

GREAT TOILET REBATE

Other Informational Materials

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

Renown, Print Concepts

Other Informational Materials

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio.
All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

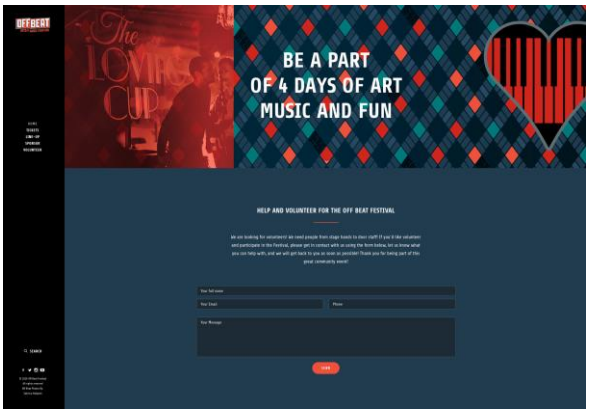
Renown, Print Concepts

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

Off Beat, Collateral

Other Informational Materials

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio.
All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

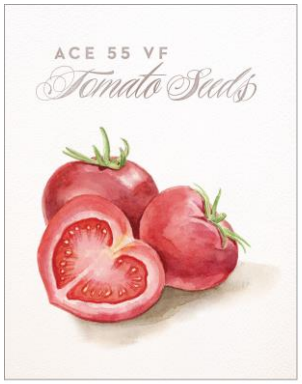


Off Beat, Website

Other Informational Materials

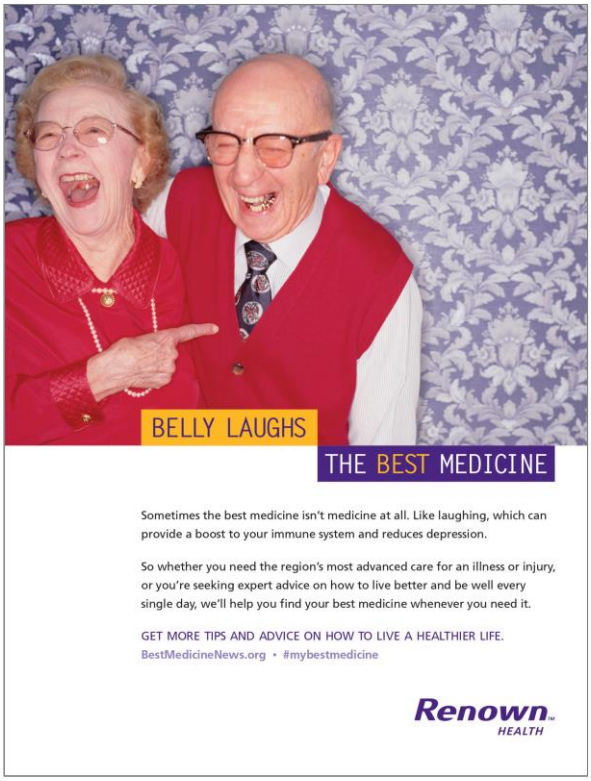
These are more examples are from the Sub Contractor, Amy Lockhart's portfolio.
All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

American Heart Association – Go Red, Collateral



These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

Renown, Print Ads



Other Informational Materials

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

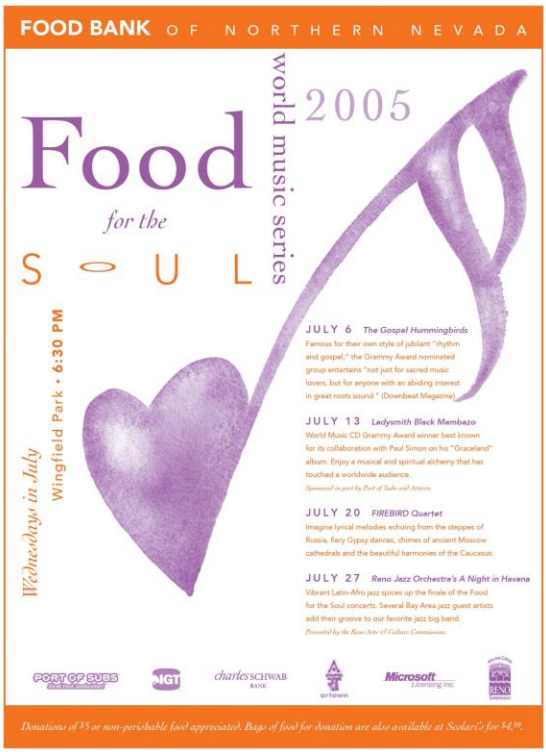
Renown, Print Ads

Renown, Outdoor

Other Informational Materials

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

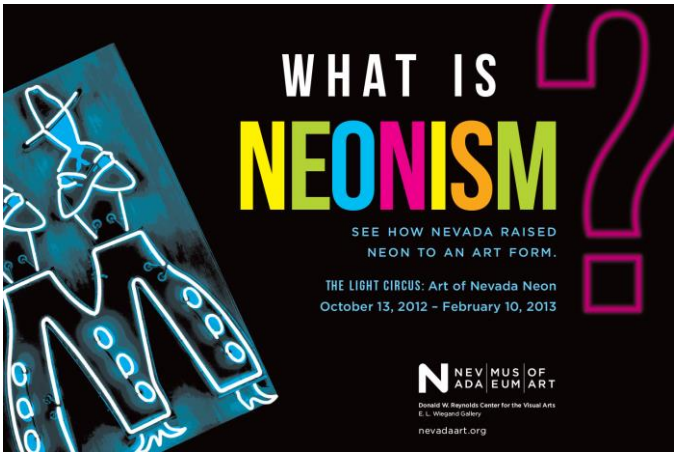
Food Bank – Collateral

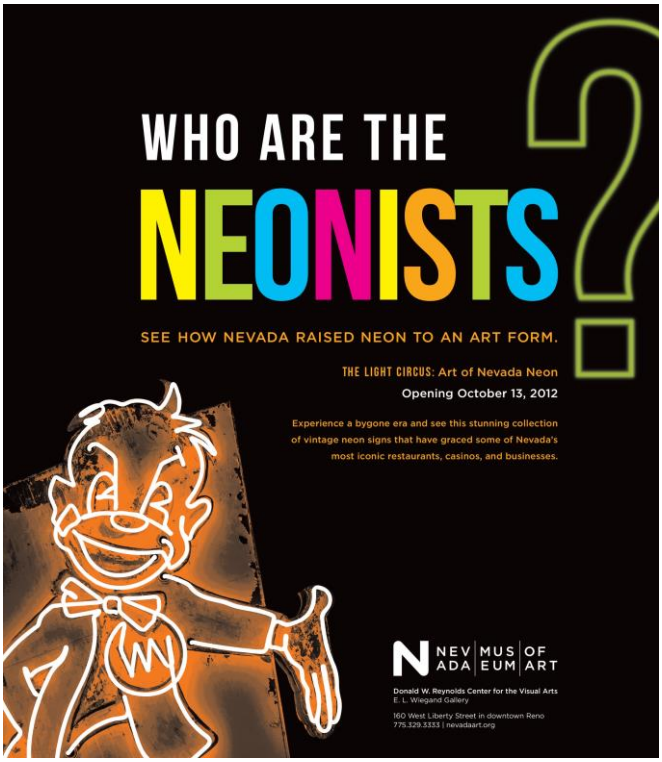


Renown/Magic, Collateral

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

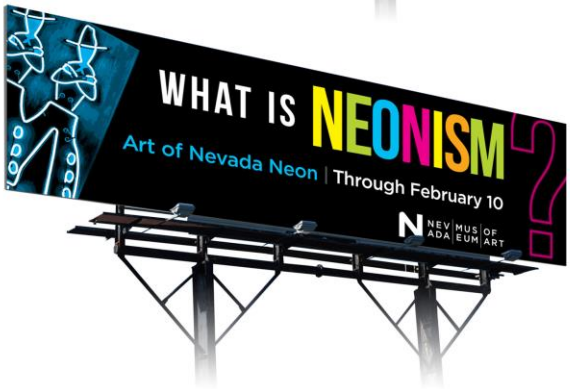
Nevada Museum of Art, Banner





Nevada Museum of Art, Print Ad

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.



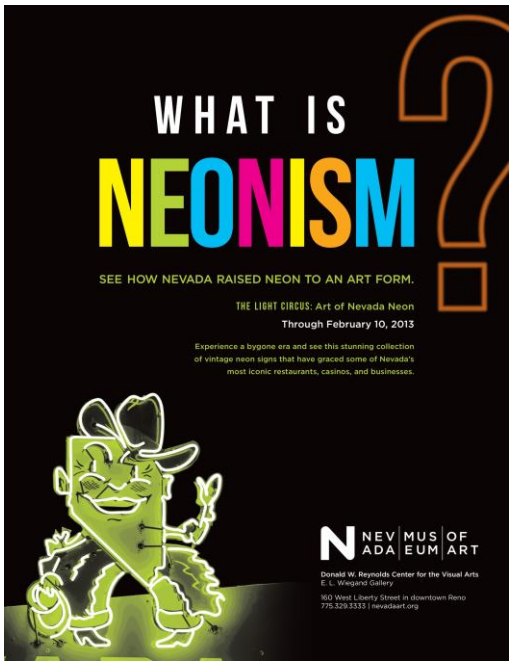
Nevada Museum of Art, Outdoor

Nevada Museum of Art, Collateral

Other Informational Materials

These are more examples are from the Sub Contractor, Amy Lockhart's portfolio. All of this work was done while she was the Associate Creative Director at The Glenn Group in Reno, Nevada.

Nevada Museum of Art, Collateral



Nevada Museum of Art, Print Ad

Please visit Amy's website to see more work:

http://www.alockhartart.com