Amplify Relations

Proposal For:

State of Nevada, Purchasing Division

February 13, 2018

Bryan Bedera

(775) 453-0618

Bryan@AmplifyRelations.com

675 West Moana Lane, Ste. 201
Reno, Nevada 89509

We're Bold, Passionate, Innovative, Are you?

Part IA - Technical Proposal

RFP Title:	**Multi-Media Outreach Services**
RFP:	**3510**
Vendor Name:	Amplify Relations
Address:	675 West Moana Lane, Suite 201 Reno, NV 89509
Opening Date:	February 13, 2018
Opening Time:	2:00 p.m.

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Ms. Teri Becker
State of Nevada, Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701

Re: Request for proposal: 3510
Multi-Media Outreach Services

Dear Selection Committee:

Finding your dream job is no easy task. You have to go through several drafts to create the perfect resume, apply to countless job openings, and put your best foot forward if and when you finally land an interview. The struggle to attain gainful employment can be a problem for anyone, and for people with disabilities, it can seem like a daunting goal.

The Department of Employment Training and Rehabilitation's (DETR) Bureau of Vocational Rehabilitation (VR) aims to help people achieve their goals, no matter what obstacles they have to overcome. The first step in assisting people with disabilities in finding a lucrative career path was to educate employers about the benefits of using VR Nevada when seeking employees. This was accomplished through a 2015 campaign, and now it's time to build out the multi-media platform to perform even better in the next four years.

The integrated marketing campaign that we propose will shift focus from employers only, to both employers and potential employees. The messaging will remain educational to businesses and promote the various services offered by VR Nevada, but will also be motivating, empowering, and supportive to those individuals with disabilities with professional goals. VR Nevada will be the resource that people can use in order to attain their goals and have a fulfilling career.

Our team structure allows us to provide you with comprehensive creative, web, public relations and advertising strategies that work together to create the foundation for your campaign. This provides the efficiency of one-stop-shopping for you and results in time and cost savings. Our proposed structure will utilize one account manager, who will report directly to you. Your team can make one call for all your creative, advertising, public relations, social media, marketing and media buying needs and receive immediate results.

We will leverage media buying and placement with public relations initiatives to provide the best value and maximize your budget. For example, we have the tools to go look through millions of dollars in media, including radio and television, throughout the state of Nevada. Utilizing our resources with high media buying volume results in the ability to buy "more for less." We also have positive media, agency and community organization relations to leverage awareness opportunities.

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Now in our third year of working with one of the marquee advertising contracts in the State of Nevada - the Nevada State Treasurer's Office College Savings Plans Division, Amplify Relations understands how government entities work and can make the programming they provide easy to understand for anyone.

We would love the opportunity to work with DETR's VR program to help more people achieve their professional goals, and help employers hire the best for the job. Alli Williams will be your main contact and can be reached at 775.453.0618, or via email at Alli@AmpifyRelations.com.

Sincerely,

Megan Bedera
Chief Operating Officer

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Section III - Vendor Information Sheet

VENDOR INFORMATION SHEET FOR RFP 3494

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	Amplify Relations Inc
V2	Street Address	675 W. Moana Ln. #210
V3	City, State Zip	Reno, Nevada 89509

Telephone Number

V4	Area Code: 775	Number: 453-0618	Extension: None

Facsimile Number

V5	Area Code: 775	Number: 360-7777	Extension: None

Toll Free Number

V6	Area Code: None	Number: None	Extension: None

Contact Person for Questions / Contract Negotiations, including address if different than above

V7	Name: Megan Bedera
	Title: Chief Operating Officer
	Address: 675 W. Moana Ln. #201, Reno, NV 89509
	Email Address: Megan@AmplifyRelations.com

Telephone Number for Contact Person

V8	Area Code: 775	Number: 453-0618	Extension: 202

Facsimile Number for Contact Person

V9	Area Code: 775	Number: 360-7777	Extension: None

Name of Individual Authorized to Bind the Organization

V10	Name: Megan Bedera	Title: Chief Operating Officer

Signature (***Individual shall be legally authorized to bind the vendor per NRS 333.337***)

V11	Signature: Megan Bedera	Date: 2/12/18

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Section IV - State Documents

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	X
Justification for Confidential Status			

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

Amplify Relations
Company Name

Megan Bedera
Signature

Megan Bedera
Print Name

2/12/18
Date

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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, State or municipal laws or regulations concerning discrimination and/or price fixing. The vendor agrees to indemnify, exonerate 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, communication, 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 case of the awarded vendor, all proposal terms, including prices, shall remain in effect throughout the contract negotiation process.

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

(6) All conditions and provisions of this RFP are deemed to be accepted by the vendor and incorporated by reference in the proposal, except such conditions and provisions that the vendor expressly excludes in the proposal. Any exclusion shall be in 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 services resulting from this RFP. Any such relationship that might be perceived or represented as a conflict shall be disclosed. By submitting a proposal in response to this RFP, vendors affirm that they have not given, nor intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant or any employee or representative of same, in connection with this procurement. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest shall automatically result in the disqualification of a vendor's proposal. An award shall not be made where a conflict of interest exists. The State shall determine whether a conflict of interest exists and whether it may reflect negatively on the State's selection of a vendor. The State reserves the right to 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 race, color, national origin, physical condition, creed, religion, age, sex, marital status, sexual orientation, developmental disability 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 be relied on by the State in evaluation of the proposal. Any vendor misrepresentations shall be treated as fraudulent concealment 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.

Amplify Relations
Vendor Company Name

Vendor Signature

Megan Bedera
Print Name

2/12/18
Date

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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: Megan Bede
Signature of Official Authorized to Sign Application

2/12/18
Date

For: Amplify Relations
Vendor Name

RFP 3510 – Media Outreach Services
Project Title

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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.

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ALL ELSE REMAINS THE SAME FOR RFP 3510.

Vendor must sign and return this amendment with proposal submitted.

Vendor Name: Amplify Relations

Authorized Signature: Megan Beder

Title: Chief Operating Officer Date: 2/12/18

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

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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.

By building on the current multi-media outreach platform, Amplify Relations proposes to create and execute an integrated marketing plan to elevate the VR Nevada brand. While the current outreach platform is focused on businesses and employers, the new platform will incorporate messaging to people with disabilities to use the VR Nevada program as a resource for employment.

The data provided in the Marketing and Advertising Campaign Final Report (Attachment J) shows that the current VR Nevada branded messaging and imaging works, with a goal in mind to change employers' perception of hiring people with disabilities. The data shows an upward trend of employers considering VR Nevada when they think about hiring new employees, so now we will add to VR Nevada's campaign objectives by providing these employers with goal-oriented, dedicated individuals. This messaging will center around the concept of inspiring people with disabilities to have big dreams, and enabling them to follow through on those dreams.

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

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

Amplify Relations uses project management software to streamline agency-client relationships. This program allows for the appropriate contacts to be included for approvals, and maintains efficiency in the project.

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.

Amplify Relations will expand upon VR Nevada's current multi-media outreach platform to include outreach to people with disabilities. VR Nevada will empower these people with disabilities to strive toward their professional goals. This new messaging, coupled with the continued campaign aimed at employers, will be the foundation upon which Amplify Relations will create, execute and implement a multi-media campaign through social media, creative production, and strategically targeted media placements.

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Social Media

The Amplify Relations team has a proven record of producing content targeted to social media. We believe the best way to grow pages organically is by providing quality content. Every page and audience participates differently. However, we always strive to provide balanced content, including 33% of content as VR Nevada specific content, 33% of content as general vocational rehabilitation information and 33% of content as interactive posts to promote engagement based on how consumers are currently utilizing social media.

In-House Creative Production

One of the things that sets Amplify Relations apart is our in-house creative team available to help produce dynamic content for multiple media channels. They are experts at producing media including graphic design, print, radio and television. With Amplify Relations, you don't have to wait for freelancers or subcontractors; our creative department is a one-stop-shop to help you stay on time and on budget.

Media Buying

Through strategic media placement, Amplify Relations would like to take VR Nevada further into the public eye with media buying using efficient and cost-effective advertising buys that would target key bases who are already exploring topics in vocational rehabilitation. This programmatic buying will also allow us to tailor a specific message and creative to the right person at the right time. This will deliver precision and personalization of our messaging.

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 plays an imperative role in an integrated marketing campaign. With VR Nevada's goals in mind and our proposed key messaging, Amplify Relations will elevate the current social media across various platforms, including Twitter, Facebook and YouTube.

YouTube

VR Nevada already has a great presence on YouTube, and Amplify Relations proposes to increase that engagement by adding more original videos. Videos will be created out of the production budget, and placed across broadcast and digital media channels, and can be permanently housed on VR Nevada's YouTube channel. These videos can stand alone on the YouTube channel, and can also be used cross-platform to share on both Facebook and Twitter, as well as shared on the website. We will expand on the current videos by adding more testimonials from both employees and employers, videos showcasing the resources offered by VR Nevada, and inspirational videos with messaging to people with disabilities to achieve their career goals.

Twitter

Twitter will allow for VR Nevada to connect with users by incorporating trending hashtags and becoming a part of the conversation on vocational rehabilitation in Nevada. Twitter will also be an area in which VR Nevada can share cross-platform and post original videos from the YouTube channel, or engaging posts from Facebook. Amplify Relations uses scheduling software specific to Twitter that will allow us to monitor trends and analyze what content works before for engaging VR Nevada's audiences.

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Facebook

Facebook is the most interactive platform, and also makes up the bulk of VR Nevada's current followers. Facebook is a great place to reach out to existing clients and businesses, as well as gain new ones. Amplify Relations proposes to engage with current followers by sharing content that includes pictures, video, infographics, and informational links. The messaging for Facebook and Twitter will be within the same concept for the entire campaign, with inspirational messages to follow your dreams, and information about how VR Nevada can help.

Cross-platform optimization

It's key to curate content that can be shared across different media in order to ensure that a campaign is cohesive and on-brand. Amplify Relations has worked with companies in creating integrated campaigns, and we understand how to optimize content for different venues which is why a simple, specific strategy is important. For example, radio ads will have the same feel and messaging as a Facebook post, and will ensure brand recognition across the entirety to the campaign. This message, that VR Nevada empowers people with disabilities to seek out their goals, will be apparent in all messaging across all media.

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.

Broadcast

Amplify Relations has an in-house media team that will provide VR Nevada with award-winning production services and mass-volume media power. We will provide strategy, creative direction, production, and media placement for all video and radio elements from start to finish.

Digital Marketing

We can target audiences based on their preferences and characteristics, such as seeking people with disabilities and employers looking to hire. This tactic will then use an identifiable display banner ads tailored to what they search. As these consumer groups surf the Internet, they would then see VR Nevada ads in both the Google and Yahoo! display networks and high-traffic news websites in articles related to vocational rehabilitation or employment opportunities for people with disabilities.

Geofencing

Amplify Relations even has the capacity to target specific geographic locations. Amplify Relations will highlight VR Nevada's online advertisements using innovative technology. We have the capability to pinpoint where your online advertisements can be seen on phones and other devices. For example, if you wanted to target a specific company, event, etc., we can make your ads pop up on phones for every person who is within that targeted area. For example, Amplify Relations can target people with disabilities who are within a college campus and on their phones seeking information about finding a job. With this highly targeted group, Amplify Relations is able to ensure that VR Nevada's message is in the hands of their exact consumer groups.

Retargeting

Amplify Relations also has the capability to retarget your online advertising. This method keeps track of people who visit your site and displaying your ads to them as they visit other sites. Since we work with the largest ad exchanges, we can retarget Nevadans just about anywhere they might go online. Retargeting can generate greater awareness of VR Nevada and all of the services it offers. Every time someone sees your retargeted ads, your division gains traction and more recognition.

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Boost Ads

Utilizing Facebook, Amplify Relations can help VR Nevada by placing ads in newsfeeds for those we target based on demographics, such as:
Age
Gender
Social standing to geographic in certain areas of the country

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.

Since VR Nevada caters to such a unique segment of customers, we have the opportunity to build relationships with different individuals and organizations we can partner with to maximize VR Nevada's outreach among the main target groups of people with disabilities looking for a job, and employers.

Broadcast PSAs

Through video and audio broadcast channels, Amplify Relations can leverage use of public service announcements to partner with broadcasters in distributing VR Nevada's message. Amplify Relations can buy cost-effective advertising in all major Nevada markets, and build on our already established partnerships including the Nevada Broadcasters Association.

Social Media Influencers

Amplify Relations can reach out to local, Nevada-based social media influencers who can share the VR Nevada brand with their social circles. These influencers can be individuals or organizations, like nonprofit groups, that share audiences with VR Nevada. Amplify Relations can create a list of social media influencers who we can make creative assets available to, if they choose to partner with VR Nevada.

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).

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

2.1.2.6 The multi-media outreach plan must include the following:

A. Goals and Objectives

In addition to businesses, VR Nevada will implement a campaign lead by Amplify Relations to include messaging to people with disabilities who are seeking employment. This campaign will raise awareness of VR Nevada as an employment tool, empower people with disabilities to gain employment, and continue to educate Nevada businesses and employers about the benefits of hiring an employee through VR Nevada.

The main goal of this campaign is to instill confidence in people with disabilities to join the workforce, and showcase VR Nevada as a valuable resource to help them achieve their goals. Through multi-media platform strategies laid out in this RFP, Amplify Relations will:

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- ***Seek out people with disabilities who are looking for employment assistance and guide them to finding a job or assist them to excel at their current job.***
- ***Promote the various services provided by VR Nevada.***
- ***Raise awareness in VR Nevada as a whole and promote the benefits of using VR Nevada services from both people with disabilities and Nevada employers.***
- ***Partner with individuals and organizations to elevate the message of VR Nevada.***
- ***Analyze effectiveness of media strategies and adjust tactics as needed.***

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

1) Potential new VR clients with disabilities; and

Amplify Relations will reach new VR clients with disabilities by implementing a strategy that empowers people with disabilities to have big dreams, and show them how VR Nevada services can be used to make their dreams become a reality.

2) Businesses to build awareness of the Nevada VR Program and its services and hiring people with disabilities.

The strategy to reach businesses with the services provided by VR Nevada will remain the same, as it was proven to have worked in the past. Amplify Relations will elevate this existing strategy by partnering with and reaching out to more Nevada businesses as well as creating new partnerships with nonprofit organizations that cater to people with disabilities.

With the goals and objectives in mind, the strategies for these 2 main customer groups will be carried out through these methods:

Display Creative
Amplify Relations has a full service in-house creative team who will create display ads based on VR Nevada's set brand guidelines. Amplify Relations' graphic design team will create graphics to be used across four (4) different media, including digital ads, billboards, website sliders, and promotional videos. These executions will have the same look and feel as VR Nevada's current display creative, with messaging that aligns with the overall campaign, empowering people with disabilities.

Social Media Campaign
Amplify Relations' public relations team gathered insight from the social media strategies set forth in the Campaign Final Report (Attachment J) as well as studied what was currently happening across VR Nevada's social media channels. This research, coupled with the new messaging, lead our team to develop a fluid pool of content themes, a content calendar, and sample social content.

The content themes will be an overarching message that will be boiled down into specific content. Content themes will be used throughout a content calendar in order to add variety to social media posts.

Sample content themes:

- ***Job Seekers***
  - ***Tips for job seekers***

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  - *Feature clients that have successfully used VR Nevada services*
  - *Highlight goals accomplished by people with disabilities*
  - *Inspirational stories/quotes from people with disabilities*
- *Employers*
  - *Feature businesses that have successfully used VR Nevada services*
  - *The value of diversity in the workplace*
  - *How to engage participation in the workplace*
  - *Benefits to employers using VR Nevada*
- *Organization*
  - *Partnering with organizations that cater to people with disabilities for events*
  - *Highlight organizations and how they can help*
- *Disabilities Facts*
  - *Information about sign language/braille/other tools used by people with disabilities*
  - *Other resources available to people with disabilities*
  - *Statistics about people with disabilities*
- *Special Events*
  - *Holidays*
  - *Events happening in Nevada*

The content calendar will be developed ahead of time using the content themes. This calendar will be used to create or curate the content for a given month.

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Sample content calendar:

May 2018 - Social Media Content

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 **Job Seekers** *Job tips*	2 **Employers** *Benefits of VR*	3	4	5 **Organizations** *Partner org, how they can help*
6	7	8 **Disability Facts** *Workplace stats*	9 **Job Seekers** *Client success story*	10	11 **Special Event** *Graduation Day*	12
13 **Disability Facts** *Other resources*	14	15 **Job Seekers** *Quote*	16	17	18	19 **Employers** *Employer success story*
20	21 **Job Seekers** *Job tips*	22	23 **Special Events** *National Boss Appreciation Day*	24 **Disability Facts** *Info about sign language*	25	26
27	28 **Employers** *Diversity in the workplace*	29	30	31		

Video Creative

Amplify Relations sources an in-house video production team to write, script, shoot and edit videos. We propose to create video to use as ads in broadcast media and online, as well as create a content source for VR Nevada's YouTube channel, website, and other social media platforms. We would like to continue creating the testimonial videos that VR Nevada currently uses, as well as develop different kinds of content that more closely aligns with the message of VR Nevada inspiring and empowering people with disabilities.

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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.

Amplify Relations has years of proven experience as consultant for how to maximize reach among your target customer groups in both the State of Nevada Government and the private sectors.

We worked closely with the Nevada State Treasurer's Office to target both elementary school students and their families about the importance of saving for college. With these two main target customer groups in mind, we planned and implemented the creation a mascot for the College Savings Division named Sage, a Desert Tortoise who has been responsible for steadily increasing awareness about the State of Nevada's various college savings programs. When we do community outreach events with Sage at elementary schools, family nights, etc., many students have been associating Sage with college savings.

Amplify Relations is now in its third year with the Nevada State Treasurer's Office College Savings Plans Division. We understand the intricacies of the State of Nevada Government and the Silver State, as a whole. We have also worked with several small businesses in Nevada, including Rounds Bakery who employs people with disabilities. With this background, we will have no problem streamlining VR Nevada's marketing processes and implementing a campaign.

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?

Amplify Relations will set specific goals for social media and media buying campaign, to include increases in awareness and participation in VR Nevada services. We will analyze conversation rates with data collected from Facebook and Twitter, engagement data from the media buying campaign using Tapclicks, and monitor brand reputation online through Meltwater.

Amplify Relations analyzes the data provided by Facebook weekly to measure page growth and interaction and progress toward meeting page goals. With these analytics we can track various factors including organic growth, post-specific engagements and number of people reached by each post. These analytics also allow us to gain insight about consumers, i.e. discovering their online behavior on social media and how much engagement they have on VR Nevada's social channels in general.

Meltwater is a tool Amplify Relations uses to monitor public relations campaigns, and is a useful tool to detect organic brand reputation online in the news as well as on social media. Using this tool in addition to Facebook analytics will give Amplify Relations a better overview of how the campaign is working as a whole online.

Tapclicks is another online monitoring tool that will let Amplify Relations analyze the success of digital ads online. This resource gives us an opportunity to see data in real time, such as number of times an ad is clicked versus how many times it is viewed, and will give VR Nevada complete transparency in what has and has not worked in the campaign.

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We use these measurement results to ensure that we are efficiently engaging the ideal target audience with the appropriate message. We will track activity and report results in VR Nevada's preferred format.

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.

Amplify Relations will create comprehensive reports for VR Nevada on a quarterly and annual basis to assess the success of the campaign and the progress made toward overall objectives. We have found success with government agencies in an annual scope of work review that allows for it to be redefined each year. This way, Amplify Relations gives VR Nevada the opportunity to reassess their annual goals and Amplify Relations can alter our plan of action each year in order to meet those goals.

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.

Amplify Relations' proposed structure will utilize one account manager as VR Nevada's single point of contact who will work closely with your appointed project manager. Through the on-boarding process, our team will work closely with VR Nevada to find solutions that best fit the goals and objectives. Amplify Relations' account manager will schedule weekly, bi-weekly, or monthly calls, at the discretion of VR Nevada, and will give continuous email and phone updates on the project as needed.

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.

Amplify Relations uses the cost-plus fixed commission model of media buying to maximize your budget.

Amplify Relations has the capability working with a demand side platform (DSP) to leverage layers of data to target individuals from every angle of the web and can provide access to hundreds of thousands of impressions daily. Amplify Relations will work to find ad buys that make the most sense. VR Nevada can set a bidding range where you would only pay a certain dollar amount for different inventories of ad buys.

Our goal is to search the inventory as effectively and efficiently as possible for you based on raising awareness, which we would focus on cost-per-thousand-impressions (CPM), or drawing people to your website - cost-per-click (CPC). For the VR Nevada, we suggest that by spending more on CPM, you will receive quality CPC numbers.

Amplify Relations will on-board existing well-performing VR Nevada vendors. Contracts not performing well can compete against our team of vendors to leverage the best deals for you.

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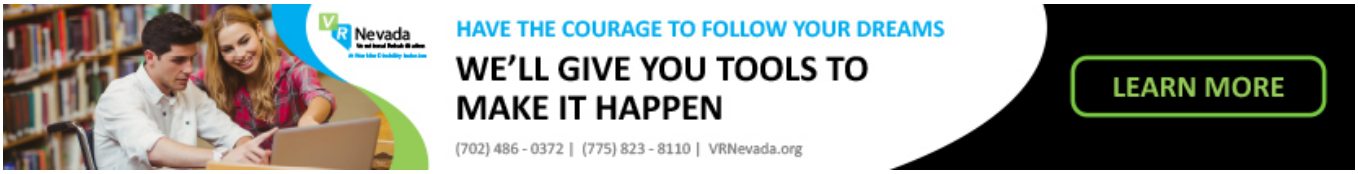
2.1.4.3 Describe the methodology to justify creative and media investments and describe how a return on investment is established and measured.

Amplify Relations closely monitors media placements to ensure their performance. A media buying specialist will be assigned to VR Nevada's project and work closely with our in-house creative team. Together they will be responsible for the creation and day-to-day management of your various ad campaigns. Through careful monitoring, trends in performance will be identified and their campaigns with corresponding creative will be replicated, removed, or adjusted. ROI will be measured based on delivered impressions, CPC, or CTR. We will work with VR Nevada to establish a acceptable baseline against which to measure these results.

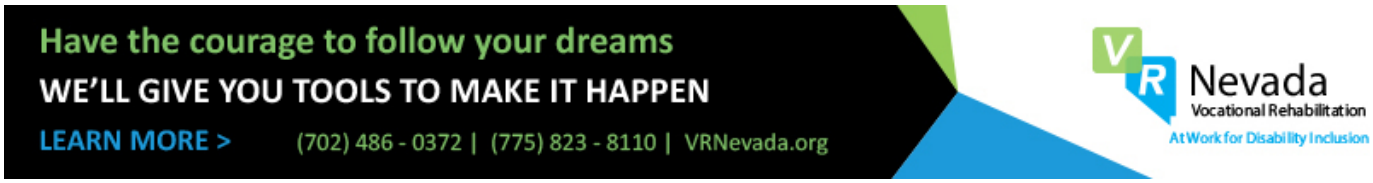
2.1.4.4 Include with your proposal, rough executions for traditional advertising, commercial or promotional video development, print advertisements, web design, and social media campaigns. For purposes of the rough executions, use a target audience of young students with disabilities between the ages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

Digital Ads



© 2017

Digital Ads contd.



© 2017

Digital Ads contd.

© 2017

Website Sliders

© 2017

Billboards

Nevada
Vocational Rehabilitation
At Work for Disability Inclusion
WE'LL GIVE YOU
TOOLS TO FOLLOW
YOUR DREAMS
(702) 486 - 0372 | (775) 823 - 8110
VRNevada.org

WE'LL GIVE YOU
TOOLS TO FOLLOW
YOUR DREAMS
(702) 486 - 0372
(775) 823 - 8110
VRNevada.org
Nevada
Vocational Rehabilitation
At Work for Disability Inclusion

Video Storyboard

For purposes of this example, Amplify Relations used the demographic of young students between the ages of 16 and 21.

PROJECT:

PAGE:

SEQ/SC:
NOTES:

Video opens on VR Nevada logo, a narrator is talking about their goals and dreams.

SEQ/SC:
NOTES:

Video cuts to several different people with disabilities doing things they enjoy.

SEQ/SC:
NOTES:

People with disabilities are playing sports, painting in a studio, cooking, working, dancing, etc.

SEQ/SC:
NOTES:

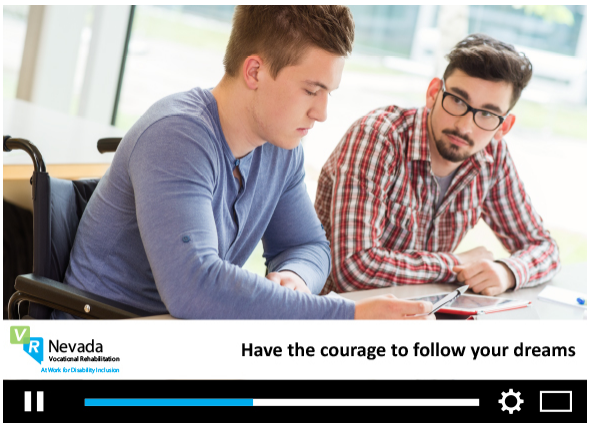
Narrator is discussing overcoming obstacles and inspiring people with disabilities to reach their goals.

SEQ/SC:
NOTES:

Narrator is then shown on screen talking about how they reached their goals.

SEQ/SC:
NOTES:

End screen shows VR Nevada, and people using the service to find a job and live out their passion.



Tagline reads "Have the courage to follow your dreams. We'll give you the tools to make it happen."

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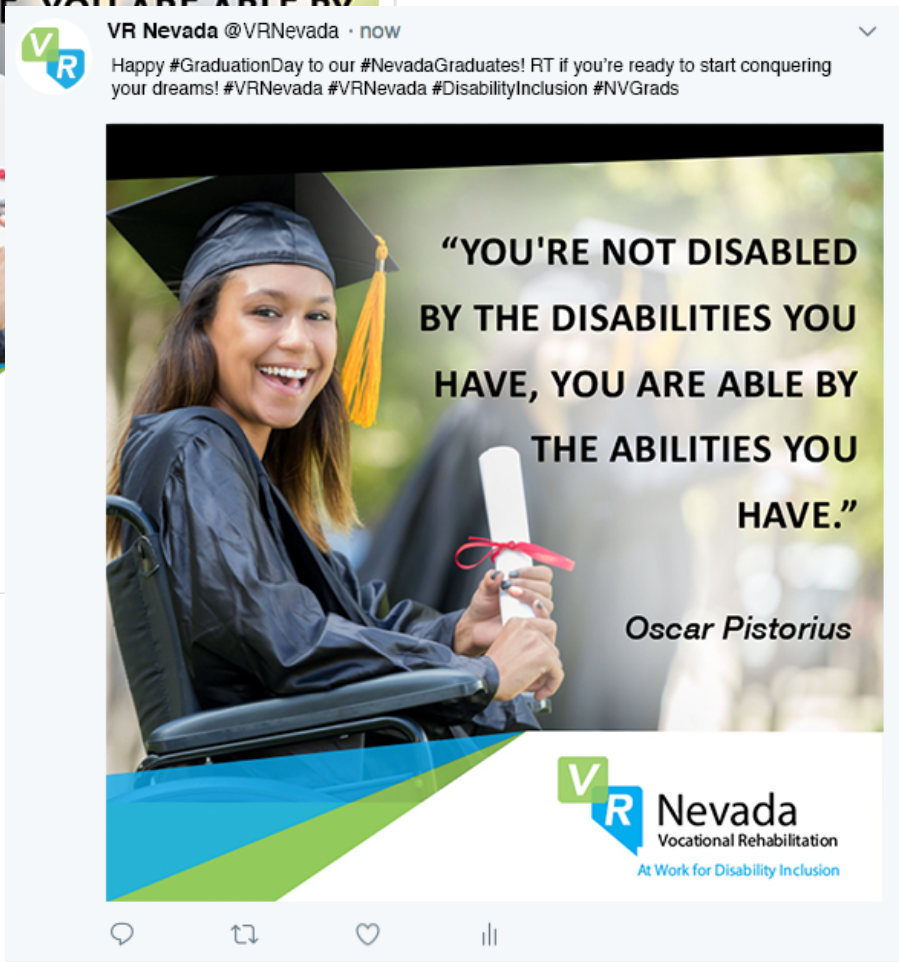
Social Media

Social Media contd.



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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.

Sample Media Plan

For purposes of this example, Amplify Relations used the demographic of young students between the ages of 16 and 21.

	Thesis	Vendor	Data source
1	Contextual_Parents with teens aged 13-18, teens aged 13-18, and young adults aged 18-25_Interest in sites related to developmental or intellectual disability	Basis	eXelate, Oracle, Lotame, Clickagy
2	Contextual_Parents with teens aged 13-18, teens aged 13-18, and young adults aged 18-25_Interest in sites related to physical disability	Basis	eXelate, Oracle, Lotame, Clickagy
3	Programatic_Parents with teens aged 13-18, teens aged 13-18, and young adults aged 18-25_Interest in developmental or intellectual disability	Facebook	Facebook
4	Programatic_Parents with teens aged 13-18, teens aged 13-18, and young adults aged 18-25_Interest in physical disability	Facebook	Facebook

	Data Description	Starting Date	Ending Date	Monthly Budget	Type	Optimization
1	Households with the presence of children aged 13-17, or young adults aged 18-25, who have visited websites with a focus on developmental or intellectual disability, with topics such as inclusion, awareness, or education	3/1/2018	5/31/2018	$1,000	Display	CPC
2	Households with the presence of children aged 13-17, or young adults aged 18-25, who have visited websites with a focus on physical disability, with topics such as inclusion, awareness, training, or education	3/1/2018	5/31/2018	$1,000	Display	CPC
3	Households with the presence of children aged 13-17, or young adults aged 18-25, with an expressed interest in or liked pages related to developmental or intellectual disability, such as inclusion, awareness, training or education	3/1/2018	5/31/2018	$500	Display	CPC
4	Households with the presence of children aged 13-17, or young adults aged 18-25, with an expressed interest in or liked pages related to physical disability, such as inclusion, awareness, training, or education	3/1/2018	5/31/2018	$500	Display	CPC

Quarterly Total Budget: $9,000

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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.

Nevada State Treasurer's Office

Amplify Relations was responsible for the creation of the "Let's Go To College: Nevada Saves" campaign for the College Savings division of the Nevada State Treasurer's Office. This campaign includes the creation of Sage, the Desert Tortoise to help raise awareness about opportunities to save for higher education and promote a college-going culture in Nevada. Since beginning the campaign in 2015 through various marketing, public relations, social media and community outreach efforts, we have seen an increase in new account creations.

Background: ***The Nevada State Treasurer's Office is a national leader in college savings programs, but as a result of the recession, new account creations had been trending downward, and many of their brands had not been updated since their creation more than 20 years ago. In July of 2016 the Nevada State Treasurer's Office hired Amplify Relations as their advertising agency of record to rebrand the Nevada College Savings Plans in a 6-week timeframe and launch an aggressive media campaign for the remainder of the fiscal year.***

Strategy: ***Amplify Relations proposed an innovative campaign to bring children into the conversation about saving for college with a campaign that would feel familiar to their millennial parents. To accomplish this, Amplify Relations created the character of Sage, the college savings desert tortoise. Sage appears throughout the campaign as a cartoon, animation and live mascot that children love to interact with.***

- ***Umbrella Campaign: Previously all of the college savings plans had been marketed individually. Utilizing the new mascot, Amplify Relations proposed bringing all of the brands together under one umbrella, allowing families to compare the different plans to find the ones that best fit their needs.***
- ***Television: For the first time ever, the Nevada State Treasurer's Office ran an ongoing television campaign to promote the programs and drive traffic to the new umbrella website. Television was targeted to programs watched by families, including children's channels and the morning news. We found that many millennial parents continue to watch the late-night programming on children's television channels.***
- ***Online Advertising: By using a combination of traditional programmatic display, IP targeting and direct placements, Amplify Relations has run both branding and direct sales efforts that deliver some of the most sought-after inventory online. Our approach ignores CPM rates and focus on target audience ability and cost per click, allowing us to consistently deliver measurable brand awareness and qualified CPC rates as low as $1.25.***

Outcomes: ***As a result of the campaign, we have seen an increase in new account creations. We have successfully created a benchmark and are better able to track how potential customers interact with the advertising campaign. We have also found that the umbrella campaign helps our advertising dollars go further by providing options, regardless of the program we are featuring. The Nevada State Treasurer's Office has renewed our contract for a second year.***

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Wise Popocorn

Amplify Relations created, executed, and promoted a series of events from scratch called #LIVEWISELY. Fitness Without Borders is the focal point of our #LIVEWISELY campaign with Wise Foods. F Earlier in 2017, Amplify Relations planned three large-scale #LIVEWISELY Fitness in the Park events in the major metropolitan areas of Boston, Miami and Atlantic City. By partnering Wise Foods with the Fitness Without Borders non-profit, we were able to leverage both groups' resources to amplify the advertising spend by five times.

Background: ***Wise Foods is a snack food company that is devoted to bringing their products, specifically Wise Popcorn, in front of fitness-minded individuals. Fitness Without Borders is devoted to the development and fitness education of community leaders organized in a unified effort to foster healthy children, focused primarily in underprivileged areas. This partnership between the two companies was the perfect opportunity for Amplify Relations to build brand awareness for Wise Popcorn by leveraging a social media influencer, as well as raise funds for Fitness Without Borders.***

Strategy: ***Amplify Relations proposed a multi-media campaign to introduce Wise Popcorn as a health and wellness product. Through the creation of three large-scale events, and the partnership with Fitness Without Borders, Amplify Relations was able to buy media in using the non-profit multiplier, place news stories about the event and non-profit, leverage the social media following of the social influencer who runs Fitness Without Borders, and create excitement for a first-time event.***

- ***Media Coverage: Through organic public relations efforts, Amplify Relations gained 1,200,522 unique impressions for the #LIVEWISELY campaign. Notable placements include Cheddar, Press of Atlantic City, Boston Magazine, and Miami on the Cheap.***
- ***Purchased Impressions: Amplify Relations purchased radio, outdoor and digital advertising for the #LIVEWISELY campaign. Radio included PSAs, digital included online ads, and outdoor included billboards and subway display ads. Amplify Relations gained 32,451,902 total unique impressions through purchased media efforts.***
- ***Social Media: The founder of Fitness Without Borders, Maria Kang, has a large social following of over 1,652,520 followers. By leveraging her social accounts, including Facebook, Instagram and Twitter, Amplify Relations was able to reach a large audience with the #LIVEWISELY message.***

Outcomes: ***The initial goal for the #LIVEWISELY campaign was to generate a total of 6,000,000 across all media platforms over the course of the three events. The total number of impressions generated exceeded 35,000,000. Amplify Relations was able to gain millions of impressions using the non-profit multiplier and exceeded expectations for Wise Foods.***

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Section VI - 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:	***Amplify Relations Inc.***
Ownership (sole proprietor, partnership, etc.):	***Corporation***
State of incorporation:	***Nevada***
Date of incorporation:	***Founded 2009, Incorporated 2013***
# of years in business:	***8 years***
List of top officers:	***Bryan Bedera, CEO*** ***Megan Bedera, COO***
Location of company headquarters, to include City and State:	***675 W. Moana Ln. #201*** ***Reno, Nevada 89509***
Location(s) of the office that shall provide the services described in this RFP:	***675 W. Moana Ln. #201*** ***Reno, Nevada 89509***
Number of employees locally with the expertise to support the requirements identified in this RFP:	***9***
Number of employees nationally with the expertise to support the requirements in this RFP:	***All employees are local***
Location(s) from which employees shall be assigned for this project:	***675 W. Moana Ln. #201*** ***Reno, Nevada 89509***

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.

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:	***NV20131451918***
Legal Entity Name:	***Amplify Relations Inc.***

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

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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	X	No

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:	***Nevada State Treasurer's Office***
State agency contact name:	***Grant Hewitt***
Dates when services were performed:	***April 2015-June 2015***
Type of duties performed:	• ***Unify Facebook Presence*** • ***Create weekly content for Facebook*** • ***Develop a strategy for Facebook page growth*** • ***Execute contests and promotions as directed***
Total dollar value of the contract:	***$15,000***

Question	Response
Name of State agency:	***Nevada State Treasurer's Office***
State agency contact name:	***Grant Hewitt***
Dates when services were performed:	***June 2015-Present***
Type of duties performed:	• ***Agency of record*** • ***Branding and Creative Design*** • ***Website Design and Maintenance*** • ***Television and Radio Production*** • ***Collateral and Promo Item Production*** • ***Public Relations*** • ***Media Buying*** • ***Market Research and Data Analysis***
Total dollar value of the contract:	***$1,956,000***

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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	***X***	No

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.

Adam Varahachaikol was employed by the Nevada State Treasurer's Office from December 2016 through May 2017 when his position was eliminated by the Nevada Legislature. Adam serves as an Account Executive at Amplify Relations.

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:	
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***.

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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.

Amplify Relations is an award-winning, full-service advertising, public relations and government affairs firm based in Reno, Nevada. Amplify Relations was founded in 2009, incorporated in 2013, and has more than 45 years of combined experience getting results for our clients. Our team consists of 11 full-time advertising and public relations professionals, one intern and two partners.

Bold. Innovative. Passionate. ***We know that every project is unique, and we excel at developing a campaign that is unique to your community and your residents. Our unmatched diversity of experience allows us to bring game-changing approaches to the table. We strive to be on the cutting edge of our industry while keeping the fundamentals at the heart of what we do. We provide state-of-the-art tools to our clients in addition to conventional services. From press releases to producing commercials, we utilize every resource to ensure quality results each step of the way.***

In-house Creative. ***One of the things that sets Amplify Relations apart is our in-house creative team available to help produce dynamic content for social media or digital news releases. They are also experts at producing media including graphic design, print, radio and television.***

In-house Media Buying. ***Amplify Relations believes in the power of planning ahead, so we have invested in media buying in-house, so we can make sure you're getting the best possible product at a competitive price. Our in-house media buying team also makes sure logistics are taken care of so you can focus on your organization.***

Community Outreach. ***Community Outreach can often be overlooked in a campaign. Amplify Relations has decades of experience building community focused campaigns. This includes interacting with our target audiences one-on-one or working with the media to develop human-interest news stories through earned media campaigns. No matter the project, Amplify Relations can work with you to develop a ground game that makes an impact.***

Agency With Big Brand Experience. ***A few of Amplify Relations' clients have included:***

FUJITSU
WISE
SOCK FANCY
ASPEN INSURANCE
Since 1939 famous SMOKE SHOP

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Fitness Without Borders is the focal point of our #LIVEWISELY campaign with Wise Foods. Fitness Without Borders is devoted to the development and fitness education of community leaders organized in a unified effort to foster healthy children, focused primarily in underprivileged areas. Earlier in 2017, Amplify Relations planned three large-scale #LIVEWISELY Fitness in the Park events in the major metropolitan areas of Boston, Miami and Atlantic City. We have donated work in designing and printing promotional materials for the three events. By partnering Wise Foods with the Fitness Without Borders non-profit, we were able to leverage both groups' resources to amplify the advertising spend by five times.

Reno Little Theater. The prolific theater celebrated its 80th season in 2014, and Amplify Relations donated the production of two commercials promoting the various shows that season. The TV commercials helped increase ticket sales amongst a significantly younger demographic than their typical customer base. We also produced an annual report.

Junior League of Reno. Amplify Relations produced, in-kind, a recruitment video, and helped out with various marketing efforts for the community service group. Junior League of Reno reported a 75 percent increase in social media engagement by using the recruitment video.

Other Notable Work

Nevada State Treasurer's Office. Amplify Relations was responsible for the creation of the "Let's Go To College: Nevada Saves" campaign for the College Savings division of the Nevada State Treasurer's Office. This campaign includes the creation of Sage, the Desert Tortoise to help raise awareness about opportunities to save for higher education and promote a college-going culture in Nevada. Since beginning the campaign in 2015 through various marketing, public relations, social media and community outreach efforts, we have seen an increase in new account creations.

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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.

Amplify Relations has been providing advertising and public relations services to public and private sector organizations for nearly 9 years. Collectively, the Amplify Relations team has more than 50 years of advertising and public relations experience working for local organizations, state governments and national brands.

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

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	No	***X***

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.

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).

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

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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.

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.

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

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 Timelin***e for inclusion in the evaluation process. Reference Questionnaires not received, or not complete, may adversely affect the vendor's score in the evaluation process.

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Section VII - Proposed Staff Resumes

PROPOSED STAFF RESUME FOR RFP 3494

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

Company Name Submitting Proposal:	***Amplify Relations***

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:	***Bryan Bedera***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Chief Executive Officer***		
# of Years in Classification:	***10***	**# of Years with Firm:**	***8***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Bryan has a decade of experience in advertising and public relations campaign strategy. Bryan also serves as Amplify Relations' lead media buyer, designing innovative and successful campaign utilizing the industries latest technologies. He planned and executed a rebranding campaign with the Nevada State Treasurer's Office's College Savings Plans Division that led to an increase in account creations.

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.

2009 – Present **Amplify Relations** – Chief Executive Officer

Wise Foods – Strategic Planning, Oversight & Media Buying
Maricopa County, Arizona- STDAZ Public Outreach Campaign – Strategic Planning, Oversight & Media Buying
Fujitsu – Brand Strategy, Media Placement, Media Buying
Nevada State Treasurer's Office – Let's Go to College: Nevada Saves Campaign – Creative Direction & Media Buying
Salt Lake County, Utah, Community Outreach Campaign – Strategic Planning, Outreach & Media Buying
Davidson Institute for Talent Development – Fellows Media Outreach Campaign, Strategic Planning & Oversight
Nevada State Treasurer's Office – College Savings Plans Rebranding Campaign

EDUCATION

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

University of Nevada, Reno
Reno, Nevada
2006-2010, Political Science, 3rd World History

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.

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Reno, Nevada 89509
www.AmplifyRelations.com
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Amplify Relations

Grant Hewitt
Chief of Staff, Nevada State Treasurers Office
(775) 684-5751
ghewitt@nevadatreasurer.gov

Nathan Emens
Campaign Data Solutions
(702) 997-9007
nathan@campaigndatasolutions.com

Tacie Moessner
Program Director, Davidson Institute
(775) 852-3483 ext. 423
tmoessner@davidsongifted.org

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Reno, Nevada 89509
www.AmplifyRelations.com
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PROPOSED STAFF RESUME FOR RFP 3494

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

Company Name Submitting Proposal:	***Amplify Relations***

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:	***Megan Bedera***	**Key Personnel: (Yes/No)**	***Yes***
Individual's Title	***Chief Operating Officer***		
# of Years in Classification:	***12***	**# of Years with Firm:**	***8***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Megan is the Chief Operating Officer of Amplify Relations and has more than a decade of experience creating advertising, public relations, communications and public affairs campaign strategies. She has successfully managed advertising campaigns for clients across the country. She has proven success building positive relationships and consensus on controversial issues and is a trusted advisor to the clients she serves.

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.

2009-Present **Amplify Relations** – Chief Operating Officer

Nevada State Treasurers Office – Let's Go to College: Nevada Saves Campaign – Strategic Planning, Project Oversight

Nevada Firearms Coalition – Public Outreach Campaign, Strategic Planning, Project Oversight

Davidson Institute for Talent Development – Strategic Planning, Project Oversight

Salt Lake County, Utah, Community Outreach Campaign – Strategic Planning, Project Oversight

Maricopa County, Arizona- STDAZ Public Outreach Campaign – Strategic Planning, Project Oversight

EDUCATION

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

The George Washington University, Graduate School of Political Management
Washington DC
2011-2012, Master of Professional Studies in Strategic Public Relations

University of Nevada Reno
Reno, Nevada
2005-2010, B.A. Communication Studies & Political Science

CERTIFICATIONS

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

Registered Lobbyist, State of Nevada

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Reno, Nevada 89509
www.AmplifyRelations.com
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Amplify Relations

REFERENCES

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

Grant Hewitt
Chief of Staff, Nevada State Treasurers Office
(775) 684-5751
ghewitt@nevadatreasurer.gov

Krista Leuhring
Project Manager, Fujitsu
(408) 746-7406
kluehring@us.fujitsu.com

Tacie Moessner
Program Director, Davidson Institute
(775) 852-3483 ext. 423
tmoessner@davidsongifted.org

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PROPOSED STAFF RESUME FOR RFP 3494

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

Company Name Submitting Proposal:	***Amplify Relations***

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:	***Adam Varahachaikol***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Account Executive***		
# of Years in Classification:	***9***	**# of Years with Firm:**	***.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Adam Varahachaikol is an account executive at Amplify Relations and has nearly a decade of communications experience via journalism, public relations, marketing, digital media, government affairs and advertising. He is responsible for overseeing the entire creative, public relations and marketing processes for multiple clients based around the nation.

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.

5/2017 – Present **Amplify Relations** – Account Executive
- **Sock Fancy** – Project Management
- **Davidson Institute** – Project Management
- **Misthub** – Project Management
- **Inova** – Public Relations, Project Management

12/2016 – 5/2017 **Nevada State Treasurer's Office** – Public Information Officer: Event Logistics, Public Relations, Media Relations, Social Media Specialist, Digital Marketing

5/2008 – 8/2015 **KTVN Channel 2 News** – Reporter: Project Management, Social Media Specialist, News Writing

EDUCATION

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

University of Nevada Reno
Reno, Nevada
2004-2009, B.A. Journalism

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.

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Phillip Oakley
Founder & Chief Creative Officer, Common Giant
(336) 210-8095
phillip@CommonGiant.com

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PROPOSED STAFF RESUME FOR RFP 3494

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

Company Name Submitting Proposal:	***Amplify Relations***

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:	***Trinda Freese***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Account Executive***		
# of Years in Classification:	***1.5***	**# of Years with Firm:**	***1.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Trinda Freese specializes in account management, social media strategies, data and reporting. She helps clients amplify their engagement and capture attention. She is responsible for managing various client projects as well as gathering and reporting data. Trinda has worked with brands, big and small, to create social media campaigns that make an impact.

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.

2016 – Present **Amplify Relations** – Account Executive

Nevada State Treasurer's Office – Let's Go to College: Nevada Saves Campaign – Data and Reporting, Account Management, Public Relations

Becky Harris – Public Relations, Account Management, Data and Reporting

Nevada Firearms Coalition – Account Management, Data and Reporting

EDUCATION

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

University of Nevada, Reno
Reno, Nevada
2012-2016, B.A. English

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.

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PROPOSED STAFF RESUME FOR RFP 3494

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

Company Name Submitting Proposal:	***Amplify Relations***

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:	***Alli Williams***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Public Relations Manager***		
# of Years in Classification:	***5***	**# of Years with Firm:**	***2.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Alli has over five years of media relations experience. She is responsible for implementing day-to-day public relations activities for clients, developing social media and digital marketing content, story placement, and evaluation. With the Nevada State Treasurer's Office, her public relations efforts in reaching out to outlets across the State of Nevada for media coverage helped increase account creations among all programs offered by the Nevada College Savings Division.

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.

2015 – Present **Amplify Relations** – Public Relations Manager
Sock Fancy – Media Outreach Campaign, Public Relations Manager
Davidson Academy – Story placement, Public Relations Manager
Wise Foods – Media Outreach Campaign, Public Relations Manager
Nevada State Treasurer's Office – Let's Go to College: Nevada Saves Campaign – Public Relations Manager

EDUCATION

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

University of Nevada, Reno
Reno, Nevada
2009-2013, B.A. Journalism & Strategic 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.

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PROPOSED STAFF RESUME FOR RFP 3494

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

Company Name Submitting Proposal:	***Amplify Relations***

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:	***Elizabeth Brass***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Design Manager***		
# of Years in Classification:	***2.5***	**# of Years with Firm:**	***2.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Elizabeth Brass is a Design Manager at Amplify Relations. She brings a creative eye and a passion for art to all of her projects. In addition to being fully versed in Adobe Photoshop, Illustrator, and InDesign, she will also use a pencil and a sketchpad to make each brand truly reflective of the client. While at Amplify Relations she has helped brand such clients as Fujitsu and the Nevada State Treasurer's Office.

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.

2015 – Present **Amplify Relations** – Design Manager

Nevada State Treasurer's Office – Let's Go to College: Nevada Saves Campaign – Design Manager, Art Direction, Branding, Storyboarding
Fujitsu – Creative Director, Branding, Art Direction
Maricopa County, Arizona- STDAZ Public Outreach Campaign – Design Manager, Online Ad Design, Art Direction
Salt Lake County, Utah, Community Outreach Campaign – Graphic Designer, Art Direction

EDUCATION

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

Truckee Meadows Community College
Reno, Nevada
2011-2015, A.A.S. Graphic 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.

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PROPOSED STAFF RESUME FOR RFP 3494

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

Company Name Submitting Proposal:	***Amplify Relations***

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:	***Alexey Makovskiy***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Web Designer***		
# of Years in Classification:	***1.5***	**# of Years with Firm:**	***.5***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Alexey Makovskiy is a Web Designer at Amplify Relations. He brings his vast knowledge of Design and Web coding to every project he has worked on. From designing websites for companies such as Fujitsu or for political campaigns, Alexey knows the best way to design a website that reflects the client's goals.

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.

2017 – Present **Amplify Relations** – Web Designer
Fujitsu – Web Design
Nevada State Treasurer's Office – Let's Go to College: Nevada Saves Campaign – Web Design

EDUCATION

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

Truckee Meadows Community College
Reno, Nevada
2011-2014, A.S. A.A.S. Graphic Communication

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.

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PROPOSED STAFF RESUME FOR RFP 3494

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

Company Name Submitting Proposal:	***Amplify Relations***

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:	***Gavin Korte***	**Key Personnel: (Yes/No)**	***No***
Individual's Title	***Creative Assistant***		
# of Years in Classification:	***3***	**# of Years with Firm:**	***1***

BRIEF SUMMARY OF PROFESSIONAL EXPERIENCE

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

Gavin is a current marketing student at the University of Nevada Reno, while also working part time as a creative assistant to supplement his in class learning. He has experience with many different aspects of the creative department including photography, graphic design, copywriting, and video work. He has worked to produce many creative elements for the Nevada State Treasurer's Office's "Lets Go to College: Nevada Saves" Campaign as well as other political and corporate clients.

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.

2016 – Present **Amplify Relations** – Creative Assistant
Nevada State Treasurer's Office – Lets Go to College: Nevada Saves Campaign – Infographic Design, Social Media Meme Design, Online Ad Design
Becky Harris – Creative Design, Infographic Design
Maricopa County, Arizona- STDAZ Public Outreach Campaign – Online Ad Design, Creative Design

2013 – 2015 **UNIFI Labs** – BIM Developer: 3D Modeling

EDUCATION

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

University of Nevada Reno
Reno, Nevada
2014-Present, Marketing

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.

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