

Notice of Intent to Award

Procurement Type and Number	Request for Proposal, RFX 3120002084
Procurement Title	Communications and Marketing Services
Opening Date and Time	November 2, 2020, 10:00am (CST)

The following vendors submitted responses to the above solicitation, and are ranked according to their responses below:

1. Amplify, Inc, Jackson, Mississippi
2. Gibbes, Ridgeland, Mississippi
3. Kirkpatrick & Porch Creative, Madison, Mississippi

Responses were evaluated according to the criteria stated in the solicitation, and Amplify, Inc., having received the highest score, has been selected for a contract.

The proposed contract will be for three (3) years, with two optional one-year renewals. The contractor will be responsible for:

- Advertising through, radio and television
- Creation of commercial creative and production of spots
- Assist with internet and social media marketing
- Marketing to civic organizations and community events, display & booth set-up at events
- Assist with updates to the Treasury website
- Public affairs and media relations for the Executive Office
- Assist with direct mailings to targeted groups

Fees for such services shall be at the rate of \$125 per hour not to exceed \$7,500 per month. Ancillary fees for production of commercials, printing of materials, etc. shall be at the rates determined by various production, printing, radio, television, etc. vendors.