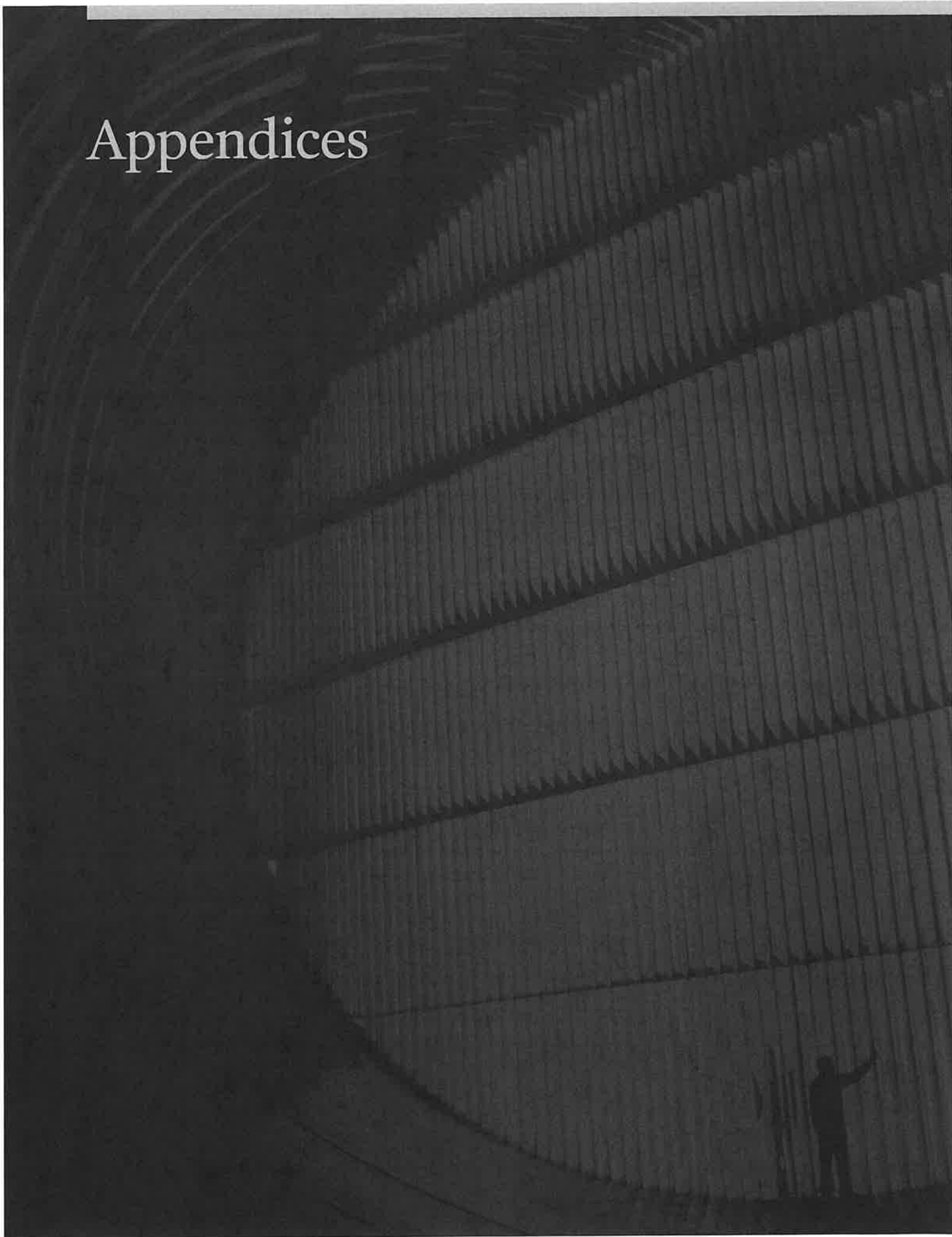


Appendices



Team Qualifications

Team Bios



Jeff Russell

President/Partner

Role: Strategic Planning & Audience Insights

Jeff brings an unmatched depth of understanding to all facets of financial, education, economic development, and healthcare categories. Over the last 30 years Jeff has helped guide community and regional banks through successful mergers, acquisitions and new product launches including Trustmark Bank, Hancock Whitney, BancorpSouth (prior to Cadence) and several Texas banks. Jeff has provided senior counsel, market and PR planning for Mississippi College, Mississippi State University, Mississippi Gulf Coast Community College and Phi Theta Kappa Honor Society for Community Colleges.

He was lead strategist for the Mississippi Development Authority economic development including the recruitment of Nissan to Canton and the recovery of Gulf Coast businesses from Hurricane Katrina. Jeff led the \$5 million, five-year Nissan-Mississippi Marketing Partnership showcasing Mississippi through national media and at the Detroit and New York Auto Shows. Jeff has provided marketing and ad planning for Baptist Health Systems, and national clients Humana, ArchWell Health and Sage Health.



Philip Shirley, APR

Senior Partner

Role: Strategic Brand Positioning Counsel

Philip is past president of the Americas Region of the \$4 billion Marketing and Advertising Global Network, representing nearly 40 leading agencies worldwide. Philip has managed strategic planning and marketing projects for such clients as Trustmark Bank, State Farm, BP America, Mississippi Development Authority, Mississippi Economic Council, Gulf Coast Regional Tourism Partnership, Sandestin Golf & Beach Resort, Visit Mississippi, Whataburger and Louisville Slugger. He was inducted into the Southern Public Relations Hall of Fame and received the Silver Medal from the American Ad Federation.

He has been involved in the strategic brand planning for the start-up, merger, or expansion of more than 50 client companies, as well as personal involvement in the location, start-up and ownership of seven companies in Florida, Alabama, Louisiana and Mississippi. He is the author or co-author of six published books of fiction and business.

Team Qualifications

Team Bios



Lauren Mozingo

Managing Director, Partner

Role: Project Oversight, Brand Planning, Staffing

Lauren Mozingo brings over 25 years of expertise in strategic planning, brand development, media strategy, event promotion, project management, and business-to-business marketing. She has led projects in banking, healthcare, tourism, and education sectors. As an operations manager, Lauren successfully managed team assignments and project execution for a \$7 million agency. With a background in fine arts and a minor in business, Lauren was drawn to advertising by her passion for solving client problems and championing creative ideas within her team.

She has worked with notable clients such as Trustmark Bank, Bank OZK, Veritex Community Bank, Mississippi State University, Mississippi College, Phi Theta Kappa, Mississippi Baptist Medical Center, Sage Health, Museum of Mississippi History, Mississippi Civil Rights Museum, Mississippi Arts & Entertainment Experience (The MAX), and Amtrak. Lauren also served as the board chair of Goodwill Industries of Mississippi.



Lauren Acosta

Brand Manager

Role: Project Management

Lauren is a creative marketing mind with a sharp eye for strategy and a deep commitment to exceptional client experiences. With a strong background in content creation, digital marketing, and project management, she helps to build campaigns that not only engage audiences but consistently meet client expectations.

Known for her collaborative approach and solutions-oriented mindset, Lauren brings bold ideas to life while keeping the client at the center of it all. Outside of work, she enjoys spending time with her family and tending to her garden — her favorite place to unplug and recharge.

Team Qualifications

Team Bios



David Sprayberry

Senior Public Relations Manager

Role: PR Strategist and Media Relations

Sprayberry has over 20 years of distinguished experience in public relations. David serves as Senior Public Relations Manager at Ad5, where he leads strategic campaigns, secures earned media, directs crisis communications, and provides training in media communication best practices.

He has orchestrated compelling narratives featured in prominent publications such as The New York Times, The Washington Post, and People Magazine. Additionally, he has earned media coverage and coordinated stories with major networks, including ABC News, CNN, and CBS News. His efforts have garnered widespread attention, reaching millions of viewers and resulting in substantial Advertising Value Equivalent (AVE). Through his work, he has consistently leveraged earned media to elevate brands and drive impactful outcomes.



Tal McNeill

Executive Creative Director

Role: Creative and Brand Strategy

The award-winning Tal McNeill is known throughout the regional advertising industry for his creativity. A 30-year veteran of the advertising business, he has the unique ability not only to outsmart the competition in a cost-effective manner, but to also create dynamic graphics and copywriting that gets the client's creative messages across to targeted audiences.

Tal's relevant experience includes his work for Mississippi State University, banks, utilities, state agencies, hospitals and other educational institutions. Tal is best known as lead writer for Louisville Slugger, one of America's oldest and most legendary brands, and Bicentennial Mississippi. Over the years, Tal's work has earned more than 200 awards in ADDY competitions. He was named Copywriter of the Year by the Jackson Advertising Federation in 2011. He is a graduate of the University of Southern Mississippi.

Team Qualifications

Team Bios



Drew McKercher

Director of Video

Role: Director and Editor for Video

Drew supports agency clients on projects involving video production, web content, broadcast and special productions to help create dynamic content across various media platforms.

His skills include animation, concepting, editing and directing. Our in-house video studio provides expanded opportunities to do impactful work.

Video production work includes Phi Theta Kappa, Thurgood Marshall College Fund, CCsmart, Independent Bank, Trustmark Bank, Bank OZK, Mississippi Bicentennial – Runs Deep campaign, Mississippi Flag campaign, Mississippi Department of Transportation, Visit Starkville, Visit Columbus and Mississippi Baptist Medical Center.

He graduated from the University of Southern Mississippi, where he earned a bachelor's degree in liberal studies with an emphasis on music, education technology and psychology. He previously was the owner of Morningbell Records & Studios.



Stacye Rinehart

Creative Strategist and Brand Manager

Role: Creative and Brand Strategy, Project Management

Stacye has 30 years of experience as an Art Director in advertising and marketing agencies, with special expertise in brand planning. Her responsibilities include the coordination and monitoring of all points of communication within a campaign to make sure the brand message is consistent and on strategy. Stacye is a true believer that sound strategies must be developed before creative ideas can begin to flow.

Stacye has helped develop brands and deliver award-winning creative for a wide range of national and regional clients including Thurgood Marshall College Fund, Phi Theta Kappa, Gulf Coast Regional Tourism Partnership, Mississippi Power Company, Sandestin Golf and Beach Resort and PGA National Resort & Spa. She is a native of Missouri, and her first job was with Bass Pro Outdoors. Stacye is a graduate of Missouri State University.

Team Qualifications

Team Bios



James Harwell
Senior Designer
Role: Campaign Design

James, also known as Jimbo, has designed dozens of identity systems and logos, including print materials, collateral, direct mail, brochures and posters and websites. He developed the brand identity and signage for Bank OZK as it rebranded from Bank of the Ozarks. Jimbo created the more customer engaging Veritex Community Bank revised website. He also developed logo and brand identities for Phi Theta Kappa's new products (CCsmart and PTK Connect) and all three of Mississippi's museums: The Mississippi Civil Rights Museum, The Museum of Mississippi History, and Meridian's own Mississippi's Arts + Entertainment Experience (The MAX).

He brings a sensitivity to design and overall brand identity that produces memorable identity systems. The result is visually striking print materials, collateral, direct mail, brochures and posters, signage, logos and websites. Jimbo's design and direction have contributed to the success of numerous award-winning client campaigns, brand identities and environmental design. He attended Belhaven University where he studied graphic design.



Joe Barnes
Senior Art Director
Role: Art Direction and Graphic Design

Joe has spent over 30 years in advertising creating dynamic graphics applied to websites, collateral and advertising for a multitude of clients and is currently the lead art director for MEC projects. His artistic skills are used on numerous client accounts to concept and create award-winning advertising campaigns. His creative conceiving and art direction have earned him numerous local and regional ADDY awards.

As senior art director, he has handled art direction for clients such as Trustmark Bank, Mississippi State University, Mississippi Power, Delta Queen Steamboat Company, Cruise West, and Sandestin Golf and Beach Resort. Joe received his associate degree in advertising from Hinds Community College.

Team Qualifications

Team Bios



Chris Sullivan
Media Managing Director
Role: Media Strategy

Chris Sullivan is a strategic marketing leader with over 20 years of experience guiding brand, digital, and media strategies for clients in higher education and highly regulated industries, including financial services. As SVP, Media Strategy at Princeton Partners, Chris leads integrated planning efforts that connect brand purpose with performance outcomes—helping clients differentiate in competitive markets.

He specializes in uncovering customer insights, translating complex challenges into clear strategic roadmaps, and aligning cross-functional teams toward shared KPIs. Chris's collaborative style and sharp strategic thinking have delivered meaningful impact for regional banks, credit unions, and financial institutions navigating digital transformation.



Lisa Adams
Media Director
Role: Media Strategist

Lisa Adams is a seasoned media leader with deep expertise in strategic planning, buying, and performance optimization across financial services. As Director of Media at Princeton Partners, she oversees omnichannel media efforts for banking clients—delivering results through precision targeting, data-driven insights, and integrated media strategies. With over two decades of experience, Lisa ensures campaigns are not only effective but also aligned with regulatory standards and brand goals in the higher education and financial sector.

She brings a collaborative, hands-on approach to each engagement, fostering strong partnerships with client teams and media vendors alike. Her leadership has driven measurable growth for regional and national brands through smart, scalable media solutions.

Team Qualifications

Team Bios



Pete Vasquez
Media Strategy and Operations
Role: Media Strategist

Pete is a strategic marketer with 12 years' experience in leading digital advertising solutions across B2B and B2C. B2B state clients include NJ DOH, NJ DOE & CFC. B2C clients range from Retail (PetSmart, Crocs), Education (Rider U, City U), Finance (Peapack Private, Carver Savings), CPG (Tyson, Sun-Maid) & Sports (EA Sports, OL Reign).

Pete is passionate about values, storytelling, and inclusion, creating impactful brand connections that allow real people to solve real problems.



Nick DeNinno
Associate Media Buyer
Role: Media Buying

Nick is a strategic media buyer who loves turning challenges into opportunities. With a sharp eye for detail and a knack for problem-solving, he plans and executes digital campaigns that not only hit KPIs but also help clients achieve lasting success.

Nick's approach blends data-driven insights with creative thinking, ensuring every campaign is optimized, every dollar works harder, and every client feels confident in the results. Passionate about the process from start to finish, Nick is committed to seeing campaigns through to their fullest potential.



Kayla Maddox
Digital Manager
Role: Media Manager

Kayla is Google Certified in all aspects of digital marketing and is an integral part of the digital team. She is responsible for implementing and monitoring campaign strategies used in marketing through digital channels. She contributes to the improvement of digital marketing strategy through weekly and monthly analytics reporting.

Team Qualifications

Team Bios



Mickeyla Clark

Analytics and Social Media Coordinator

Role: Analytics and Reporting

Mickeyla is an Analytics & Social Media Coordinator at Media Thesis and a recent graduate of Temple University, where she earned a Bachelor of Arts in Advertising. She brings a strong passion for data analysis and a keen interest in turning insights into impactful strategies.



C.J. Skelton

Web Director

Role: Website Director

C.J. is a highly experienced Web Director with a career spanning over 18 years in web development and digital marketing. A graduate of Lakeland University with a Bachelor's Degree in Computer Science, he specializes in WordPress development while maintaining a versatile background across a wide range of technologies and digital platforms.

C.J. oversees all aspects of web development, hosting, and maintenance for client websites, as well as supporting online brand strategies, ecommerce solutions, and social media initiatives.

His portfolio includes a diverse array of clients such as Office of Governor Tate Reeves, Veritex Community Bank, Thurgood Marshall College Fund, Mississippi College, AccelerateMS, Mueller Industries and Sage Health. C.J. is known for his thoughtful, hands on leadership, strategic problem-solving, and his ability to balance technical functionality with business-driven results.

Team Qualifications

Team Bios



Kami Wert

General Manager, Ad5 Gulf Coast

Role: Project Strategy and Management

Kami is a key strategic resource for our Gulf Coast brands. As brand supervisor, she energetically serves clients such as Mississippi Gulf Coast Community College (MGCCC) and Powersouth. She is a member of the Gulf Coast Business Council. She has worked for Keesler Federal Credit Union, Ocean Adventures, Infinity Science Center, Hancock Whitney, and Mississippi Power by helping play an integral role in building consumer and business relationships, initiating product launch programs and building image campaigns – just to name a few.

In addition to her work in the utility and banking arenas, Kami used her marketing expertise to make a positive impact in other industries including Mississippi tourism and healthcare. She also served as brand manager for Baptist Medical Center and Forrest General Hospital. Kami is passionate about seeking new tactics, implementing new strategies and providing successful creative solutions to complex marketing situations.

Appendix A – Pricing Schedule

Service	Proposed Price
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Project Strategy and Management	\$150
Copy, video and Art direction	\$150
PR and Social Media Content	\$140
Media Planning and Placement	14.5% of Total Buy
Production/Printing/Mail Service (if needed)	14.5% of Total Outside Cost
Postage (if any)	At Cost

Fixed Cost Alternative to Hourly Charges

Includes all strategy, management, PR, creative, production, video and social content (i.e. all non-media services).

\$5,500/month

APPENDIX B
Office of the State Treasurer

Request for Proposals - Communications and Marketing Consultants

OFFEROR'S REPRESENTATION REGARDING CONTINGENT FEES

By responding to the solicitation the offeror represents that it has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. If the offeror cannot make such a representation, a full and complete explanation shall be submitted in writing with the offeror's response.

REPRESENTATION REGARDING GRATUITIES

Offeror represents that it has not, is not, and will not offer, give, or agree to give any employee or former employee of OST a gratuity or offer of employment in connection with any approval, disapproval, recommendation, development, or any other action or decision related to the solicitation and resulting contract. Offeror further represents that no employee or former employee of OST has or is soliciting, demanding, accepting, or agreeing to accept a gratuity or offer of employment for the reasons previously stated; any such action by an employee or former employee in the future, if any, will be rejected by offeror. Offeror further represents that it is in compliance with the Mississippi Ethics in Government laws, codified at Mississippi Code Annotated §§ 25-4-101 through 25-4-121, and has not solicited any employee or former employee to act in violation of said law.

CERTIFICATION OF INDEPENDENT PRICE DETERMINATION

By submitting a proposal, the offeror certifies that the prices submitted in response to the solicitation have been arrived at independently and without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.

L. Prospective Contractor's Representation Regarding Contingent Fees – By responding to this solicitation, the offeror represents that it has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. If the offeror cannot make such a representation, a full and complete explanation shall be submitted in writing with the offeror's response to the Office of the State Treasurer prior to contract execution. (Appendix B)

Company Name Ad5-LLC

Signed *Lauren Mozingo*

Print Name Lauren Mozingo

Title Managing Director, Partner

Date 10 / 27 / 25
MM DD YY

APPENDIX C
Release of Proposal as Public Record

The offeror shall acknowledge which of the following statements is applicable regarding the release of its proposal as a public record. An offeror may be deemed non-responsive if the offeror does not acknowledge either statement, acknowledges both statements, or fails to comply with the requirements of the statement acknowledged.

CHOOSE ONE:

☐ Along with a complete copy of its proposal, offeror has submitted a second copy of the proposal in which all information offeror deems to be confidential commercial and financial information and/or trade secrets is redacted in black. Offeror acknowledges that it may be subject to exclusion pursuant to Chapter 15 of the PPRB OPSCR Rules and Regulations if MEMA or the Public Procurement Review Board determine redactions were made in bad faith in order to prohibit public access to portions of the proposal which are not subject to Miss. Code Ann. §§ 25-61-9, 75-26-1 through 75-26-19, and/or 79-23-1. Offeror acknowledges and agrees that MEMA may release the redacted copy of the proposal at any time as a public record without further notice to offeror. A offeror who selects this option but fails to submit a redacted copy of its proposal may be deemed non-responsive.

☒ Offeror hereby certifies that the complete unredacted copy of its proposal may be released as a public record by MEMA at any time without notice to offeror. The proposal contains no information offeror deems to be confidential commercial and financial information and/or trade secrets in accordance with Miss. Code Ann. §§ 25-61-9, 75-26-1 through 75-26-19, and/or 79-23-1. *Offeror explicitly waives any right to receive notice of a request to inspect, examine, copy, or reproduce its proposal as provided in Miss. Code Ann. § 25-61-9(1)(a).* An offeror who selects this option but submits a redacted copy of its proposal may be deemed non-responsive.

Signed Lauren Mozingo

Print Name Lauren Mozingo

Title Managing Director, Partner

Date 10 / 27 / 25
MM DD YY

APPENDIX D
Acknowledgement of Amendments

The offeror shall acknowledge receipt of any amendment to the RFP in writing. The acknowledgement shall be submitted with your bid package. Each bidder shall submit a written acknowledgement of every amendment to the Office of the State Treasurer on or before the submission deadline.

Please list the amendments acknowledged by the amendment number and date:

Amendment #1, October 15, 2025, Amendment #2, October 20,
2025

Ad5-LLC
Company Name:

Lauren Mozingo

Printed Name of Representative:

Lauren Mozingo

Signature / Date

10-27-25

Note: Failure to sign the acknowledgement form may result in the bid/offer being rejected as non-responsive. Modifications or additions to any portion of this bid document may be cause for rejection.

**Request for Proposals
Communications and Marketing Consultants
RFP# 312003221**

**Amendment #2
Questions and Answers**

Question#	Section#	Page#	Question (as submitted)	OST Response
1	N/A	N/A	Is there a budget or budget range for this RFP?	Over the last five years, we have spent approximately \$685,000 for all communications and marketing. We hope to stay within this range.
2	N/A	N/A	Is there an anticipated or recommended budget range that OST would like respondents to consider?	See previous response to Question #1.
3	N/A	N/A	Will OST give preference to Mississippi-based agencies or those with an in-state presence?	Preference won't be given to in-state firms; however, any company selected must be a registered business entity with the Mississippi Office of the Secretary of State.
4	4.3.G	17	Is the intent to award a single contract, or would OST consider awarding portions of the scope to multiple vendors?	The RFP is open to awarding multiple contracts.
5	N/A	N/A	Are there specific KPIs (e.g., awareness lift, lead generation, claims processed for Unclaimed Property, CPSM/MACS enrollments, media reach/engagement) that OST wants tracked and reported?	We have internal systems that track claims processed and contract enrollments. No other KPIs are needed.

6	N/A	N/A	Should respondents assume the contractor will manage all media planning/buying, or does OST have existing media relationships/contracts we should plan around?	The current contract, which expires on December 2, 2025, is the only communications and marketing contract we have. However, we have working relationships with local media outlets, and we reserve the right to maintain those relationships.
7	N/A	N/A	We did not see a pre-proposal conference/meeting referenced. Could you please confirm whether one is scheduled?	A pre-proposal meeting is not scheduled.
8	N/A	N/A	I was hoping to understand which other local or regional government municipalities that the Office of State Treasurer for MS deems as a peer/competitor? This will give us an idea on how we approach our research.	Our peer set might be the agencies of other statewide elected officials and any other state agency that has public outreach. However, since each of our state agencies have different programs and responsibilities, our marketing and communications needs vary.
	N/A	N/A	What is the measurable OST Communications and Marketing goal?	<ul style="list-style-type: none"> • Unclaimed Property: Understanding of UP, that UP is not a scam, and number of claims initiated, and number of claims paid. • College and Career Savings: Understanding of both state-sponsored 529 plans – MACS and MPACT, MPACT Contract Enrollments, MACS Accounts Opened and Funded.
10	N/A	N/A	How will success be measured one year after the engagement begins for College Savings Programs (MPACT and MACS) and Unclaimed Property?	<ul style="list-style-type: none"> • College Savings Contract Enrollments • Unclaimed Property Claims Paid

11	N/A	N/A	What are the expected KPIs and conversions for each program?	See previous response to Question #5.
12	N/A	N/A	Do written marketing and media plans exist now for (1) College Savings Programs (MPACT and MACS) and (2) Unclaimed Property?	No written marketing/media plans currently exist.
13	N/A	N/A	Will any other marketing plans be available for review and use as a foundation?	No, we want original thought and concepts brought to the table for College and Career Savings as well as Unclaimed Property.
14	N/A	N/A	Are marketing materials design-only, or should printing be included in our estimates?	Printing should be included in your estimates.
15	N/A	N/A	If printing is needed, what quantities are expected for each piece?	This varies depending on the collateral, but we usually print 1,000 of an item at a time. College and Career Savings has the most collateral; Unclaimed Property currently only has a brochure.
16	N/A	N/A	Could you describe the primary and secondary target audiences for College Savings Programs (MPACT and MACS) and for Unclaimed Property?	<ul style="list-style-type: none"> • Unclaimed Property: Adults 18+ in Mississippi. • College and Career Savings: Young Parents and Grandparents
17	N/A	N/A	What age group has been most receptive to each program?	<ul style="list-style-type: none"> • Unclaimed Property: All Adult Mississippians • College and Career Savings: Young Parents/Grandparents

18	N/A	N/A	What media channels have been most successful in achieving OST's goals?	<ul style="list-style-type: none"> Local Officials Facebook Talk Radio General Interest TV Interviews Mississippi Centric Channels
19	N/A	N/A	Are there any media channels OST prefers to avoid?	<ul style="list-style-type: none"> TikTok
20	N/A	N/A	What is the expectation for event marketing?	<ul style="list-style-type: none"> Print Materials: Yard Signs, Other materials to support the event if needed (event collateral) Social Media Marketing Media Spots
21	N/A	N/A	What level of agency support is most needed to assist OST staff for events?	<ul style="list-style-type: none"> OST Staff will handle event staffing. No in person staffing needed from anyone other than OST staff.
22	N/A	N/A	Is there a PR plan in place now?	No
23	N/A	N/A	Does OST most need PR support with identifying story opportunities, writing and distributing releases, pitching stories, or other PR activities?	<ul style="list-style-type: none"> Our biggest goal is always to increase awareness of Unclaimed Property and College and Career Savings Mississippi. We have done a lot of work to bring awareness of our programs to Mississippians but feel we still have a long way to go. The biggest hurdle for Unclaimed Property is people thinking it is a scam. We are looking for support writing draft press releases, pitching stories, and bringing awareness to our programs.

24	2.1 – 2.1.4 4.2	7-9 15-16	<p>I'm working through RFP# - 3120003221, and it is requesting a proposal for management and a separate proposal for technical.</p> <p>I've reviewed the RFP and found some sections of what should be included in our response, but I did not see a breakdown of what should specifically be included in the management and what should be in the technical.</p> <p>Apologies if I am overlooking it, but is there a section or separate document showing exactly what should go in each proposal?</p>	The Scope of Services and Information Required on Pages 7-9 as well as the Evaluation Criteria on pages 15-16 detail what should be included in your proposal.
25	1.6	5	Could we request an extension to the submission deadline considering the upcoming holiday?	The submission deadline has been extended to November 3, 2025
26	N/A	N/A	Do you have an incumbent and would they be participating in this RFP?	Yes, we currently have a communications and marketing contract / incumbent, and they will be submitting a proposal.
27	N/A	N/A	Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?	See previous response to Question #3.
28	N/A	N/A	Could you let us know what the budget is for this work?	See previous response to Question #1.
29	2.1 – 2.1.4 4.2	7-9 15-16	Will the new amended RFP provide guidance on how your folks would like the proposals written?	See previous response to Question #24.

30	N/A	N/A	I came across your communications RFP and was wondering if you are open to bids from Canada.	See previous response to Question #3.
31	1.5	5	Is it okay if we wait until we review answers to questions, on October 20th, before deciding whether we would like to keep our previously submitted proposal, or submit a new one?	It is certainly fine to wait until October 20 to decide if you want to resubmit. The new deadline is November 3 rd .
32	Appendix B Appendix C Appendix D	26 27 28	Also, if we would like to keep our submitted proposal the same, would we need to fill out and submit the newly added Appendix C and Appendix D documents separately?	If you decide not to resubmit a proposal, please complete a new Appendix B (it has been modified), as well as Appendix C and D.
33	N/A	N/A	Will OST provide an approximate annual marketing budget or allocation per program to help respondents plan appropriate levels of strategy, creative development, and media activity?	See previous response to Question #1.
34	N/A	N/A	Does OST anticipate providing a separate media budget outside the professional services contract for paid placements, or should respondents include projected media spend within their proposed fixed-price cost structure?	In some instances where our local media relationships may come into play, we would anticipate using a separate media budget, but otherwise please include budgetary estimates in your proposal.
35	N/A	N/A	Are there any current sports marketing partnerships OST would like maintained or re-evaluated, or should respondents propose new collegiate and community partnerships from scratch?	We have several current sports marketing contracts pertaining to the college savings programs that are negotiated outside this contract. However, this does not preclude the vendor from proposing additional opportunities.
36	N/A	N/A	Is there an incumbent communications contractor, and if so, should respondents anticipate transition support during the contract start-up period?	There is a current expiring contract. So, yes, there may be action required to ensure smooth transition and continuity.

37	N/A	N/A	Can OST clarify the expected scope of employer marketing? For example, does OST envision statewide employer partnerships coordinated by the contractor, or is the intent primarily to provide creative toolkits and messaging for OST staff to distribute?	Primarily the latter.
38	N/A	N/A	Should respondents assume media-relations management (pitching, press lists, monitoring) or only message development and press-release drafting under this item?	Pitching and monitoring may be needed. However, in those cases where Treasury personnel may have existing relationships, these outreaches will be made in close coordination with Treasury staff.

Receipt of Amendment #2 Acknowledged:

Company: Ad5-LLC

By: Lauren Mozingo

Printed Name: Lauren Mozingo

Title: Managing Director, Partner