

**Proposal in Response to RFP #3120003221
Communications and Marketing
Consultants**

*** TECHNICAL PROPOSAL ***

Submitted by: Amplify, Inc.

Submitted to: Office of the Mississippi State Treasurer
Submission Date: November 3, 2025

Contact: Brittany Comins, President
Phone: (703) 789-6598
Email: brittany@meetamplify.com

SECTION I. GENERAL INFORMATION FOR RESPONDENTS

1.1 – 1.16 Acknowledged.

Amplify, Inc. acknowledges receipt of the Amended RFP issued October 15, 2025, and Amendment #2 Questions & Answers issued October 20, 2025. Amplify has reviewed, understands, and agrees to all general information, terms, and requirements set forth in this section.

SECTION II. SCOPE OF SERVICES REQUESTED

2.1 REQUIRED SERVICES

Amplify, Inc. serves as a full-service communications and marketing firm with extensive experience supporting public agencies and statewide offices in Mississippi. This includes successfully executed creative campaigns that increased awareness and participation in both the Mississippi College and Career Savings (MACS and MPACT) programs and the Unclaimed Money initiative.

As the incumbent firm, our proposed services will continue to advance the objectives of the last five years through a strategic mix of marketing, media relations, and digital engagement tailored to Mississippi audiences.

2.1.1 MARKETING STRATEGY

Amplify is prepared to create and distribute a wide array of program information and marketing materials, including advertising through radio and television, internet marketing campaigns, marketing to civic organizations and community events, marketing to employers for college savings plans, marketing to communities to bring awareness of unclaimed money, display and booth set up, website edits, direct mailings, and advertising through sports marketing entities, among other tactics.

2.1.2 MARKETING MATERIALS DESIGN

Amplify specializes in high-quality creative materials designed to increase awareness and engagement. Amplify will continue to produce enrollment booklets, flyers, brochures, posters, banners, and digital collateral for both Mississippi College and Career Savings and Unclaimed Money, maintaining cost-effective design and printing practices while preserving brand integrity.

2.1.3 EVALUATION OF COMMUNICATION AND MARKETING RESULTS

Amplify will provide reporting on campaign performance, awareness trends, and audience engagement. We will coordinate with OST staff to measure program participation and adjust messaging strategies accordingly.

2.1.4 EXPERIENCE

Amplify's executive team has decades of communications and marketing experience, including public-sector campaigns for Mississippi agencies and federal government entities. As OST's current marketing partner, we bring direct institutional knowledge and proven results that enhance the continuity and impact of future efforts.

SECTION III. INFORMATION REQUIRED FROM RESPONDENTS

3.1 MINIMUM INFORMATION TO BE INCLUDED

3.1.A. NAME OF CONSULTANT

Brittany Comins
President, Amplify, Inc.
99 M St SE
Washington, DC 30001
State of Business Registration: Mississippi

3.1.B. COMPANY BACKGROUND

Years in Business: 6
Average Number of Employees: 11

3.1.C. ABILITIES, QUALIFICATIONS, AND EXPERIENCE

See Section 3.5.C.

3.1.D. RELEVANT CONTRACTS

See Section 3.5.H.

3.1.E. PLAN DETAILS

See Section 3.7.

3.2 PROPOSAL FORMAT

Acknowledged.

3.3 SUFFICIENCY OF PROPOSAL

Acknowledged.

3.4 FEE INFORMATION

See Cost Proposal.

3.5 RESPONDENT'S ORGANIZATION AND CREDENTIALS

See Management Proposal.

3.6 QUALITY MANAGEMENT PRACTICES

See Management Proposal.

3.7 PLAN TO IMPLEMENT SCOPE OF SERVICES

With today's constant flow of information across social media platforms, news outlets, and marketing channels, the challenge is no longer accessing information; it is earning and maintaining attention. Effectively breaking through this noise requires a deliberate, data-driven communications strategy that integrates traditional marketing, earned media, and direct constituent engagement.

The following plan outlines Amplify's proposed approach to achieving key communications objectives for the OST, including:

- Increasing public awareness, particularly among parents and grandparents, of the college savings programs offered through OST;
- Utilizing a combination of earned and paid media to expand enrollment in MACS and MPACT;
- Educating Mississippians about unclaimed money and encouraging individuals to initiate their searches;
- Translating complex financial and policy matters, such as bond sales and credit rating adjustments, into clear, accessible content for the public; and
- Leveraging local print, broadcast, and digital media to highlight accomplishments across Mississippi College and Career Savings, Unclaimed Money, and other OST divisions.

This plan serves as an initial framework. Throughout the duration of the contract, Amplify will continually evaluate performance, measure outcomes, and refine deliverables to ensure objectives are met and emerging opportunities are fully leveraged.

Strategic Approach

Effective communication isn't accidental. It's strategic.

Our success is built on a three-stage approach, designed to inform, engage, and mobilize Mississippians around the work of the OST:

- 1. Educate.** At the heart of every strong communications plan is education. We never assume awareness. Whether introducing parents to Mississippi College and Career Savings, explaining the process for locating unclaimed

money, or translating complex financial transactions into plain language, our first objective is to ensure Mississippians (and their policymakers) understand what the OST offers and why it matters.

- 2. Activate.** Knowledge alone isn't enough. Once informed, our audiences must be motivated to act – whether that means enrolling in an MPACT plan, opening a MACS account, or searching for unclaimed money. Each touchpoint in our outreach will include clear, actionable next steps designed to convert awareness into measurable participation.
- 3. Share.** The most powerful campaigns are those that spread organically. We will create messages Mississippians want to share: stories of unclaimed money returned, families prepared for college, and taxpayers benefiting from OST's stewardship. By equipping stakeholders, community leaders, and media outlets with compelling, easy-to-share content, we'll extend OST's reach far beyond paid and earned media.

Together, these three stages – Educate, Activate, and Share – form a proven framework that cuts through the noise and delivers results. Amplify doesn't just craft messages; we build momentum. And we are committed to going above and beyond to ensure OST's story is not only heard, but felt, across Mississippi.

Tactical Tools

Our approach is dynamic by design. Every tactic outlined below will be implemented in close coordination with OST to ensure flexibility, transparency, and measurable outcomes.

Comprehensive Marketing and Communications Strategy

Amplify is uniquely positioned to navigate today's fast-paced, multi-platform communications landscape to educate, activate, and engage Mississippians effectively.

At the outset of this renewed engagement, Amplify will collaborate with OST to develop a comprehensive annual content calendar aligned with key life events, statewide milestones, and the Treasurer's strategic objectives. This calendar will serve as a roadmap, ensuring consistency, proactive planning, and timely delivery of content that reinforces OST's mission and amplifies its impact throughout the year.

Message Development and Training

A strong communications plan begins with strong messaging. Amplify will identify and refine the most effective messages for each of OST's audiences, educating Mississippians about Mississippi College and Career Savings (MACS and MPACT), encouraging residents to search for unclaimed money, and increasing overall understanding of the OST's broader fiscal stewardship.

To ensure message discipline and delivery, Amplify will provide weekly media and message training for OST leadership and staff, as needed. These interactive sessions will help participants:

- Master OST's key messages and talking points;
- Respond confidently to questions and interviews;
- Bridge between topics smoothly; and
- Deliver clear, engaging remarks across any platform.

Data Analytics and Targeted Outreach

Data drives results. Amplify's analytics team specializes in isolating and engaging microtargeted audiences to maximize reach and cost efficiency.

We will build tailored audience profiles, such as parents of school-aged children, "golden" grandparents, and even Mississippians who we know to have unclaimed money. Amplify will then deliver tailored messaging that resonates with each distinct group.

Our tools include:

- IP address, email matching, geofencing, and other digital strategies to optimize ad delivery, clicks, and social media engagements;
- Cell phone and mailing data for text messaging and direct mail campaigns;
- Consumer and behavioral data to guide television and radio buys; and
- Performance dashboards to measure engagements.

This data-driven approach ensures that every taxpayer dollar has maximum impact.

Press Material Development

Amplify will modernize and maintain OST's press collateral, ensuring materials reflect the professionalism and innovation of the Treasurer's Office. This includes:

- Media advisories and press releases
- Talking points and Q&A briefs
- Op-eds and letters to the editor
- Speeches and remarks
- "In Case You Missed It" recaps
- Issue briefs and FAQs
- Web and marketing materials

All materials will maintain message consistency while aligning with OST's voice and strategic objectives.

Earned Media

Media relationships remain a cornerstone of credible public communication. Over the last five years, Amplify has developed close relationships with print, radio, television, and digital outlets on behalf of the OST. We seek to continue building these relationships by:

- Coordinating ongoing background briefings with key reporters;
- Offering strategic exclusives, when advantageous;
- Maintaining consistent engagement through updates and advisories; and
- Developing localized storylines that make OST's work relevant to specific communities.
- Targeted Earned Media Efforts:
 - **Print and Magazines:** Develop features and policy-focused stories highlighting college savings milestones and major unclaimed money returns.
 - **Talk Radio:** Leverage relationships with statewide radio hosts for long-form, high-impact discussions about OST initiatives.
 - **Television:** Create stories that generate coverage and can be repurposed across digital platforms.
 - **Original Content:** Craft a weekly column, as well as exclusive op-eds, that elevate Treasurer McRae's leadership and OST's successes.

Additionally, Amplify proposes the launch of a “Faces of Savings” Ambassador Program to further promote Mississippi College and Career Savings. This initiative would identify three to five Mississippians (such as educators, parents, grandparents, or technical degree holders) whose personal experiences illustrate the program’s real-world impact.

These ambassadors would serve as relatable, credible voices for the OST, sharing their stories through earned media opportunities, digital storytelling, and select paid media placements. By humanizing the benefits of college savings, this initiative would foster stronger emotional connections, drive participation, and build lasting public trust in OST’s mission.

Media Monitoring and Rapid Response

Amplify will establish a real-time media monitoring system that aggregates coverage across traditional and digital outlets. This system allows our team to:

- Amplify positive news through OST channels;
- Identify and address misinformation quickly; and
- Deploy strategic crisis communication protocols when needed, ensuring consistent, fact-based responses.

Direct-to-Constituent Communications

In today’s fragmented media landscape, direct communication is more powerful than ever. Amplify will help OST bypass traditional filters and connect directly with Mississippians through a series of owned communication tools:

E-Newsletters

Amplify will design frequent and relevant newsletters featuring concise updates, storytelling, and visuals to increase awareness of all the OST is doing on behalf of Mississippi. Content will highlight OST milestones, upcoming deadlines, success stories, and calls to action.

Text Messaging

With open rates nearing 90%, text messaging is among the most effective outreach tools available. We will design opt-in campaigns to remind Mississippians of deadlines, encourage college savings participation, increase event attendance, and prompt unclaimed money searches, among other things.

Telephone Town Halls

We recommend four to six interactive telephone town halls per year, tailored for parents, seniors, and the general public. These events will allow Treasurer McRae to connect directly with Mississippians in a conversational setting.

Direct Mail Campaigns

Amplify will create data-targeted, visually compelling direct mail pieces – for instance, postcards to parents with young children illustrating the long-term benefits of early college savings.

Community Engagement

We will elevate OST's visibility across Mississippi through both attendance and sponsorship of high-impact community events. Key opportunities include:

- *Mississippi College and Career Savings Art Contest*
- *MHSAA Basketball Tournament Sponsorship*
- *Unclaimed Money Community Open Houses*

Each event will integrate brand-forward marketing materials and media opportunities to strengthen OST's public profile.

Social Media Strategy

Amplify will develop a cross-platform social media program that blends education, storytelling, and calls to action.

Regular updates will include:

- MACS/MPACT deadlines;
- Reminders to check for unclaimed money;
- Relevant financial news and OST accomplishments;
- Current events and state updates;
- Photos from community and constituent meetings; and
- Official press statements and media features.

We may also want to consider growing the social media footprint with short-form videos (such as Reels or YouTube Shorts). The team can consider launching a "Money Moments with the Treasurer" series. This would be a quick, 30-45 second clip explaining MACS, MPACT, or unclaimed money success stories. Think about it as a visual weekly column.

Stakeholder Correspondence Campaign

While statewide outreach is critical, maintaining consistent communication with Mississippi's leaders and decision-makers is equally essential.

Amplify will manage a Stakeholder Correspondence Campaign that keeps legislators, agency heads, and other key influencers informed and engaged. Tactics include:

- Personalized letters from Treasurer McRae;
- Targeted phone calls to key offices;

- Invitations to OST events and telephone town halls; and
- Tailored updates on major OST programs and accomplishments.

This consistent, personalized outreach will strengthen OST's relationships and reinforce its role as a trusted financial steward for the state.

Paid Media | Content Development

Amplify will ensure that all messaging and creative content are strategically tailored to distinct audience segments to maximize engagement and effectiveness.

For parents and grandparents, as an example, communications will emphasize emotionally resonant and educational storytelling that highlights the long-term benefits of saving for college through MACS and MPACT.

For audiences with unclaimed money, messaging will focus on clarity and action—using concise, directive language and strong calls-to-action that encourage immediate participation.

Paid Media | Placement Strategy

While earned media builds credibility, paid media accelerates awareness and participation. Amplify will create a strategically targeted paid program across television, radio, digital, print, and sports marketing platforms.

Our placement philosophy is simple: smarter, not broader. We prioritize prime placements over volume, ensuring maximum visibility during key viewing windows (for example, airing MACS/MPACT ads during family programming hours, targeting Disney+ users, etc.).

We'll also synchronize timing with seasonal events – like back-to-school, holiday, or graduation periods – to capture audience attention when interest is highest.

Finally, all communications will be coordinated across media platforms to maintain a consistent and recognizable voice for the Office of the State Treasurer. Audiences who engage through one channel – such as display advertising – will be retargeted through complementary channels, including social media, CTV advertising, and text messaging, to reinforce awareness and drive higher conversion rates.

Paid Digital Media | Targeting

Digital advertising will be precision-engineered to reach Mississippians most likely to act. Using device ID and IP matching, Amplify will serve targeted Mississippi College and Career Savings display ads directly to households with parents or grandparents of school-aged children.

Our contextual search targeting will reach families searching for:

- “How to save for college”
- “When should I start saving for college”
- “Gifts for 8-year-olds” (searched by grandparents)
- “Diapers”

Similarly, we will replicate this model for audiences likely to have unclaimed money, guiding them seamlessly to OST’s online claim portal.

We also strongly recommend geotargeted micro campaigns, particularly those that attract a large number of families. This may include events such as the State Fair.

Paid Digital Advertising | Measurement and Optimization

Amplify will closely monitor campaign performance to ensure all efforts deliver measurable results and continuous improvement.

Key performance indicators (KPIs) will include impressions, click-thru rates, and conversions. Real-time reporting dashboards will provide visibility into performance metrics, allowing for timely adjustments when needed.

Through ongoing A/B testing of messaging, creative materials, and media placements, Amplify will refine strategies to strengthen outcomes over time. By combining strategic placement, precise audience targeting, creative relevance, and data-driven optimization, Amplify will maximize awareness, engagement, and participation across all key audiences.

Conclusion

Amplify operates with a simple but unwavering principle: **we measure success by outcomes, not hours**. Our team will work in lockstep with the Office of the State Treasurer at every stage of this engagement, collaborating closely, adapting quickly, and delivering results that matter.

We trust that over the last five years you’ve seen that when you partner with Amplify, you don’t just hire a firm; you gain a committed extension of your team. We will not be outworked. We will not be outpaced. And we will not rest until the job is done – and done right.

3.8 USE OF SUBCONTRACTORS

The Hereford Agency

The Hereford Agency is a full-service creative agency, specializing in award-winning political media and strategy. For this contract, The Hereford Agency may be subcontracted for video creative production and video shoots.

Viewers are overwhelmed every day with messages from commercial and political advertisers on television, radio, the internet, and other sources. In this ever-challenging marketplace, it is difficult for an agency to cut through the clutter and communicate with constituents.

The Hereford Agency clients have been successful because we recognize that effective advertising requires creativity, simplicity, and authenticity.

Pamela Stevens Media Inc.

Pamela Stevens is an energetic, resourceful media affairs and communications specialist. For this contract, she may be subcontracted to assist with media bookings to elevate the State Treasury's programs.

Prior to becoming a booking consultant, Ms. Stevens was the Director of Media Affairs and Strategic Initiatives for the House GOP Conference Committee. She served in three presidential administrations, including as Deputy Assistant Secretary and Senior Advisor to Secretary of State Condoleezza Rice and as the White House Assistant Press Secretary and Director of Television in the George W. Bush White House.

Ms. Stevens was also a Senior Editorial Producer at CNN for over a decade working for Larry King, Wolf Blitzer, and Bob Novak.

Main Street Media Group

Main Street Media Group (MSMG) was founded in 2001 and is the leading media services firm specializing in advertising strategy and placement for trade associations and government agencies. For this contract, MSMG may be subcontracted to place media on radio and linear television on behalf of the OST.

On behalf of its clients, MSMG has planned and executed over a billion dollars of media buys at the national, state, and local levels. Main Street Media Group has successfully planned and negotiated retail and political media buys covering network television, spot market television, cable television (national and spot), print, outdoor and transit.

3.9 REGULATORY RESTRICTIONS AND LITIGATION

See Management Proposal.

3.10 ECONOMY OF PRESENTATION

Acknowledged.

3.11 DISCUSSIONS

Acknowledged.

3.12 EXPENSES INCURRED IN THE PROCUREMENT PROCESS

Acknowledged.

3.13 PROPERTY OF OST

Acknowledged.

3.14 MINOR INFORMALITIES AND IRREGULARITIES

Acknowledged.

3.15 RFP DOES NOT CONSTITUTE ACCEPTANCE OF OFFER

Acknowledged.

3.16 CONTRACT RIGHTS

Acknowledged.

3.17 FACILITIES

Acknowledged.

3.18 PRIMARY RESPONSIBILITY FOR DELIVERING SERVICES

See Management Proposal.

3.19 USE WARRANTY

Acknowledged.

3.20 TRADE SECRETS AND PROPRIETARY DATA

Acknowledged. No redacted version will be submitted.

3.21 PROPERTY RIGHTS

Acknowledged.

3.22 PROCUREMENT REGULATIONS.

Acknowledged.

3.23 CANCELLATION OF SOLICITATION OR REJECTION OF INDIVIDUAL PROPOSALS

Acknowledged.

Section IV. EVALUATION

Amplify meets or exceeds all evaluation criteria. As the incumbent firm, Amplify has demonstrated technical excellence, strong management capacity, and fiscal responsibility. Our team's experience with OST ensures a seamless continuation of services, minimizing transition time, and maximizing performance outcomes.

4.1-4.3

Acknowledged.

Section V. TERMS AND CONDITIONS

Amplify, Inc. agrees to all terms and conditions as set forth in Section V of the RFP, including applicable Mississippi statutes, procurement regulations, and contractual provisions.

5.1-5.2

Acknowledged.

APPENDIX A

See Cost Proposal.

APPENDIX B

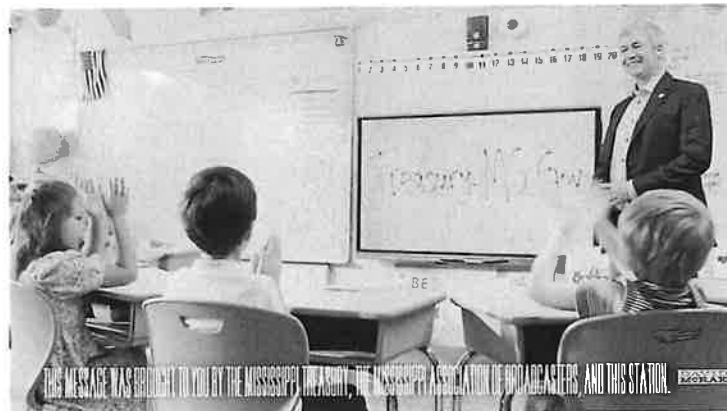
See Management Proposal.

APPENDIX C | CREATIVE PORTFOLIO

TELEVISION AD PRODUCTION



Watch: https://youtu.be/wJL_IRwTzr8



Watch: <https://youtu.be/z2FZI7SYpwo>



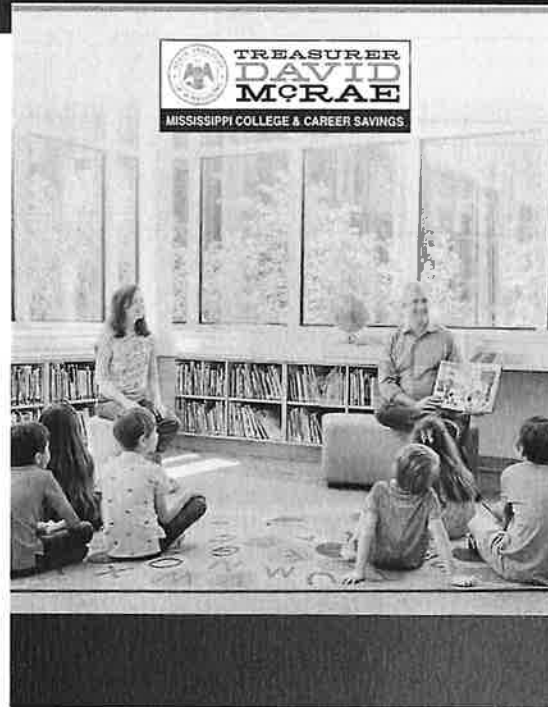
Watch: <https://youtu.be/fA3sTRXnP2M>

PRINT PRODUCTION **Pocket Folder**

COMPARE PLANS

| MACS | | MPACT |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Allows you to open a tax-advantaged savings plan that can be used for your child's education. | What does this plan do? | Allows you to lock in today's tuition rates and pre-pay your child's college tuition. |
| As little as \$25! | How much money does it take to open an account? | It depends on your child's age. Find rates at treasury.ms.gov/mpact |
| Almost anyone. Parents, grandparents, relatives, and friends can open an account and make a contribution. | Who can start an account or plan? | A parent, grandparent, or legal guardian, who is a Mississippi resident. Anyone, however, can contribute. |
| Anytime! | When can I enroll? | The MPACT Enrollment period is open September 1 to May 31. Enrollment for newborns is open year-round. |
| Tuition, books, supplies and certain room and board expenses, as well as private K-12 education, trade schools, apprenticeships, classroom supplies for teachers, and more! | What can the account be used for? | College tuition and mandatory fees. |
| Visit Treasury.MS.gov/MACS or call us at 1 (800) 987-4450 | Where do I get started? | Visit Treasury.MS.gov/MPACT or call us at 1 (800) 987-4450. |

This comparison is a brief summary of MACS and MPACT plans and is not a substitute for Mississippi College & Career Savings contract documents. Prospective purchasers are urged to review those documents carefully.



Brochure, Mississippi College and Career Savings

WHY SAVE?

Let's face it: College is expensive. But that doesn't mean it can't be made more affordable.

➤ \$37K

The average Mississippi student loan borrower carries \$36,902 of debt.

➤ No. 3

Mississippi ranks third in the nation for student loan indebtedness.

➤ 30%

Thirty percent of graduates say they're delaying major life milestones because of debt.

➤ \$25

You can lessen this burden for as little as \$25/month through Mississippi College & Career Savings.

2 GREAT PLANS

✓ Save with MACS

With a MACS account, you can start saving for private K-12 education, college, trade schools, apprenticeships, and more!

✓ Pre-pay with MPACT

With an MPACT account, you can lock in today's tuition rates and pre-pay your child's college tuition and mandatory fees.



YOUR THIRD GRADER IS HALFWAY TO COLLEGE.

Are you halfway toward your college savings goals?



ENROLL TODAY

Treasury.MS.gov
Call Us: 1 (800) 987-4450
Call Us: (601) 359-5255

EMAIL US:
CollegeSavings@Treasury.MS.gov


WRITE US:
Office of the State Treasurer
P.O. Box 138
Jackson, MS 39205




MISSISSIPPI COLLEGE & CAREER SAVINGS




Brochure, Unclaimed Money



Your Questions ANSWERED!





Q Does unclaimed property mean you have things like houses, cars, and boats?

A No. Unclaimed property is money or stock, not land or houses.

Q How can I submit a claim?

A We accept your claims immediately via the e-claims portal at Treasury.MS.gov. This is the best and quickest way to make a claim. You may also download a paper claim form and submit it and your supporting documentation via mail, with a notary signature.

Q Property is being held for a deceased family member. Can I claim it?

A Yes, each legal heir can file a claim, and the property is split according to the Will or estate law requirements. A Will, death certificate, obituary, even a funeral program may be used to help verify the claim.

Q I have power of attorney (POA) for a person listed. What is required?

A Submit a copy of the POA, the property owner's driver's license and proof of Social Security number (SSN), as well as your driver's license and SSN. An SSN may be verified by a SS card OR a document where the SSN appears.

Q What if I cannot immediately provide proof of ownership?

A If the claimant is not able to verify something, don't give up! We may be able to assist you using a national database.

Q How do I obtain or provide proof of a previous address?

A Copies of old bills (such as a utility bill), tax returns, school records, birth or death certificates, credit reports, or an official document listing your previous address is sufficient. In some cases, we can attempt to match the address on your behalf.

Q I am the parent or legal guardian of a minor listed. Can I submit a claim for them?

A Submit a copy of your driver's license and SSN identification as well as a copy of the birth certificate or driver's license and Social Security ID of the minor. Also include adoption or guardianship papers if applicable.

Q Must each heir submit all required documents?


A No. One heir may submit a death certificate and Will or obituary for the deceased. Then each heir is only required to provide copies of their birth certificate, driver's license, proof of SSN, and proof of current address, along with the claim form.

Q May I stop by the Treasurer's Office to pick up my approved claim check?

A No. All checks for unclaimed money are mailed from the Mississippi Department of Finance and Administration (DFA).

Q I received information from a claim finder who said they could help me get my property for a fee. Should I use them to help file my claim?

A Mississippi law enables claimants to utilize finder services should they choose, and our office works with them. However, it is important to note state law caps finder fees at 10 percent of the paid claim. Our claims staff may ask to see any contract you have with a finder to confirm this cap is respected.



TREASURER
DAVID MCRAE
MISSISSIPPI UNCLAIMED PROPERTY

TREASURY.MS.GOV

Insert, Mississippi Affordable College Savings (MACS)

MACS

SAVE FOR MOST EDUCATION EXPENSES



8 WAYS TO USE YOUR MACS ACCOUNT

1. Tuition at a private school, public university, or community college
2. Private K-12 school tuition
3. Trade schools or apprenticeships
4. Classroom supplies (great for teachers!)
5. Certain room and board expenses (call for details)
6. Books
7. School laptops
8. Continued education or retraining



IS MACS RIGHT FOR YOUR FAMILY?

A Mississippi Affordable College Savings (MACS) account can open a world of possibilities for your family. Here's why MACS might be right for you:

- It requires just \$25 to get started.
- Parents, grandparents, and even family friends can open or contribute to an account.
- There are great tax advantages!

A FLEXIBLE OPTION

- ✓ **Your Choice of Schools.** Your child can attend a private or public college or university, trade school, or graduate school — in Mississippi or out of state! MACS funds may also be used for private K-12 tuition expenses!
- ✓ **Pays for More than Tuition.** Use MACS funds to cover books, equipment and supplies, and certain room and board expenses in addition to tuition and fees.
- ✓ **Lets You Transfer Your Funds.** If your child decides not to attend college, you can transfer the funds to eligible family members of the previous beneficiary, including siblings, spouses, and cousins.
- ✓ **Doesn't Limit Annual Contributions.** There is no annual limit on the amount you can contribute, although there is an overall maximum account balance limit of \$400,000.
- ✓ **Allows Anyone to Open or Contribute.** Parents, grandparents, relatives, and friends can pitch in.

A TAX-WISE DECISION

- ✓ **Mississippi Income Tax Deduction.** The amount you contribute to MACS may be deducted annually from your Mississippi taxable income, up to \$10,000 per individual and \$20,000 for married couples filing jointly.
- ✓ **Tax-Deferred Earnings.** Until withdrawn.
- ✓ **Tax-Free Qualified Withdrawals.** The earnings portion of withdrawals used for qualified higher education expenses will be free of both federal and Mississippi income taxes.

Newspaper Ads

Each year, the OST is required to print advertisements in Mississippi newspapers, announcing the availability of unclaimed money. Here is one such example.



Search today to see if the Treasury is holding unclaimed money in your name!

BENTON COUNTY

THE FOLLOWING INDIVIDUALS AND BUSINESSES HAVE THE MOST MONEY AWAITING CLAIM BY THEM OR THEIR HEIRS.

| NAME | ADDRESS | TOWN | MONEY |
|--------------------------|---------------------|--------------------|------------|
| ORMON SAMMIE J | PO BOX 124 | HICKORY FLAT | Over \$3K |
| KIRBY VIRGIL J | 1960B OLD HWY 79 | HICKORY FLAT | Over \$3K |
| BRADLEY ELBERT | 162 SNOW LAKE DRIVE | ASHLAND | Over \$2K |
| ROBINSON CHARLENE | 1754 HIGHWAY 4 W | ASHLAND | Over \$2K |
| WEATHERALL CHRISTOPHER B | 3531 WATTS RD | HICKORY FLAT | Over \$2K |
| JERRY D ROGERS | 782 RIDGE AVE | ASHLAND | Over \$1K |
| LOLLAR TRESEA M | 1051 HIGHWAY 2 | HICKORY FLAT | Over \$1K |
| BARNETT ANITA G | 5234 MERIDIAN RD | ASHLAND | Over \$1K |
| JACKSON RAYMOND | 1307 COUNTY ROAD 1 | HICKORY FLAT | Over \$1K |
| LITTELL GERALD | 5073 HIGHWAY 178 | HICKORY FLAT | Over \$500 |
| GREER ELMA | 42 JASPER DR | MICHIGAN CITY | Over \$500 |
| HARDIN WILLIE RAY | 1899 HIGHWAY 178 | HICKORY FLAT | Over \$500 |
| ORMON SAMMIE J JR | 382 RIPLEY AVE | ASHLAND | Over \$500 |
| JEAN STANLEY ST | 43 SPRUCE ST | HICKORY FLAT | Over \$500 |
| COCKRELL JAMES M | 203 JAMES DRIVE | LONG BEACH | Over \$500 |
| LEA NICHOLAS | 5632 PISGAH RD | HICKORY FLAT | Over \$500 |
| LE SON K | BUILDING 3225 | STENNIS SPACE CNTR | Over \$500 |

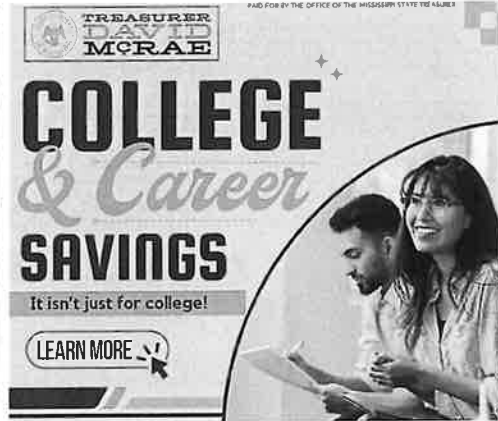
MORE BENTON COUNTY NAMES AT [TREASURY.MS.GOV](https://treasury.ms.gov)

SEARCH TODAY!

SCAN ME



DIGITAL ADS



PRESS RELEASE SELECTION

Amplify has assisted the OST in writing and distributing more than 200 press releases over the last five years. Here is a small selection. For the complete collection, please visit treasury.ms.gov/newsroom.



FOR IMMEDIATE RELEASE

McRae Announces \$1.3 Million Returned to Mississippians in Latest Unclaimed Money Match

Citizens urged to cash the checks immediately upon receipt

JACKSON, Miss. — State Treasurer David McRae today announced that roughly 4,700 Mississippians will be receiving checks from the State Treasury's Unclaimed Money Division, and those who receive them are encouraged to cash them. About \$1.3 million is expected to be distributed.

The checks are the result of a pro-active Money Match the State Treasury undertook to return uncashed state-issued checks (such as tax returns, undeposited state paychecks, and similar items) to the rightful owners. Treasurer McRae is the first Mississippi Treasurer to conduct pro-active money matches of this magnitude, with the first match having been around this time last year.

"You know the feeling of receiving an unexpected gift like a handwritten note or surprise tickets to a ballgame," said McRae. "That surprised feeling is similar to what it's like when you discover you have unclaimed money with the State Treasury. Those unexpected gifts just hit differently."



MEDIA ADVISORY

McRae Continues Unclaimed Money Tour in Hattiesburg on Wednesday

State Treasury returned a record-breaking \$100 million in unclaimed money in just over four years

HATTIESBURG, Miss. — Treasurer David McRae will continue a statewide tour to celebrate returning a record-breaking \$100 million in unclaimed money in just over four years. The next event will be held at Ed's Burger Joint in Hattiesburg on Wednesday, August 28, from 3-5PM.

Free popovers will be given to attendees. Unclaimed Money staff will be on hand to help residents find additional unclaimed money. The Treasury's College and Career Savings team will also be available to visit with families about saving for educational expenses.

WHAT:
David McRae Celebrates \$100 Million of Unclaimed Money Returned

WHERE:
Ed's Burger Joint (3800 Hardy St, Hattiesburg)



FOR IMMEDIATE RELEASE

McRae Announces MPACT Open Enrollment

Enrollment for MPACT 2025-26 is open now through May 31

JACKSON, Miss. — State Treasurer David McRae today announced the Mississippi Prepaid Affordable College Tuition (MPACT) program is open now through May 31, 2026. This program allows for families to lock in current tuition prices to pre-pay for their child's education.

"With college costs climbing every year, MPACT gives Mississippi families the chance to plan ahead, lock in today's tuition rates, and shield themselves from decades of rising prices," said Treasurer McRae. "This is about financial responsibility, helping parents invest wisely now so their children can pursue higher education without being burdened in debt. With Mississippi's economy growing and more jobs requiring education beyond high school, MPACT's 2025-26 enrollment season gives families a smart, fiscally conservative way to prepare for the future."

MPACT plans are available for four-year degree programs, as well as community college programs. Rates vary depending on a child's age and a family's down payment. Learn more at treasury.ms.gov/impact.

E-NEWSLETTER SELECTION

This is a small sampling of the more than 100 e-newsletters we have written. For more examples, please visit treasury.ms.gov/newsroom.



Dear Friends,

I am thrilled to report that MPACT's financial comeback continued in FY2025, the program's investments earned a solid 9 percent return, far exceeding all estimates. As a result, the Legacy Plan is fully funded at 100.1% and Horizon Plan funding is at 135 percent.

This is a complete turnaround from when I took office. In 2020, MPACT was underfunded at just 72 percent. As a result, taxpayers were on the hook for a \$125 million bailout. As a fiscal conservative, I know we needed to find another way forward.

Almost immediately, I went to the state legislature and worked with them to update the financial approach to MPACT. The changes we made have yielded tremendous results, creating solvency in the program.

MPACT will begin accepting 2025-2026 applications on September 1. If you are interested in learning more about this program, which (in short) lets you lock in today's tuition rates and

Dear Friends,

Last week, I held our annual Mississippi College and Career Savings Art Contest winners' reception at the Mississippi Museum of Art. More than \$7,000 in scholarships were awarded during the event after one of our most competitive seasons yet! Scroll down to see all the winners.



Introducing the 2024 ART CONTEST WINNERS!

Age Group: Early Elementary (PreK-Grade 2)

1st Place: Makena Robinson from Mannsdale Elementary School



Dear Friends,

It was great to talk through some of the good work the Mississippi Treasury is doing with the guys on The Extra Mile podcast this week. From \$85 million in unclaimed money returned to a newly re-branded education savings program, there was PLENTY to talk about! Check out the video below!



EARNED MEDIA SELECTION

 Commercial Dispatch

David McRae: The future is crypto and Venmo

For many families, saving for college or career training has always been an important goal, albeit not always the easiest one.

 DeSoto County News

McRae: The Mississippi Miracle explained

By Treasurer David McRae. In 2012, Mississippi was ranked dead last in education. For decades, our state struggled with literacy and test

 SuperTalk Mississippi Media

Mississippi treasurer touts \$1 billion in interest earned through state investments

State Treasurer David McRae is reporting a strong return on investment in Mississippi. The elected official announced on Monday that the

 WLOX

Mississippi Prepaid Affordable College Tuition Plan with Treasurer David McRae

Mississippi Prepaid Affordable College Tuition Plan with Treasurer David McRae. Plan with Treasurer David McRae. Updated: May 16, 2025 at 2:00 PM PDT.

 Mississippi Free Press

Opinion | State Treasurer: Amid Debanking Concerns, Cryptocurrency Could Benefit Mississippians

Mississippi Treasurer David McRae expresses concern over debanking practices and suggests cryptocurrency as a route the state may explore

 SuperTalk Mississippi Media

State treasurer boasts returning half of unclaimed money all-time to Mississippians

State Treasurer David McRae is celebrating a major milestone in his pursuit to return unclaimed money to Mississippians.

 DeSoto County News

Mr. McRae Goes to Washington

By Treasurer David McRae. It's a surreal experience to walk into the White House with a meeting on the books with our nation's leaders.

 Daily Leader

State Treasury now requires proof of citizenship for unclaimed money

A citizenship declaration will now be required by the Mississippi State Treasury in order to file an unclaimed money return.

 The Clanton Ledger

MPACT is open for the 2025-26 season. Here's what that means, how to enroll

Mississippi Prepaid Affordable College Tuition program allows parents, grandparents, to lock in today's tuition rates and prepay a child's

 WQAM-TV

MS State Treasury celebrating National Unclaimed Property Day; new goals set to return money to Mississippians

State Treasurer David McRae is celebrating National Unclaimed Property Day and has goals to return money to residents

 WLOX

CHECK YOUR MAIL: Millions in unclaimed money being returned to Mississippians

You might have unclaimed money waiting to be deposited. This week, checks went out to 4000 Mississippians as part of a proactive data match.

 Meridian Star

State Treasurer returns more than \$17K to Meridian

The City of Meridian has a few more dollars to spend than it originally budgeted for after State Treasurer David McRae's unclaimed money

 WLBT

Millions in unclaimed money being returned to Mississippians

Mississippi State Treasurer David McRae tells us how some Mississippians may have unclaimed funds.

 Magnolia Tribune

Treasurer David McRae urges PERS Board Members to reject ESG policies

"I have grown deeply concerned that the actions of New York investment firms, however, are jeopardizing this system and failing to uphold

 WTKO

Miss. State Treasurer David McRae shares information about millions in unclaimed money

Mississippi State Treasurer David McRae will have staff in Meridian Monday, Mar. 25, from 3-7 pm, at the Lauderdale County Government Complex.

 Commercial Dispatch

State treasurer: Mississippi made \$375M from investments last year

When it comes to investment returns, surplus revenue and rainy day funds, State Treasurer David McRae told the Rotary Club of Columbus that

 Magnolia Tribune

In New Ad, Treasurer McRae Encourages MS to Include College Savings on Christmas List

State Treasurer David McRae today released a new statewide ad encouraging Mississippians to include money for college on this year's Christmas list.

 WLBT

Mississippi Schools for the Deaf and Blind receive big donation that had been held for five years

A quarter of a million dollars will be used for a new fund to benefit the Mississippi Schools for the Deaf and Blind.

 WCBT TV

State Treasurer discusses unclaimed money across Mississippi

The state of Mississippi may be holding onto money that belongs to you and you don't even know it.

 MagineNews.com

5 COLLEGE SAVINGS TIPS from your State Treasurer, David McRae

Tip #1: Take Advantage of Compound Interest Albert Einstein once described compound interest as the "eighth wonder of the world"

 SuperTalk Mississippi Media

2025 Mississippi College and Career Savings Art Contest winners announced

The 2025 Mississippi College and Career Savings Art Contest winners have been announced. State Treasurer David McRae, whose office oversees

 WAPT

Open house to allow Pike County residents to search for unclaimed money

Pike County residents have an upcoming chance to learn more about unclaimed funds. On Wednesday, State Treasurer David McRae will host an

 The Clanton Ledger

State Treasury Department returns \$100M+ in unclaimed money in past four years

The State Treasury Department in four and a half years returned \$100 million to Mississippians.

 Magnolia Tribune

Greenville Student Inspires Volunteerism, Wins Tell Me

State Treasurer David McRae today surprised a student in Greenville with a \$529 Tell Me Something Good Scholarship to recognize her service to the community.

 K-Love

15-Year-Old Aidan Wilson Wins 'Tell Me Something Good'

Jun 9, 2020 - "The Tell Me Something Good Scholarship was designed to highlight the work of young people just like Aidan," said McRae. "Aidan is reliable, kind, generous, and optimistic. He

 Northeast Mississippi Daily Journal

THS student awarded Tell Me Something Good Scholarship

THS student awarded Tell Me Something Good Scholarship. By BLAKE ALSUP Daily Journal

**Proposal in Response to RFP #3120003221
Communications and Marketing
Consultants**

*** COST PROPOSAL ***

Submitted by: Amplify, Inc.

Submitted to: Office of the Mississippi State Treasurer
Submission Date: November 3, 2025

Contact: Brittany Comins, President
Phone: (703) 789-6598
Email: brittany@meetamplify.com

SECTION I. GENERAL INFORMATION FOR RESPONDENTS

See Technical Proposal.

SECTION II. SCOPE OF SERVICES REQUESTED

See Technical Proposal.

SECTION III. INFORMATION REQUIRED FROM RESPONDENTS

3.1 MINIMUM INFORMATION TO BE INCLUDED

3.1.A. NAME OF CONSULTANT

Brittany Comins
President, Amplify, Inc.
99 M St SE
Washington, DC 30001
State of Business Registration: Mississippi

3.1.B. COMPANY BACKGROUND

Years in Business: 6
Average Number of Employees: 11

3.1.C. ABILITIES, QUALIFICATIONS, AND EXPERIENCE

See Section 3.5.C.

3.1.D. RELEVANT CONTRACTS

See Section 3.5.H.

3.1.E. PLAN DETAILS

See Section 3.7.

3.2 – 3.3 PROPOSAL FORMAT

See Technical Proposal.

3.4 FEE INFORMATION

See Appendix A.

3.5 – 3.6

See Management Proposal.

3.7 – 3.8

See Technical Proposal.

3.9 REGULATORY RESTRICTIONS AND LITIGATION

See Management Proposal.

3.10 – 3.17

See Technical Proposal.

3.18 PRIMARY RESPONSIBILITY FOR DELIVERING SERVICES

See Management Proposal.

3.19 – 3.23

See Technical Proposal.

Section IV. EVALUATION

See Technical Proposal.

Section V. TERMS AND CONDITIONS

See Technical Proposal.

APPENDIX A

CONSULTING FEES

| Service | Fee |
|------------------------------------------------|----------------------------|
| Communications and Marketing | \$167 / hour |
| Consulting <i>(capped at 60 hours / month)</i> | |
| Strategic Planning | Included |
| Message Development and Training | Included |
| Media Monitoring and Rapid Response | Included |
| Copy Writing / Editing | Included |
| Earned Media Outreach | Included |
| Local Radio and Television Booking | Included |
| E-Newsletter Development | Included |
| Social Media Management | Included |
| Media Training | Included |
| Basic Website Copy Updates | Included |
| Event Planning and Logistics | Included + Travel Expenses |
| In-Person Staffing | Included + Travel Expenses |

FEE-FOR-SERVICE RATES

| Service | Fee |
|---------------------------------|----------------------------|
| TV Ad Shoot | \$15,000 + Travel Expenses |
| TV Ad Production (0:30 ad) | \$3,000 |
| Radio Ad Production (0:30 spot) | \$1,500 |
| Graphic Design | \$150 / hour |
| Data Pull | \$0.02 / record |
| Cell Phone Match | \$0.07 / record |
| Email Match | \$0.12 / record |
| National Media Booking | \$5,000 / month |

ADVERTISEMENT PLACEMENT FEES

| Service | Fee (as percentage of ad buy) |
|----------------------------------------------------------------------------------------------------------------|----------------------------------|
| Linear TV | 15 percent |
| Radio Advertising | 15 percent |
| Digital Display / Social Advertising | 20 percent |
| <i>Includes 12 creatives per year at no cost. All additional are billed at the hourly graphic design rate.</i> | |
| Google Search Advertising | 20 percent |
| Connected TV, OTT, or Digital Out of Home Ad Placement | 20 percent |

TELEPHONE TOWN HALL PRICING

Pricing includes 2 screeners, moderator, video streaming capabilities, up to 60 minutes of calling, and the designated amount of inbound minutes (indicated in Column 2).

| Service | Inbound Minutes Included | Fee |
|------------------------|--------------------------|------------------|
| Up to 10k | 1,500 | \$3,000 |
| Up to 20k | 3,000 | \$3,500 |
| Up to 30k | 4,500 | \$4,000 |
| Up to 40k | 6,000 | \$4,600 |
| Up to 50k | 7,500 | \$5,100 |
| Up to 60k | 9,000 | \$5,700 |
| Up to 70k | 10,500 | \$6,500 |
| Up to 80k | 12,000 | \$7,200 |
| Up to 90k | 13,000 | \$8,000 |
| Up to 100k | 15,000 | \$8,800 |
| Up to 110k | 16,500 | \$9,600 |
| Up to 120k | 18,000 | \$10,400 |
| Up to 130k | 19,500 | \$11,250 |
| Up to 140k | 21,000 | \$12,100 |
| Up to 150k | 23,000 | \$12,950 |
| Up to 200k | 25,000 | \$17,200 |
| Up to 250k | 31,250 | \$21,000 |
| Up to 300k | 37,500 | \$25,000 |
| Excess Inbound Minutes | | \$0.10 / minute |
| Extra Screener | | \$200 / screener |
| Inbound Only Call | | \$1,000 |

PHONE SURVEY PRICING

All pricing includes up to eight questions.

| Service | Fee |
|------------|---------|
| Up to 25k | \$1,000 |
| Up to 50k | \$1,500 |
| Up to 75k | \$2,200 |
| Up to 100k | \$3,000 |
| Up to 150k | \$4,400 |
| Up to 200k | \$5,750 |
| Up to 250k | \$7,100 |
| Up to 300k | \$8,400 |

TEXT MESSAGE PRICING

| Style | Quantity | Fee |
|--------------------------------------------------------------------------|---------------|--------|
| SMS <i>Includes 2 segments</i> | Up to 10,000 | \$0.10 |
| | Up to 25,000 | \$0.09 |
| | Up to 50,000 | \$0.08 |
| | Up to 100,000 | \$0.07 |
| | Over 100,000 | \$0.06 |
| MMS <i>Includes photo or video and up to 2,000 characters of text</i> | Up to 10,000 | \$0.17 |
| | Up to 25,000 | \$0.15 |
| | Up to 50,000 | \$0.13 |
| | Up to 100,000 | \$0.11 |
| | Over 100,000 | \$0.09 |

Excess Segments \$0.01 / segment

PRINT PRICING

All pricing, unless otherwise noted, includes design fees. Any shipping or drop shipping will be billed at cost. All printing will be done in Mississippi, unless unavailable or requested otherwise.

| Size | Quantity | Fee |
|------------------------------------|----------|--------|
| 6x11 Mailer | 10,000 | \$0.55 |
| | 25,000 | \$0.36 |
| | 50,000 | \$0.29 |
| | 75,000 | \$0.23 |
| | 100,000 | \$0.22 |
| | 125,000 | \$0.20 |
| | 150,000 | \$0.20 |
| 12x11 Mailer, folded to 6x11 | 10,000 | \$0.93 |
| | 25,000 | \$0.53 |
| | 50,000 | \$0.46 |
| | 75,000 | \$0.39 |
| | 100,000 | \$0.35 |
| | 125,000 | \$0.32 |
| | 150,000 | \$0.31 |
| 8.5x11 Letter in Envelope, 4 color | 10,000 | \$0.79 |
| | 25,000 | \$0.59 |

| | | |
|-------------------------------------------------------------------------------|-------------|--------|
| 8.5x11 Letter in Envelope, 4 color | 50,000 | \$0.54 |
| | 75,000 | \$0.46 |
| | 100,000 | \$0.42 |
| 8.5x11 Trifold Brochure | 1,000 | \$2.19 |
| | 2,500 | \$1.19 |
| | 5,000 | \$0.72 |
| | 10,000 | \$0.44 |
| 4x9 Palm Card | 1,000 | \$1.47 |
| | 2,500 | \$0.80 |
| | 5,000 | \$0.58 |
| | 10,000 | \$0.42 |
| Pocket Folders, 130# Gloss <i>Design not included; billed by the hour.</i> | 500 | \$4.78 |
| | 1,000 | \$3.20 |
| | 5,000 | \$1.89 |
| Catalogue Envelopes | 500 | \$0.82 |
| | 1,000 | \$0.52 |
| | 5,000 | \$0.37 |
| 8.5x11 insert, 130# paper | 500 | \$2.82 |
| | 1,000 | \$1.59 |
| | 5,000 | \$0.64 |
| Business Cards | 1 box (500) | \$125 |

ANNUAL ADJUSTMENT FOR INFLATION

All pricing presented herein is based on 2025 market rates. Amplify, Inc. reserves the right to apply an annual cost-of-living adjustment to all fees beginning in the second year of the contract term. This adjustment shall not exceed the percentage change in the Consumer Price Index for All Urban Consumers (CPI-U), U.S. City Average, as published by the U.S. Bureau of Labor Statistics for the preceding 12-month period. Any adjustment shall be submitted in writing to the OST 30 days prior to implementation.

APPENDIX B

See Management Proposal.

APPENDIX C | CREATIVE PORTFOLIO

See Technical Proposal.

**Proposal in Response to RFP #3120003221
Communications and Marketing
Consultants**

*** MANAGEMENT PROPOSAL ***

Submitted by: Amplify, Inc.

Submitted to: Office of the Mississippi State Treasurer
Submission Date: November 3, 2025

Contact: Brittany Comins, President
Phone: (703) 789-6598
Email: brittany@meetamplify.com

SECTION I. GENERAL INFORMATION FOR RESPONDENTS

See Technical Proposal.

SECTION II. SCOPE OF SERVICES REQUESTED

See Technical Proposal.

SECTION III. INFORMATION REQUIRED FROM RESPONDENTS

3.1 MINIMUM INFORMATION TO BE INCLUDED

3.1.A. NAME OF CONSULTANT

Brittany Comins
President, Amplify, Inc.
99 M St SE
Washington, DC 30001
State of Business Registration: Mississippi

3.1.B. COMPANY BACKGROUND

Years in Business: 6
Average Number of Employees: 11

3.1.C. ABILITIES, QUALIFICATIONS, AND EXPERIENCE

See Section 3.5.C.

3.1.D. RELEVANT CONTRACTS

See Section 3.5.H.

3.1.E. PLAN DETAILS

See Section 3.7.

3.2 – 3.3

See Technical Proposal.

3.4 FEE INFORMATION

See Cost Proposal.

3.5 RESPONDENT'S ORGANIZATION AND CREDENTIALS

3.5.A. PARTICIPATING STAFF

Contract Lead: Brittany Comins

Supporting Staff: Taylor Carr, Neha Patel, Vishwajith Mallampati, Miranda Caswell

3.5.B COMPANY QUALIFICATIONS

Amplify, Inc., a Mississippi registered business, is a strategic communications and marketing firm that takes pride in delivering exceptional results through efficient, hands-on service. As a boutique company, we are uniquely positioned to provide our clients with the personalized attention and responsiveness they deserve, ensuring every dollar spent achieves maximum impact.

Our senior leadership team brings a diverse background in government communications, marketing, and public affairs, combined with more than five years of direct experience supporting the Mississippi Treasury. This depth of knowledge has equipped Amplify with a rare understanding of how to balance traditional public relations and marketing strategies with constituent engagement and policy-oriented messaging.

For this contract, **Brittany Comins** will serve as Contract Lead. With nearly two decades of experience managing communications for state and federal elected officials, government agencies, and public policy organizations, Ms. Comins has a proven record of translating complex policy concepts into clear, actionable messages that resonate with diverse audiences. She pairs strategic insight with creative execution, leveraging marketing strategy, compelling copy, and visual design to inspire engagement across programs such as MACS, MPACT, and Unclaimed Money.

Taylor Carr, Implementation Coordinator, will serve as the Client Associate for this contract. Ms. Carr currently supports the State Treasury in this capacity, providing daily coordination on press releases, marketing materials, and media bookings.

Neha Patel, Vice President of Digital, will lead all digital strategy for OST's marketing and outreach campaigns. With nearly a decade of experience developing programmatic, social, CTV, OTT, and DOOH campaigns, Ms. Patel specializes in matching the right audiences with the right messages to deliver measurable returns on investment. She will be supported by **Vishwajith Mallampati** (Digital Associate) and **Miranda Caswell** (Lead Graphic Designer), both of whom bring technical expertise and creative precision to each project.

3.5.C STAFF QUALIFICATIONS

Brittany Comins (15+ years' experience) has dedicated more than a decade to government affairs and communications, often working at the intersection of messaging and policy. She's served as a top communications strategist for the House Republican Conference, former House Appropriations Chairwoman Kay Granger, and Secretary of Homeland Security Kristi Noem.

- Expertise: Messaging and Communications Strategy. Media Relations. Project Management. Social Media Management.

Taylor Carr (5+ years' experience) executes strategic communications for a variety of clients, engaging in long-form writing, press release creation, media booking, proofreading, and planning. Ms. Carr is a former sports journalist and a former staffer to Congresswoman Michelle Fischbach.

- Expertise: Writing. Media Booking. Social Media Creation. Project Execution.

Neha Patel (10+ years' experience) leads Amplify's digital strategy team, helping clients grow their audiences, strengthen constituent relationships, and tell their stories in authentic, impactful ways.

- Expertise: Digital Marketing Strategy. Programmatic Targeting.

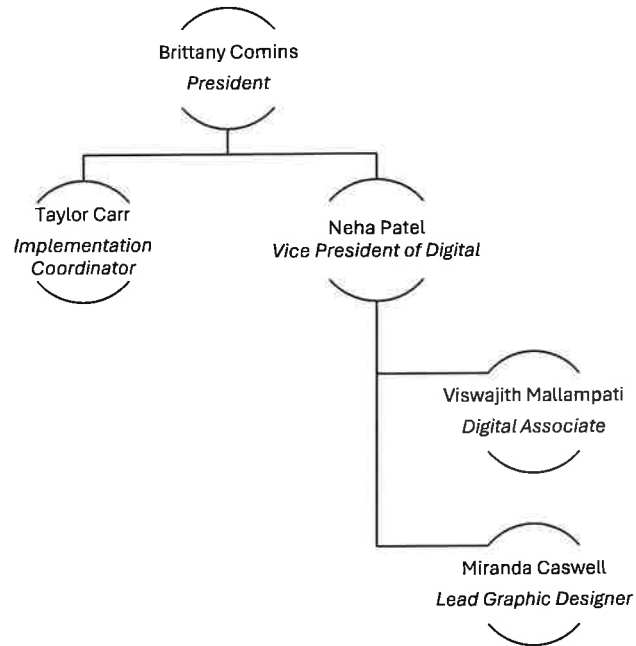
Vishwajith Mallampati (5+ years' experience) works to execute highly targeted digital campaigns that drive results on various platforms. He previously served as Digital Director to Congressman Zach Nunn and a Web Developer for Vanguard.

- Expertise: Digital Marketing Execution. Web Development. Video Editing.

Miranda Caswell (10+ years' experience) comes to Amplify with over a decade of experience in digital design, ranging from advertising and social media promotion to brand development and event marketing within the non-profit, political, and small-business domains.

- Expertise: Graphic Design. Video Editing.

3.5.D. ORGANIZATIONAL CHART



3.5.E. RESUMES FOR PERSONS WITH MAJOR ROLES

See Appendix B.

3.5.F. TIME DEDICATED

The Amplify team will be available to the State Treasury without restrictions from 8:00AM to 6:00PM, Monday through Friday. Our team will remain available outside this window as well, as needed. In this way, each member of our team will be available to the OST 100 percent of the time, as we have proven to do over the last five years.

3.5.G. ON-SITE SUPPORT

Amplify will provide any necessary on-site support.

3.5.H. References

U.S. Congressman Michael Guest

Jordan Downs, Chief of Staff

230 S Whitworth Ave.

Brookhaven, MS 39601

Phone: (202) 225-5031

U.S. House Republican Conference

Nick Hawatmeh, Chief of Staff

569 Cannon HOB

Washington, DC 20515

Phone: (202) 225-5107

Federal Transit Administration

Danna Almeida, Deputy Assistant Secretary of Public Affairs

1200 New Jersey Avenue SE

Washington, DC 20590

Phone: (202) 366-4043

3.5.I. CERTIFICATION OF COMPLIANCE

Amplify is in compliance on all current contracts.

3.6 QUALITY MANAGEMENT PRACTICES

Amplify is committed to accountability, both as a mechanism to ensure measurable results and as a means to align all project participants on shared objectives and timelines. To that end, we establish clearly defined quality control thresholds at the outset of each project. These standards are designed to identify potential issues before they escalate, initiate corrective measures promptly, and ensure all deliverables meet or exceed performance expectations.

Quality assurance, in our view, is not a one-time exercise, but an iterative process maintained throughout the duration of the project. As operational environments, stakeholder needs, and program objectives evolve, our quality control measures adapt accordingly.

Our quality control framework encompasses four primary components:

- 1. Prevention.** Amplify proactively minimizes human and technical errors through intentional and systematic design. Preventative measures include:
 - a. Soliciting input from OST staff during the conceptual and development phases of all marketing and communications products;
 - b. Establishing a comprehensive understanding of OST leadership and staff needs through continuous written and verbal communication; and
 - c. Achieving consensus on project expectations, timelines, and deliverable standards prior to initiation.
- 2. Inspection.** To safeguard against any errors not eliminated during the prevention phase, Amplify implements a rigorous, multi-tiered review

process designed to ensure accuracy, compliance, and quality. This includes:

- a. A structured approval workflow involving Amplify's internal editors, OST leadership, relevant OST policy personnel, and designated support staff;
- b. Immediate remediation or rejection of materials that do not meet established standards; and
- c. Final product approval or disapproval by designated OST leadership prior to release.

3. Real-Time Adjustment. Amplify continuously monitors the implementation and performance of all deliverables. Should discrepancies or issues arise, corrective actions will be executed immediately in close coordination with OST leadership to ensure alignment with project objectives and stakeholder expectations.

4. Reflection. Recognizing that continuous improvement is essential to long-term success, Amplify periodically reassesses its quality control protocols. This reflective process accounts for changes in staffing, objectives, stakeholder priorities, and lessons learned, ensuring that our quality management system remains responsive and effective throughout the life of the project.

3.7 PLAN TO IMPLEMENT SCOPE OF SERVICES

See Technical Proposal.

3.8 USE OF SUBCONTRACTORS

See Technical Proposal.

3.9 REGULATORY RESTRICTIONS AND LITIGATION

There are no past or pending regulatory restrictions, consent orders, or litigation to which Amplify, Inc., or any of its principles, owners, directors, or officers have ever been a party. Amplify's partners, owners, directors, and officers have never been convicted of a felony.

3.10 – 3.17

See Technical Proposal.

3.18 PRIMARY RESPONSIBILITY FOR DELIVERING SERVICES

Acknowledged. Brittany Comins will be designated to work with OST staff to make certain that all contract terms are strictly observed.

3.19 – 3.23

See Technical Proposal.

Section IV. EVALUATION

See Technical Proposal.

Section V. TERMS AND CONDITIONS

See Technical Proposal.

APPENDIX A

See Cost Proposal.

APPENDIX B

BRITTANY COMINS

EXPERIENCE

President, *Amplify, Inc.*, Jan. 2019 – Present

- Manage a boutique public relations and communications firm.
- Specialize in strategic and crisis communications as it relates to public policy development and constituent communications.

Deputy Chief of Staff, *Rep. Kristi Noem (SD-AL)*, Oct. 2013 – Jan. 2019

- Served as chief communications strategist and senior legislative advisor to Rep. Noem, a House Ways & Means Committee member, while managing in-state and national media outreach teams.
- Implemented a statewide communications strategy, which is set apart by its thoughtful, multi-dimensional approach. Efforts are strategically tailored with considerations made for audience, media platform, issue awareness, a message's ability to go viral, budget, and political context.
- Managed the congresswoman's image online, in the media, and with constituents.

Senior Advisor, *Kristi for Governor*, Mar. 2018 – Nov. 2018

- Served on the leadership team that produced solid primary and general election victories, despite taking on formidable political opponents and an anti-Washington environment.
- Managed the policy development process, producing 13 policy papers ranging from economic development to natural resource management to criminal justice reform.
- Organized, marketed, and executed a presidential, a vice presidential, and multiple secretarial visits.

Communications Director, *Rep. Kay Granger (TX-12)*, Apr. 2013 – Oct. 2013

- Developed long-term press plan—which included message testing and development; earned, paid, and social media; live events; and grassroots communications—and managed the plan's implementation.
- Excelled as the congresswoman's speechwriter, while also drafting op-eds, constituent letters and emails, press releases, and other written materials.

Senior Director, *Black Rock Group*, Feb. 2010 – Apr. 2013

- Helped lead communications efforts for statewide political campaigns in North Dakota, Michigan, and New York, as well as for national third-party groups.
- Performed media and speech training.
- Led company's social media and online marketing teams.

Founder & Managing Director, *Caliber Communications*, Dec. 2008 – Apr. 2013

- Created member relations and media strategies that leveraged new media and traditional public affairs to increase press coverage, grow social media engagement, drive legislative initiatives, and/or increase general issue awareness.
- Wrote messaging documents, speeches, press releases, op-eds, and digital and print materials for supporters, legislators, and key constituencies.

Press Assistant, *Dutko Worldwide*, Jan. 2008 – Dec. 2008

- Helped develop and implement reputation management strategies and branding campaigns for public figures, municipal governments, start-ups, and established companies.

EDUCATION

Concordia College, Moorhead, MN

Communications-Public Relations and Political Science, *Magna Cum Laude*

TAYLOR CARR

EXPERIENCE

Implementation Coordinator, *Amplify Inc.*, Apr. 2022 - Present

- Executed strategic messaging and engagement campaigns for high-profile text communications clients.
- Translated technical data into actionable solutions, resolving system issues and ensuring timely project delivery.
- Supported Mississippi State Treasurer David McRae with communications and marketing for financial literacy, 529 college savings plans, and unclaimed money, aligning messaging with state fiscal objectives.
- Served as Amplify's Quality Control Lead, reviewing all major deliverables.
- Planned and managed corporate and public events from concept through completion, ensuring seamless execution.

Congressional Intern, *Rep. Michelle Fischbach*, Jan. 2022 - Apr. 2022

- Represented Elected Official at Hearings and captured constituent concerns.
- Clipped and edited social media video content to keep constituents informed on the Representative's congressional work.

Communications & Social Media Intern, *Pittsburgh Riverhounds Professional Soccer Club*, Apr. 2019 -Nov. 2019

- Authored and edited weekly press releases, featured articles, and blog posts.

- Developed and executed social media and promotional campaigns in coordination with the marketing and legal departments.
- Operated Team Instagram account, contributed social media content, and logged sports statistics.

Congressional Intern, Rep. Scott Perry, Aug. 2017 – Dec. 2017

- Managed constituent communications, triaged and investigated concerns, processed Capitol flag orders, and conducted tours of the Capitol.
- Assisted with daily press clips, contributed to various communications projects, and conducted research.

NEHA PATEL

EXPERIENCE

Vice President, Amplify, Inc., Oct. 2022 - Present

- Lead firmwide digital strategy, creative messaging, and media buying for congressional, political, and advocacy clients nationwide.
- Oversee multimillion-dollar advertising budgets across Meta, Google, programmatic display, CTV/OTT, and audio streaming platforms.
- Develop and execute omnichannel campaign strategies focused on engagement, conversions, and measurable ROI.
- Direct creative production and message development, ensuring alignment across platforms and audiences.
- Incorporate emerging trends, audience data, and analytics to refine targeting and enhance campaign performance.

Project Coordinator, Maxwell Strategies, Jun. 2021 – Oct. 2022

- Organize and conduct client fundraising campaigns.
- Work alongside client Board of Directors of the following: Capital Area United Way, Central Plains Dairy Foundation, Economic Development Professionals Association and other nonprofit corporations to lead their fundraising efforts.
- Assist the marketing team in coordinating campaign/messaging strategies for fundraising efforts through text, digital, and social media.

Communications Manager, Bureau of Information & Telecommunications, Nov. 2019 – Jun. 2021

- Managed communications across multiple state agencies, ensuring consistency and clarity in statewide messaging.
- Coordinated with the Governor's Office and Cabinet Secretaries to align technology and policy updates.

- Led internal campaigns to educate 12,000+ state employees on IT modernization, cybersecurity awareness, and digital infrastructure initiatives.
- Developed content for digital platforms, newsletters, and intranet channels to strengthen transparency and engagement.

Executive Assistant, Gov. Kristi Noem, Dec. 2018 – Nov. 2019

- Serve as Interim Constituent Services Manager – handling all constituent correspondence.
- Assist the communications team with research, social media activity, and drafting press releases, op-eds, and talking points.
- Help in coordinating news coverage for events, ensuring accuracy and alignment of the Governor's statements.

EDUCATION

University of Kentucky, Lexington, Kentucky

APPENDIX C | CREATIVE PORTFOLIO

See Technical Proposal.

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 Amplify, Inc.

Signed 

Print Name Brittany Comins

Title President, Amplify, Inc.

Date 11 / 03 / 2025
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 _____



Print Name Brittany Comins

Title President, Amplify, Inc.

Date 11 / 03 / 2025
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 (10/15/2025), Amendment #2 (10/20/2025)

Amplify, Inc.

Company Name:

Brittany Comins

Printed Name of Representative:



/ 11/03/2025

Signature / Date

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.*

