



MISSISSIPPI OFFICE OF THE STATE TREASURER COMMUNICATIONS & MARKETING CONSULTING PROPOSAL

TECHNICAL PROPOSAL

● RFP #3120003221

● *prepared for*

Theresa Abadie, Comptroller
Office of the State Treasurer

● *by*

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Jackson, MS 39202

Number of years in business: 14

Average number of employees over the past year: 13

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TECHNICAL PROPOSAL

SNAPSHOT

The Mississippi Office of the State Treasurer (OST) manages critical financial resources and programs that directly impact the lives of Mississippians, including the Mississippi Prepaid Affordable College Tuition Program (MPACT), the Mississippi Affordable College Savings Program (MACS), and the Unclaimed Property program. Through a range of communications and strategic marketing activities, OST has successfully helped thousands of Mississippi families save for college and reunited millions of dollars in unclaimed property with rightful owners across the state.

As OST continues to expand its reach and enhance program awareness, the office seeks a strategic communications and marketing partner to develop and implement comprehensive campaigns that educate Mississippians about college savings opportunities, help citizens claim unclaimed property, and position OST as a trusted steward of the state's financial resources.

EXPERIENCE AND QUALIFICATIONS

Fahrenheit Creative Group, LLC (FCG) has extensive experience managing specialized marketing programs that reach diverse audiences across multiple markets, including extensive work in Mississippi and across the country. We have conducted traditional and digital market research and demonstrated the ability to conduct effective direct marketing campaigns to provide information, influence behavior, and drive action with nonprofit, philanthropic, and government clients.

We have more than 15 years of experience in graphic design, communications, and behavior change for large marketing campaigns, and our staff is skilled in quickly turning market research into actionable insights and using creative concepts to craft award-winning campaigns.

Relevant Experience with College Savings Programs and Financial Services Marketing

Indiana 529

To increase awareness of college savings benefits statewide in Indiana, our programmatic partners Magnitude of Change (MOC) ran a digital campaign across Facebook, Instagram, display, YouTube, and connected TV, balancing broad awareness with precise retargeting to guide primed audiences toward enrollment. Ads on Facebook and Instagram highlighted tax benefits and long-term growth, while display placements delivered steady visibility to families researching college savings options.

The campaign garnered 5,027 qualified applications from January through October, achieving costs per acquisition (CPA) well below industry averages. Our work helped drive a sustained increase in new enrollments across the state.

Achieve Montana (Montana 529)

To encourage more Montana families to start saving for college, MOC ran a year-round digital campaign across Facebook, Instagram, streaming audio, and search. Facebook and Instagram drove qualified traffic at just \$1.13 per landing page view; audio achieved a remarkable 99% completion rate; and paid search clicks averaged only \$2.64 — below national finance benchmarks.

Together, these channels delivered cost-efficient reach and steady growth in new accounts, proving that Montana families respond when savings opportunities are made visible and accessible.

Government and Public Sector Experience

Woodward Hines Education Foundation

We began working with the Woodward Hines Education Foundation (formerly the Education Services Foundation) in August 2016 to support the rebranding and repositioning of the organization as it prepared to shift toward becoming a public-facing, grant-making organization that expanded on its focus on college access and entry to include college persistence and completion.

We initiated the brand development process with a series of key stakeholder interviews and an internal document review to gain a comprehensive understanding of the organization's history and its vision for the future. We developed a series of brands and taglines for organizational consideration that included suggested color palettes and typography.

We also worked to increase the profile and awareness of the foundation's flagship program, Get2College, through identifying new opportunities to reach its target audience of high school juniors and seniors, counselors, and parents, including sponsorship of the Mississippi Business Journal's NEXT Guide to Life After High School. We collaborated with Get2College and the Mississippi Business Journal to develop, design, and layout a PRISM-award-winning special edition of the guide, utilizing the content and expertise of Get2College in an engaging format that connects readers to resources to help students and families prepare financially for postsecondary education.

Mississippi Department of Mental Health

At the height of the opioid crisis in Mississippi, the Mississippi Department of Mental Health (DMH) stepped up to lead a statewide, collaborative effort to ensure Mississippians had the information and resources they needed to recognize and help reduce opioid use disorders in the state. After a few short months of research, facilitating partner meetings, and leading key informant interviews, We worked with DMH and its partners to launch a statewide awareness initiative called Stand Up, Mississippi (SUM). The initiative included a statewide paid media campaign and a complete suite of marketing and communications research. After a year and a half of working on general opioid education, the campaign evolved to include a focus on employers in industries with a high rate of injury and subsequently a higher potential for employees to receive prescriptions for opioids.

The Opioid Workplace Awareness Initiative (OWAI) included a statewide media campaign and a comprehensive resource website for employers and employees in five industries, including farming and agriculture, construction, hospitality, oil and gas, and manufacturing. Our work on the SUM and OWAI campaigns has received numerous PRISM awards from the Public Relations Association of Mississippi.

Design and Creative Services

Our creative team has earned the IBM Enterprise Design Thinking Practitioner badge, which includes a focus on user-centered and human-centered design. We use Adobe Creative Suite for our design projects and have extensive experience with Illustrator, InDesign, Photoshop, After Effects, and XD. We are currently building expertise in Figma for website design. Our director of design has more than 15 years of experience using Adobe programs, and our full team has more than 50 years of collective experience using Adobe design programs.

We have integrated Tableau and Datawrapper in our design workflow for complex data visualization, social media design, and research projects. We have also created interactive graphics with Tableau, WordPress plug-ins, and custom HTML and CSS coding.

Notable design projects include:

- National Association of County and City Health Officials' MAPP 2.0 handbook and supplemental materials
- Mississippi Department of Mental Health Stand Up Mississippi campaign branding
- Emmett Till Interpretive Center 70th anniversary branding

Video Production

We have developed short-form and long-form video content for various local, state, and national clients, including work for the National Network of Public Health Institutes (NNPHI), CDC Foundation, Mississippi Department of Mental Health, Mississippi State Medical Association, Mississippi State Department of Health, W.K. Kellogg Foundation, Ampact, Dole Sunshine for All, the Community-Based Public Safety Collective, Voter Participation Center, and Southern ECHO. We use the same project management process outlined above for our video production process, which enables us to efficiently move projects seamlessly from pre-production to post-production.

We currently use Adobe Premiere Pro and After Effects for post-production, and Adobe Audition for audio editing. We also use Streamyard extensively for virtual principal production (e.g., interviews) and livestreaming videos, including recent livestream productions for the Mississippi Department of Mental Health, African American Research Collaborative, and NNPHI.

KNOWLEDGE OF EMERGING MARKETING STRATEGIES

In the age of cookie deprecation and app tracking opt-in requirements, third-party segments available in data management platforms (such as those we plan to use to identify people likely to have unclaimed property) represent only a small portion of the actual audience. The programmatic platforms where we buy digital advertising inventory enrich those smaller third-party segments with prospecting and lookalike audiences to **build out a highly qualified custom audience over time.**

The system retains these audience members between flights and across campaign years, making them custom audiences for our client. This enables us to guide users through the sequential steps of the conversion funnel using behavioral tracking and retargeting. This approach will be especially helpful for unclaimed property communications, where the audience is broad and indeterminate.

Our teams also stay current with emerging marketing strategies and technologies through continuous learning and professional development. Our approach to emerging marketing includes:

- **Digital-First Strategies:** We prioritize mobile-first design, understanding that most users interact with content on mobile devices. We design campaigns that work seamlessly across all devices and platforms.
- **Data-Driven Decision Making:** We use analytics and data to inform strategy, optimize campaigns in real-time, and measure success. We integrate tools such as Google Analytics, social media analytics, and CRM data to understand audience behavior and enhance campaign performance.
- **Programmatic Advertising:** Through our partnership with Magnitude of Change, we utilize programmatic advertising technology to precisely target specific audiences based on demographics, behavior, interests, and location.

- **Omnichannel Marketing:** We recognize that successful campaigns necessitate multiple touchpoints across various channels. We develop integrated campaigns that combine earned, owned, paid, and shared media to create a cohesive message across all platforms.
- **Connected TV and Streaming Audio:** We recognize the shift from traditional broadcast to streaming platforms and incorporate connected TV and streaming audio into media plans to reach cord-cutters and younger audiences.
- **Social Commerce:** We stay current with emerging features on social media platforms that enable users to complete transactions directly within the platform, understanding how this can be leveraged for program enrollment.
- **Artificial Intelligence and Automation:** We leverage AI tools for content creation, data analysis, and campaign optimization while maintaining the human touch that makes campaigns authentic and effective.
- **Accessibility and Inclusive Design:** We prioritize accessibility in all our work, ensuring that websites, documents, and digital content meet the WCAG 2.0 AA standards and are accessible to people with disabilities.

QUALITY MANAGEMENT PRACTICES

QUALITY MANAGEMENT PHILOSOPHY

We maintain a comprehensive quality management system that ensures all deliverables meet or exceed client expectations while maintaining consistency with brand standards and project objectives.

Our Quality Management Practices:

Project Quality Framework

- Detailed project planning with clear milestones, deliverables, and approval checkpoints
- Regular status meetings (biweekly or as requested) to review progress and address concerns
- Comprehensive project documentation, including meeting notes, decisions, and action items
- Use of collaborative project management platforms (Teamwork Projects, Asana, or client-preferred system) for transparency

Review and Approval Process

- Multi-stage internal review before client presentation (director of design, creative support specialist, project manager)
- Structured feedback loops with defined turnaround times
- Version control and tracking to maintain document integrity
- Final approval sign-off requirements before public distribution

Quality Control Checkpoints

- Initial concepts reviewed against the project brief and creative direction
- Mid-project check-ins to ensure alignment with goals
- Pre-launch reviews of all materials for accuracy, consistency, and brand compliance
- Post-campaign evaluation to measure effectiveness and identify improvements

Current Quality Reporting

Monthly Status Reports include:

- Project progress updates against timeline
- Deliverables completed and in progress
- Budget status and expense tracking
- Upcoming milestones and deadlines

We also conduct project closeout evaluations that include:

- Lessons learned documentation
- Client satisfaction assessment
- Team performance review
- Process improvement recommendations

PROJECT APPROACH

PROJECT MANAGEMENT

We will correspond with the Office of the State Treasurer and any project partners regularly to communicate project updates, offer and receive feedback, implement campaign activities, and provide periodic reports. Correspondence methods will include, but will not be limited to, in-person meetings, videoconference meetings, conference calls, email, productivity applications (e.g., Google Drive, Dropbox, etc.), and chat messaging platforms (e.g., Teamwork Chat, Asana, Slack, etc.).

In addition to a 30-minute mobilization meeting and 90-minute kick-off meeting, we will complete the following activities and deliverables:

- Comprehensive project timeline with milestones, roles, responsibilities, and key deliverables
- Biweekly or monthly 30-minute check-in meetings (as determined by OST preferences)
- Meeting agendas and follow-up meeting notes and action items
- Monthly written status update report

We use Teamwork Projects and Teamwork Chat to manage internal projects and communications, but we have experience using other project management platforms, including Basecamp, Asana, and Monday.com. At the beginning of each project, we develop a detailed timeline with goals and objectives, specific activities and deliverables, due dates, roles, and responsibilities. We add each task and deliverable from the timeline to our project management system and update the timeline regularly throughout the project to ensure all team members know the progress and next steps.

We leverage a combination of skilled project management staff, flexible and scalable project management tools, and collaborative and flexible workflows to ensure seamless coordination and on-time delivery of high-quality services and products, which include:

- **Dedicated project management team:** Each project has a dedicated project manager and support staff who ensure all activities in the scope of work are completed on time.
- **Convenient collaboration tools:** We use best-in-class project management software and trusted online collaboration tools to offer clients real-time access to the latest documents, resources, and project updates.

- **Detailed and flexible project timelines:** Our project work plans outline every step of the process, from initiation to completion, providing clear accountability and reducing ambiguity.
- **Strong partnership and trust-based relationships:** We believe each project is a partnership that should leverage the best thinking of everyone involved, so we treat clients like partners and use their input to drive project success. In addition, we commit to identifying risks and challenges that could impact the integrity of the work or our ability to complete it on time and notify clients immediately to develop feasible solutions.
- **Feedback Integration:** We provide ample time and opportunities for clients to review and edit products that are embedded in the workflow, supporting iterative improvements and alignment with your expectations.

MARKETING STRATEGY DEVELOPMENT

We will work with OST to develop comprehensive marketing strategies to reach and engage key audiences for each program area: MPACT, MACS, Unclaimed Property, and the Executive Office. The strategies will include tactics and plans communicating OST's successes returning unclaimed property to Mississippians and helping Mississippi families pay for college. We will also identify opportunities for OST to demonstrate its expertise and commitment keeping communities strong, helping families save for college, and returning unclaimed property through traditional and digital platforms.

In addition to messaging and public relations tactics, the communications strategy will include the following:

- Communications goals and objectives aligned with program outcomes
- Topline and secondary messages for each key audience
- Audience segmentation and targeting recommendations
- Media matrix identifying communications channels used to reach each key audience
- Master editorial calendar that informs a public relations calendar and digital content calendar to support communications across traditional and digital media channels
- 12-month public relations calendar that details opportunities to leverage OST's work in traditional and non-traditional media
- Recommended digital communications approach for social media, email marketing, and website communications
- Integrated marketing approach combining earned, owned, paid, and shared media
- Implementation timeline and success metrics

Program-Specific Strategy Components

MPACT & MACS (College Savings Programs)

- Marketing campaigns targeting parents, grandparents, and caregivers of children (infants through middle school)
- Employer outreach strategies to promote college savings as an employee benefit
- Community-based marketing at schools, churches, and civic organizations
- Digital campaigns targeting different income levels and educational backgrounds
- Messaging that emphasizes accessibility (\$25/month for MACS) and long-term value (locking in rates for MPACT)

Unclaimed Property

- Targeted campaigns reaching individuals who have recently moved, experienced a death in the family, or closed bank accounts
- Community engagement strategies to help Mississippians find and claim property

- Educational campaigns explaining the unclaimed property process
- Event-based marketing at fairs, conventions, and community gatherings

Executive Office

- Public affairs and media relations support to position the State Treasurer as a financial leader
- Crisis communications planning and rapid response protocols
- Strategic communications for policy initiatives and legislative priorities

ADVERTISING STRATEGY DEVELOPMENT

Helping Mississippians Claim Their Unclaimed Property

According to the Office of the State Treasurer (OST), approximately **1 in 10 people in Mississippi** have unclaimed property in the state. Over the past four years, OST has returned over \$100 million in assets, with \$400 million still remaining. The average recipient is entitled to about \$2,000 (WLOX). That's an enticing offer.

While any type of person could have unclaimed money (which makes identifying this group of about 226,000 Mississippians challenging), we know certain life events are associated:

- Residential move
- Job change
- Death in the family
- Inheritance
- Inactive bank or other financial accounts
- Business closing

Although the specific demographics of those with unclaimed property are unknown due to privacy restrictions, we can work with OST to examine general demographic and financial patterns to approximate a persona or series of personas in Mississippi.

From there, we can identify third-party audience segments in our data management platforms that represent highly relevant groups based on those personas. For the purposes of this proposal, we investigated available segments for related life events. For a highly qualified custom audience of people in Mississippi likely to have unclaimed property — what we call “likely doers” — we are able to group segments, including, but not limited to:

- People who are actively engaged in, recently, or planning to move or people who have lived in their current residence less than a year
- People and households that have recently changed jobs in the last 6 months
- Household that has had a recent death in the past 6 months or people in-market for funeral services
- Property owners of potentially inherited homes
- Consumers using new bank accounts

Depending on demographic patterns apparent in OST's analysis of claimants, we can assume that income level may play a role—either high-income residents who may have more financial assets getting lost along the way, or low-income (often more transient) residents who regularly switch accounts and may be most motivated to check for unclaimed money.

To craft the most cost-effective digital advertising strategy to reach this as-yet undefined audience of unclaimed property holders and help them find and claim their property, we recommend a media plan that sets goals for conversion, which

in this case, equates to searches for unclaimed property on the OST website. Setting conversion goals allows our programmatic advertising platforms to identify individuals most likely to search on the site and then create lookalike audiences (i.e., users with similar characteristics) based on those converters. Over time, we can cultivate a target segment of people “most likely to search for unclaimed property,” which is the closest approximation to likely doers we can get.

We aim to achieve conversion according to the recommended exposure levels of frequency (the number of times each unique audience member will see an ad over the course of the campaign). Frequency goals are based on benchmarks provided by programmatic platforms, as well as minimums for recall and action suggested by behavior change research by the CDC.

For the first year of the digital campaign, we propose six months in-market, either in flights alternating with traditional/non-digital media for an always-on timeline, or in 60- to 90-day flights. If we decide to establish multiple shorter flights, we can ensure downtime between them to maintain frequencies high enough to have an impact and apply the learnings to the following flight.

Channels that we recommend for the media mix are those best suited to conversion goals, including connected TV/over-the-top, online video, Facebook and Instagram, display and in-email display.

Connected TV/Over-the-Top (CTV/OTT) advertising distributes TV commercials with more precision and less cost than traditional cable and broadcast. Connected TV refers to the device used (usually a smart TV) to watch OTT content via online streaming services like Hulu and Disney+, which is also viewable on mobile and desktop. Anywhere audiences watch TV online, CTV/OTT can reach them. Like cable and broadcast, much of CTV/OTT inventory is non-skippable at standard :15 and :30 formats for maximal video completion rates and message resonance. Unlike cable and broadcast, some CTV/OTT ads are clickable and trackable, which means we can retarget audiences who have seen the videos.

Premium OTT content such as college football and basketball can reach Mississippians while they are relaxing with their friends and family in lean-back environments (and potentially discussing family business like inheritance or college).

Online video (OLV) ads run before, during, and after video content on websites. OLV ads appear in both in-stream and out-stream formats across browsers and apps, and on all devices like desktop, mobile, and tablet. Like programmatic display advertising, OLV runs as contextually relevant content across selected websites and apps like The Clarion-Ledger or Sun Herald, but with the resonance and impact of video.

Social media ads are a key component of the media mix. Individual platforms may morph to market demands. As a whole, social media can achieve goals at all levels of the marketing funnel due to their popularity and advertising features: raising awareness, prompting engagement, and driving conversion. With precise targeting capabilities through user data, as well as imported first- and third-party data and endless native content features, in-feed ads feel highly relevant, editorial, and helpful.

Meta products (**Facebook** and **Instagram**) remain the most popular social media platforms, engaging the majority of U.S. adults across demographic boundaries — 70% are on Facebook and 50% on Instagram. With Meta, we can also target people based on behaviors and interests in addition to third-party segments mentioned above.

Display ads run as static or animated creative with contextually relevant content on millions of websites and apps. Display ads reach people at all stages of change, from non-doers contemplating change to likely doers about to take action. This channel delivers friendly nudges into their digital experiences. Display can be especially effective as a

retargeting channel by offering quick reminders and easy calls-to-action to primed audiences. With **in-email display**, ads are reaching audiences when they are conducting personal business potentially related to finances or home and primed to complete tasks.

With these channels, we can reach residents who may have unclaimed property wherever they are online in order to start curating a highly qualified audience of people who search on the website (i.e., convert), as well as audience members in moments of high engagement as they browse financial and estate planning, job, and real estate content.

Helping Mississippians Make College More Affordable

To promote Mississippi's college savings programs, we recommend segmenting target audiences based on their likely motivation and ability to invest in either plan, making the prompts from this campaign most relevant (based on the Fogg Behavior Model). As a measure of financial ability to invest, we used socioeconomic data from the U.S. Census to assess middle- and upper-class household incomes in the state, defining Mississippi's middle class as those with incomes between \$36,132 and \$108,406 (DeJohn). We then used educational attainment as a measure of motivation or interest in saving for college.

To reach parents, grandparents, and loved ones of children who would benefit from a 529 plan in Mississippi, we estimated a middle-class segment based on Census data (29% of households have \$50,000-\$100,000 income), combined with some college education (23% of Mississippians), for an audience of about 151,000 adults. Applying a similar formula for MPACT investors at higher incomes and higher educational attainment (25% of households have \$100,000 or higher income, and 30% have a higher degree), we calculated an audience of 170,000 adults.

Both of these segments represent penetrable audiences with clear demographics on which we expect the campaign can make a sizable, measurable impact. To expand audiences for more reach, we can consider removing either demographic category and adding parameters like children under 18 in the home (not included here to account for extended family and friends). We may also explore targeting households based on the age of the children in the home, assuming earlier investment when kids are younger and rates are best, may be more motivating.

In order to craft the most cost-effective digital advertising strategy to reach potential college savers, we recommend a media plan that sets goals for traffic and conversion, which in this case, means exploring plan options on the OST website and enrolling in a plan (a high bar for online action).

Setting these sequential goals allows our programmatic advertising platforms to identify the people potentially most interested in college savings plans and then retarget those who visit the site to encourage enrollment.

For the first year of the digital campaign, we propose six months in-market, either in flights alternating with traditional/non-digital media for an always-on timeline or in 60- to 90-day flights with downtime in between in order to maintain frequencies high enough for impact and apply learnings in between flights.

To determine the media mix for this audience, we used data from MRI-Simmons to identify the channels that would be most likely to connect with Mississippi households with children under 18 and incomes between \$30,000 and \$150,000—a close approximation of the intended audience as provided in the survey database.

Running a connected TV/OTT campaign will reach a majority of this demographic: 53% of households subscribe to a streaming video service, with the top two platforms being Netflix and Amazon Prime. The most-watched networks are ABC (39%), FOX (26%), and Paramount Network (24%).

Almost three-quarters of this audience use the internet frequently, so we will be able to reach them with online video and display placements. For social media platforms, 64% of this group uses Facebook, 44% uses YouTube, and 28% uses Instagram to keep in touch with family and friends, as well as to stay connected on local information.

As such, we recommend including in the media mix connected TV/over-the-top, online video, Facebook and Instagram, and in-banner video. See above for information on the suitability of those channels.

The addition of **in-banner video**, as well as connected TV in this media mix, reaches audiences at earlier stages of change (i.e., top of the funnel) with more engaging creative than standard static display ads. Video in banner ads appears on the full breadth of contextually relevant websites, outside the walled gardens of social media, for broad reach, especially into an audience who may not have considered college savings yet and may need multiple touchpoints for persuasion. With this channel, we will target the households mentioned above on websites with content about parenting, financial planning, and college.

PUBLIC RELATIONS AND MEDIA RELATIONS

We will provide public affairs and media relations support to the Executive Office and program areas, aiming to build awareness and support among key local, state, and national audiences. We use a proactive PR approach through engagement with traditional, nontraditional, and emerging earned media outlets.

We use Muck Rack to identify journalists and influencers who write and post about topics related to personal finance, college savings, unclaimed property, and state government. Through Muck Rack, we create comprehensive media lists, including print and broadcast outlets, to distribute targeted and statewide press releases and send individual pitches to reporters for interviews or to solicit story ideas.

At the outset of the project, we will create coverage and trend reports to understand OST's current share of voice and the narrative about each program area. This research will enable us to identify trends and create a baseline to measure progress and effectiveness throughout the project. Each month, we will generate coverage reports and updated trend analyses to assess the impact of public relations efforts and adjust our approach to improve outcomes as needed.

Specific public relations deliverables may include:

- Drafting and editing copy for public relations materials, including, but not limited to, official organizational communications, press releases, press statements, opinion editorials, articles, and digital end products (e.g., blogs, etc.)
- Developing regular earned media reports and trend analyses
- Supporting communications with reporters and media representatives and advising on how to respond to media stories, as requested and appropriate
- Coordinating media interviews for OST spokespeople, including the creation of briefing documents and targeted talking points
- Planning, setting up, staffing, and breaking down tables and booths at conventions, association meetings, fairs, and trade shows
- Providing media training for OST staff and leadership as needed

GRAPHIC DESIGN AND LAYOUT

We will provide graphic design and layout services to support the development of marketing materials, program collateral, digital content, and other public-facing OST communications. Our design team will work with agency project managers and OST staff to develop compelling creative that aligns with existing brand standards or guidelines. We have included a brief description of our design and layout process below:

- **Creative concept development:** Our design team will research ideas, interests, and influences of target audiences to propose concepts and designs that will help people understand and take action on OST programs.
- **Ideation and sketching:** In the ideation and sketching process, our team will uncover areas of innovation, explore creative possibilities, and refine proposed design solutions to get to our best ideas.
- **Mock-ups and presentations:** Our design team will develop mock-ups of several ideas to present to OST for review and feedback, which will be used to select final concepts and direction for the creative.
- **Design and layout:** Once the concept and direction are chosen, the design team will format creative for each agreed-upon format and channel. These files will be shared via Frame.io or Teamwork for additional client feedback and final approval.
- **Preparation for print or publication:** All creative files will be finalized and exported for print and digital use after approval. We will also provide the working Adobe Creative Cloud design files for future use when applicable.

Marketing Materials We Will Design:

For MPACT & MACS:

- Enrollment booklets with program applications, descriptions, rules, disclosures, and forms
- Single-sheet flyers for distribution at various outlets, conventions, emails, and community events
- Fold-over brochures for distribution at conventions, banks, libraries, and community locations
- Posters and display stands
- Banners for fairs and conventions
- Digital graphics for social media and website
- Email newsletter templates
- Presentation materials for employer and community outreach

For Unclaimed Property:

- Educational flyers and brochures explaining the claims process
- Promotional materials for community events
- Display materials and signage
- Digital assets for social media campaigns
- Infographics showing unclaimed property statistics and success stories

For All Programs:

- Social media graphics and templates
- Website graphics and imagery
- Event materials and signage
- Digital advertisements
- Print advertisements
- Video graphics and motion design (as needed)

Website Maintenance and Updates

We will provide technical website maintenance and content updates to keep OST's digital presence current, accurate, and engaging. Our web development team will work with OST staff to ensure timely updates and optimal website performance.

Website maintenance and update services include:

- **Regular content updates:** Update existing copy on web pages as requested (1-2 business day turnaround for standard updates)
- **Basic website copy updates:** Add new content, update program information, modify page text, and refresh imagery
- **Technical maintenance:** Monitor website performance, address technical issues, ensure security updates are applied, and maintain website functionality
- **New page development:** Create new landing pages or sections as needed for campaigns or program updates
- **Website optimization:** Ensure mobile responsiveness, improve page load times, and enhance user experience
- **Accessibility compliance:** Maintain WCAG 2.0 AA compliance standards for website accessibility
- **Cross-browser testing:** Verify website functionality across different browsers and devices

For more complex website redesigns or new feature development, we can develop wireframes using Adobe XD or Figma to connect the website's information architecture to the visual design, then build and test new pages on a staging site before launch.

MEDIA PLANNING AND PLACEMENT

We will develop, execute and evaluate traditional media campaigns, and Magnitude of Change will handle digital media campaigns across traditional and digital channels to maximize reach, engagement, and program enrollment.

Traditional Media:

- **Radio:** Terrestrial radio advertising on stations reaching target demographics across Mississippi, including news/talk, urban, country, and religious formats
- **Television:** Broadcast and cable television advertising, including news programming and shows popular with target audiences
- **Print:** Newspaper and magazine advertising in key markets

Digital Media:

- **Programmatic Display:** Targeted banner and display advertising across relevant websites and content
- **Connected TV/Streaming:** Video advertising on streaming platforms and connected TV devices
- **Streaming Audio:** Audio advertisements on Spotify, Pandora, and other streaming services
- **Social Media Advertising:** Paid campaigns on Facebook, Instagram, YouTube, and other platforms
- **Search Engine Marketing:** Paid search campaigns targeting relevant keywords
- **Retargeting:** Follow-up advertising to individuals who have visited OST websites or engaged with content

Media Buying Approach:

- Develop media plans based on audience research and media consumption behavior
- Negotiate favorable rates with media vendors (charged at up to 10% above cost)
- Balance broad awareness campaigns with precision targeting
- Monitor campaign performance and optimize in real-time
- Provide detailed reporting on impressions, reach, frequency, and cost-per-acquisition

Sports Marketing:

- Develop partnerships with Mississippi colleges and semi-professional sports entities
- Place advertisements during college football and baseball broadcasts
- Create sponsorship opportunities at games and sporting events
- Leverage sports audiences to reach families interested in college savings

Direct Mail Marketing

We can coordinate programmatic direct mail campaigns that combine the precision of digital targeting with the tangible impact of physical mail. These campaigns will reach specific audience segments identified through data analysis and audience research.

Direct mail capabilities include:

- Audience segmentation and targeting based on demographics, geography, and behavior
- Personalized mail pieces with variable data printing
- Coordination with print vendors for production
- Integration with digital campaigns for multi-touchpoint marketing
- Tracking and measurement of response rates
- A/B testing of creative and messaging

Potential direct mail campaigns:

- MPACT/MACS enrollment packages to families with young children
- Unclaimed property notifications to individuals with potential claims
- Follow-up mailings to website visitors who didn't complete enrollment
- Event invitations and program announcements

COMMERCIAL CREATIVE AND PRODUCTION

We will create compelling television and radio commercials that effectively communicate program benefits and drive action. Our creative team has extensive experience developing and producing broadcast-quality commercials.

Television Commercial Production

- Creative concept development and scriptwriting
- Storyboard development
- Casting and talent coordination
- Location scouting and permitting
- Principal production (filming)
- Post-production editing in Adobe Premiere Pro
- Motion graphics and animation in After Effects

- Music and sound design
- Voice narration (studio recording or AI voiceover)
- Color grading
- Distribution preparation for broadcast and digital use
- Statewide shipping coordination

Radio Commercial Production

- Creative concept development and scriptwriting
- Voice talent selection and direction
- Studio recording or AI voiceover
- Audio editing and mixing
- Music and sound effects
- Multiple versions for different markets or audiences
- Distribution to radio stations

Digital Video Production:

- Short-form video content for social media (15-30 seconds)
- Educational videos explaining program benefits
- Testimonial videos from satisfied program participants
- Event coverage and recap videos
- Animated explainer videos

SOCIAL MEDIA MANAGEMENT

We will develop and curate engaging social media content that builds awareness, educates audiences, and drives program enrollment. While OST does not currently have separate program-specific social media channels, we can work with existing State Treasurer accounts or recommend creating dedicated profiles for major programs.

Social media services include:

- **Content Strategy:** Develop comprehensive social media strategies aligned with program goals
- **Content Calendars:** Create monthly content calendars with planned posts and campaigns
- **Content Creation:** Develop copy, graphics, and video content for regular posting
- **Community Management:** Monitor comments and messages, engage with followers, and respond to inquiries
- **Paid Social Campaigns:** Develop and manage paid advertising on social platforms
- **Analytics and Reporting:** Track performance metrics and provide monthly reports with recommendations
- **Campaign Development:** Create special campaigns around enrollment periods, events, and awareness days

TELEPHONE TOWN HALLS AND PHONE SERVICES

We can coordinate telephone town hall events and automated messaging campaigns to reach large audiences efficiently. These services are particularly valuable for:

- Announcing new program features or enrollment periods
- Conducting community outreach for unclaimed property
- Hosting virtual forums where citizens can ask questions
- Sending reminders about enrollment deadlines
- Distributing important program updates

Services available:

- Telephone town halls for audiences from 10,000 to 300,000+ participants
- Automated phone messages (30 or 60 seconds)
- Outbound and inbound text messaging
- Photo text messages
- Call screening and management

EVENT PLANNING AND LOGISTICS

We will support OST's presence at conventions, fairs, association meetings, and community events statewide. We will handle logistics, setup, staffing, and breakdown to ensure professional and effective event participation.

Event services include:

- Event identification and selection based on target audiences
- Booth design and display materials
- Promotional materials and giveaways
- Lead capture and follow-up coordination
- Post-event reporting and analysis
- Integration with social media for event promotion and coverage

EMAIL MARKETING AND NEWSLETTER DEVELOPMENT

We will develop engaging email newsletters that keep program participants and prospective enrollees informed and engaged. We currently use Mailchimp for most of our client accounts. However, we have experience using Constant Contact and CRM and web-based email marketing tools. Email services include:

- Newsletter design and layout
- Copywriting and content development
- List management and segmentation
- Email platform management (Mailchimp, Constant Contact, etc.)
- Performance tracking and optimization
- A/B testing for subject lines and content
- Compliance with email marketing best practices and regulations

EVALUATION AND REPORTING

We will conduct awareness and buyer research as requested by OST to aid in developing subsequent strategies and campaigns. We will provide oral and written reports on our work, suggestions, and conclusions at frequencies requested by OST.

Evaluation activities include:

- **Campaign Performance Analysis:** Track and analyze all marketing activities against key performance indicators
- **Media Monitoring and Trend Analysis:** Monitor news coverage and social media conversations about OST programs
- **ROI Analysis:** Calculate return on investment for marketing activities
- **Monthly Reports:** Provide detailed monthly reports on all activities and results
- **Annual Strategic Reviews:** Conduct comprehensive annual reviews of all programs with recommendations for the following year



MISSISSIPPI OFFICE OF THE STATE TREASURER COMMUNICATIONS & MARKETING CONSULTING PROPOSAL

COST PROPOSAL

● RFP #3120003221

● *prepared for*

Theresa Abadie, Comptroller
Office of the State Treasurer

● *by*

Fahrenheit Creative Group, LLC
Jason Thompson, Principal
620 N. State Street
Jackson, MS 39202

Number of years in business: 14

Average number of employees over the past year: 13

OCTOBER 31, 2025



COST PROPOSAL

We propose to provide all services outlined in the above approach, as well as any additional services necessary to complete the project, at our state-blended nonprofit rate of \$125 per hour. To complete the communications activities outlined in this proposal, we propose a \$150,000 fixed fee contract.

Annual Budget Allocation (Approximate):

- Agency Management Fee: \$90,000 (monthly retainer of \$7,500 for up to 60 hours at \$125/hour, capped per month), including graphic design and production
- Paid Media Campaigns: \$35,000 (includes traditional and digital media placement)
- Production Costs: \$25,000 (production-related expenses, print materials, etc.)

We bill in arrears for services hours rendered, deliverables completed, and expenses incurred in the prior month. This proposal does not include expenses related to printing, production, or collateral production. The final scope of services, hours, and fees are negotiable.

In accordance with the RFP and OST's needs, we propose the following compensation structure:

MANAGEMENT FEES

SERVICE	FEE / HOUR
Communications and Marketing Consulting	\$125 / Hour (Capped at \$7,500 / Month)
Project Management and Account Service	Included
Strategic Planning	Included
Message Development and Training	Included
Media Monitoring and Rapid Response	Included
Copy Writing / Editing	Included
Earned Media Outreach	Included
Radio and Television Booking	Included
E-newsletter Development	Included
Social Media Management	Included
Media Training	Included
Basic Website Copy Updates	Included
Graphic Design Services	Included
Photography	Included

Video Production	Included
Motion Graphics and Animation	Included
Event Planning and Logistics	Included + Travel Expenses
In-Person Staffing / Booth Set-Up	Included + Travel Expenses

The monthly management fee will be capped at \$7,500 and covers up to 60 hours of consulting, design, and production services per month across all included services listed above. Any hours beyond 60 per month will be billed at the standard rate of \$125 per hour.

ADDITIONAL FEES AND COMMISSIONS

SERVICE	FEE / RATE
Traditional Media Buying	10% Commission
Digital Media Buying	Commission Waived

TELEPHONE TOWN HALL SERVICE PRICING

SERVICE	FEE
Telephone Town Hall (up to 10,000 calls)	\$2,500
Telephone Town Hall (up to 20,000 calls)	\$3,000
Telephone Town Hall (up to 30,000 calls)	\$3,500
Telephone Town Hall (up to 40,000 calls)	\$4,000
Telephone Town Hall (up to 50,000 calls)	\$4,500
Telephone Town Hall (up to 60,000 calls)	\$5,000
Telephone Town Hall (up to 70,000 calls)	\$5,500
Telephone Town Hall (up to 80,000 calls)	\$6,000
Telephone Town Hall (up to 90,000 calls)	\$6,600
Telephone Town Hall (up to 100,000 calls)	\$7,000
Telephone Town Hall (up to 150,000 calls)	\$11,000
Telephone Town Hall (up to 200,000 calls)	\$14,000
Telephone Town Hall (up to 250,000 calls)	\$17,000
Telephone Town Hall (up to 300,000 calls)	\$20,000
Telephone Town Hall - Inbound Minutes	\$0.09/minute
Telephone Town Hall Screeners	\$110 / screener

Automated Phone Messages (up to 30 secs)	\$0.04 / call (\$100 minimum)
Automated Phone Messages (up to 60 secs)	\$0.07 / call (\$100 minimum)
Outbound Text Messages	\$0.08 / text (\$100 minimum)
Inbound Text Messages	\$0.04 / text (\$100 minimum)
Photo Text Messages	\$0.10 / photo (\$100 minimum)
Data	\$0.015 / record

PRINT SERVICE PRICING

PRODUCT	QUANTITY	PRICE PER PIECE
6x11 Postcard	1,000-4,999	\$0.54
6x11 Postcard	5,000-9,999	\$0.34
6x11 Postcard	10,000-19,999	\$0.24
6x11 Postcard	20,000-39,999	\$0.17
6x11 Postcard	40,000+	\$0.14
10.5x11, folded	1,000-4,999	\$0.87
10.5x11, folded	5,000-9,999	\$0.54
10.5x11, folded	10,000-19,999	\$0.43
10.5x11, folded	20,000-39,999	\$0.33
10.5x11, folded	40,000-59,999	\$0.28
10.5x11, folded	60,000-79,999	\$0.24
10.5x11, folded	80,000+	\$0.20
8.5x11 letter, folded w envelope	1,000-4,999	\$0.55
8.5x11 letter, folded w envelope	5,000-9,999	\$0.40
8.5x11 letter, folded w envelope	10,000-19,999	\$0.35
8.5x11 letter, folded w envelope	20,000-29,999	\$0.30
8.5x11 letter, folded w envelope	30,000-49,999	\$0.25
8.5x11 letter, folded w envelope	50,000+	\$0.22
8.5x11	1,000-4,999	\$0.60
8.5x11	5,000-9,999	\$0.45
8.5x11	10,000-19,999	\$0.35

8.5x11	20,000-39,999	\$0.25
8.5x11	40,000-59,999	\$0.20
8.5x11	60,000-79,999	\$0.18
8.5x11	80,000+	\$0.10
Business Cards	--	\$55 (per box of 500)
Tri-Fold Brochure	Up to 1,000	\$0.60
Tri-Fold Brochure	1,001-5,000	\$0.30
Tri-Fold Brochure	5,001-10,000	\$0.20
Pocket Folder	Up to 1,000	\$1.81
Pocket Folder	1,001-5,000	\$1.05
Pocket Folder	5,001-10,000	\$0.98
Custom 9x12 Catalog Envelopes	Up to 1,000	\$1.50
Custom 9x12 Catalog Envelopes	1,001-5,000	\$0.75
Custom 9x12 Catalog Envelopes	5,001-10,000	\$0.40

Postage is billed at cost, along with any drop shipping charges. Graphic design and all other production costs are included. Additional print project pricing will be quoted upon request.



MISSISSIPPI OFFICE OF THE STATE TREASURER COMMUNICATIONS & MARKETING CONSULTING PROPOSAL

MANAGEMENT PROPOSAL

● RFP #3120003221

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OCTOBER 31, 2025



MANAGEMENT PROPOSAL

Fahrenheit Creative Group, LLC and Magnitude of Change propose to support OST's marketing and communications efforts by providing our full range of strategic communications, marketing strategy development, public and media relations, graphic design and creative services, website maintenance, digital and social media marketing, direct mail campaigns, media buying and placement, and other creative services for up to three years, with the option for two additional one-year renewals.

CORPORATE BACKGROUND

FCG is a Black-owned, full-service marketing communications firm based in Jackson, Mississippi. We primarily serve nonprofit, philanthropic, and government organizations. Over the past 14 years, our 12-member team of creative professionals has worked with several government agencies to develop effective communication strategies and execute statewide marketing and communication campaigns, including the Mississippi Department of Mental Health, the Mississippi State Department of Health, the Mississippi Community College Board, Volunteer Mississippi, the City of Jackson, the Chicago Department of Health, Jackson Public Schools, and Hinds County Public School District. We have also worked with several nonprofits and foundations that promote college access, including the Woodward Hines Education Foundation.

For over a decade, FCG has worked with numerous clients to create powerful brands, craft thoughtful communications plans, develop engaging content, and manage effective earned and paid digital media campaigns. From communication strategy development to top-down rebrands, our team is committed to producing high-quality work that solves complex problems, fills critical gaps, and gets our clients noticed by their key audiences. FCG is registered as a limited liability company in both Mississippi and Louisiana, and is also a disadvantaged business enterprise (DBE) with the Mississippi Department of Transportation.

MOC has been in operation since the global pandemic, with the collective experience of its members spanning over two decades in programmatic and digital media buying, executing media for nationwide and local initiatives.

MOC is a pioneering leader in media activation that drives meaningful behavioral change. Steered by a team of over twenty marketing technology veterans, Magnitude of Change has carved out a niche in the market by integrating enterprise marketing technology with behavior change methodologies. MOC's campaigns achieve action by pulling the behavioral levers present within the online environment at the scale of programmatic buying.

MOC has partnered with a diverse range of clients, including government agencies such as the U.S. Fish & Wildlife Service, the Department of Defense, the Social Security Administration, California Department of Public Health, Maryland Department of Public Health, Illinois Department of Transportation, and nonprofits and non-governmental organizations including United Nations High Commissioner for Refugees, Bloomberg Philanthropies, the Truth Initiative, Oxfam, and more. Magnitude of Change's portfolio includes local, statewide, and national campaigns, all aimed at creating positive change.

MOC draws on academic and open-access databases, alongside media consumption data, to generate audience insights that guide our media buying strategies. Using tools like custom Python crawlers and R-based visualizations, we can

synthesize data to create maps and overlays tailored to the demographic and geographic needs of a given campaign. Our team's expertise includes years of work in federally funded research centers, as well as leadership roles in nonprofit and academic projects, ensuring a robust approach to research and execution.

MOC the Transtheoretical Model of Behavior Change to assess and confirm where audience segments fall in their decision-making process. Placement within the conversion funnel is guided by behavioral indicators, such as engaging with digital ads, visiting mental health resource pages, or interacting with social media content. Its behavior change mapping ensures that audience members progress through the stages of change within the campaign's timeline, creating measurable outcomes.

PROPOSED PROJECT STAFF

Jason Thompson and Alexis Jones will be the primary project managers, leading the strategy for this effort. Amanda Graves and Shantae Perry will provide project management support. Upon agreement on project deliverables, we will develop a detailed master timeline that includes milestones for key activities, agency and client responsibilities, and target deadlines for the project period.

We have outlined the key tasks and deliverables below, based on our understanding of the project's scope and requirements. **We are committed to providing adequate on-site support as needed and required under the contract.**

Jason Thompson, FCG founder and principal, has led Fahrenheit Creative Group, LLC since co-founding the firm in mid-2011. He has developed and supported community- and policy-focused campaigns in the Southeast, including efforts for the ACLU, the W.K. Kellogg Foundation, the Hinds County School District, the Jackson Public School District, and the Mississippi Alliance of Nonprofits and Philanthropy, **for more than 20 years**. Jason is a graduate of the Sally McDonnell Barksdale Honors College at the University of Mississippi and has nearly a decade of experience in social marketing, public policy media, strategic planning, and public relations.

Jason will be available for up to 10 hours per week, as needed and required, to perform the work under the contract.

Katy Hendricks, FCG's director of design, joined FCG in 2015 and is responsible for providing design direction for our clients' digital and print campaigns. Katy graduated summa cum laude from Belhaven University with a Bachelor of Fine Arts degree in graphic design with a minor in marketing. She has developed branding and creative for various education and public health campaigns, including projects for the National Network of Public Health Institutes (NNPHI), Community Based Public Safety Collective, Mississippi Center for Justice, American Civil Liberties Union, Emmett Till Interpretive Center, CDC Foundation, National Association of County and City Health Officials, the American Lung Association, the American Heart Association, the W.K. Kellogg Foundation, and several other state and national clients **for more than 10 years**.

Katy will be available for up to 10 hours per week, as needed and required, to perform the work under the contract.

Anetra Yearwood, FCG's director of project strategy and implementation, began her work with the agency in 2016 after graduating cum laude from Jackson State University with a Bachelor of Arts degree in graphic design. She earned her UX certification from Design Lab in 2020 and currently leads the digital design efforts for the agency, including website design

and digital media. Anetra has designed custom WordPress themes for a range of clients, including Stand Up Mississippi, Skill UP Mississippi, the Mississippi Public Health Institute's Sharing Health Education and Awareness campaign, and Ready to Learn Jackson for **more than nine years**.

Anetra will be available for up to five hours per week, as needed and required, to perform the work under the contract.

Alexis Jones, project manager and video producer at FCG, started with the agency after graduating from Tougaloo College with a Bachelor of Arts degree in mass communication with an emphasis in public relations and advertising in May 2020. She has supported several projects, her favorite being those focused on public health, education, and philanthropy. She has supported projects for CDC Foundation, Community-Based Public Safety Collective, JPS Hinds Pre-K Collaborative, The Rapides Foundation, Community Foundation for Mississippi, X- The Moonshot Factory, FWD.us, and ACLU Florida for **more than five years**.

Alexis will be available for up to 10 hours per week, as needed and required, to perform the work under the contract.

Amanda Graves is a senior creative support specialist who joined Fahrenheit Creative Group in May 2023. Her repertoire includes customer service, team member support, and varied leadership roles. During her tenure at FCG, she has supported projects in the nonprofit, philanthropic, and government sectors, including work with the US Department of Justice Office on Violence Against Women, Southern Partners Fund, Jackson Public Schools, National Network of Public Health Institutes, and Mississippi Public Health Institute.

Amanda will be available for up to 10 hours per week, as needed and required, to perform the work under the contract.

Shantae Perry, a creative support specialist at FCG, earned her bachelor's and master's degrees in business administration from Millsaps College. She has supported project management and public relations for several nonprofit and philanthropic campaigns, including work with NNPHI, Brigham and Women's Hospital, the Mississippi Center for Cultural Production, Emmett Till Interpretive Center, the W.K. Kellogg Foundation, and the Mississippi State Department of Health for two years.

Shantae will be available for up to 15 hours per week, as needed and required, to perform the work under the contract.

LaDarius Curtis, senior graphic designer and motion specialist, attended Jackson State University, where he earned his Bachelor of Arts in graphic design. He has since worked as an in-house graphic and motion designer on projects for state and national clients, including the National Network of Public Health Institutes, Emmett Till Interpretive Center, Region 2 Public Health Center, CDC Foundation, and American Civil Liberties Union for **more than six years**.

LaDarius will be available for up to 10 hours per week, as needed and required, to perform the work under the contract.

Mary Katherine Oglesby joined Fahrenheit Creative Group in October 2024 as an associate graphic designer. She is a Mississippi State University alumna with a BFA in Art with a concentration in Graphic Design and a minor in Marketing. Before joining FCG, she made magic as a Photopass photographer at Walt Disney World. Mary Katherine has created

custom illustrations and designs for multiple state and national clients, including the Mississippi Public Health Institute, W.K. Kellogg Foundation, Community-Based Public Safety Collective, Missouri Public Health Institute, and CDC Foundation.

Mary Katherine will be available for up to 15 hours per week, as needed and required, to perform the work under the contract.

Willie McCaleb Jr., FCG’s associate web developer, earned his computer science degree from the University of Mississippi, along with a minor in mathematics. During college, he honed his web development abilities by assisting local businesses and a campus department in transforming their website concepts into reality. Working closely with the FCG team, Willie strives to extend this support to organizations and businesses seeking to make positive community changes.

Willie will be available for up to 15 hours per week, as needed and required, to perform the work under the contract.

SUBCONTRACTORS

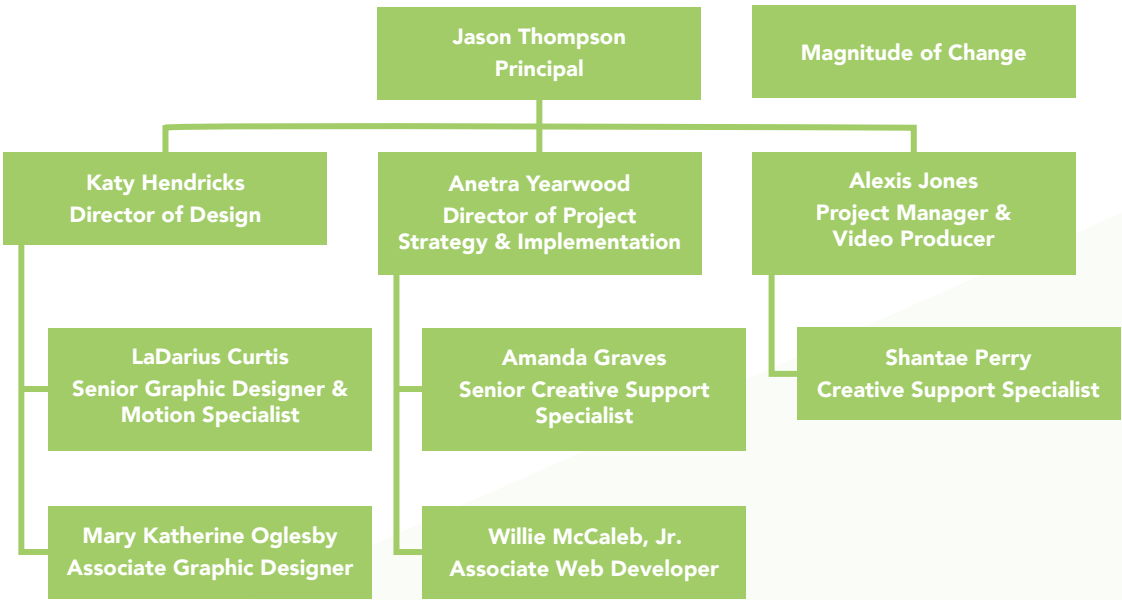
We will utilize one subcontractor for specialized services under this contract:

Magnitude of Change: Digital Media and Advertising Services

Magnitude of Change will provide specialized support in the following areas:

- Digital media strategy and planning
- Paid social media campaign management
- Digital advertising placement and optimization
- Analytics and performance tracking for digital campaigns
- Search engine marketing (SEM) and display advertising

ORGANIZATIONAL CHART



REGULATORY RESTRICTIONS & LITIGATION

Fahrenheit Creative Group, LLC hereby certifies the following:

REGULATORY RESTRICTIONS

- FCG has **no past or pending regulatory restrictions.**
- FCG has **no consent orders from any regulatory agency.**
- FCG operates in full compliance with all federal, state, and local regulations.
- FCG maintains all required business licenses and permits for operations in Mississippi and other jurisdictions where services are provided

LITIGATION HISTORY

- FCG has **no past or pending litigation.**
- FCG has **no outstanding judgments or legal claims.**
- FCG has **no disputes with former clients in arbitration or legal proceedings.**
- FCG maintains professional liability insurance to protect against potential claims.

PRINCIPAL OFFICER BACKGROUND

- The agency principal has no criminal record or felony convictions.
- All officers, directors, and key personnel have passed background checks as required

INCIDENTS AND VIOLATIONS

- FCG has had no incidents requiring disclosure.

This certification is made under penalty of perjury and represents the true and accurate status of Fahrenheit Creative Group, LLC, as of the date of this proposal submission.

REFERENCES

Woodward Hines Education Foundation

Location: Jackson, Mississippi

Service Type: Strategic communications and marketing for education-focused nonprofit

Contact Person: Jim McHale

Title: President and CEO

Address: 2616 Lakeward Drive, Jackson, MS 39216

Telephone: (601) 321-5521

Email: jmchale@woodwardhines.org

Services Provided:

FCG has supported the Woodward Hines Education Foundation with strategic communications planning, brand development, digital marketing, public relations, and campaign development to advance educational equity and opportunity in Mississippi.

Jackson Public Schools

Location: Jackson, Mississippi

Service Type: Marketing, branding, and communications services for public school district

Contact Person: Michael Cormack, Ed.D.

Title: Deputy Superintendent

Address: 662 S. President Street, Jackson, MS 39202

Telephone: (601) 973-8626

Email: mcormack@jackson.k12.ms.us

Services Provided:

FCG has provided comprehensive marketing, branding, and communications support to Jackson Public Schools, including strategic communications planning, media relations, social media management, graphic design, and public awareness campaigns to support enrollment and community engagement.

Mississippi Public Health Institute (MSPHI)

Location: Jackson, Mississippi

Service Type: Multi-year public health communications campaign

Contact Person: Roy Hart

Title: Executive Director

Address: 5 Olympic Way, Madison, MS 39110

Telephone: (601) 398-4406 ext. 106

Email: rhart@msphi.org

Services Provided:

FCG has worked with MSPHI since 2018 on the SHEA (Sharing Health Education & Awareness) campaign, providing strategic communications, media buying, creative services, digital marketing, and public relations to improve health outcomes for Black families on the Mississippi Gulf Coast.

National Network of Public Health Institutes (NNPHI)

Location: New Orleans, Louisiana (with offices in Washington, DC)

Service Type: National communications, design, and video production services

Contact Person: Robert Schroeder

Title: Director of Communications

Address: 1100 Poydras St., Suite 950, New Orleans, LA 70163

Telephone: (504) 930-4011

Email: rschroeder@nnphi.org

Services Provided:

FCG has provided comprehensive communications support to NNPHI, including strategic planning, graphic design, video production, web design and development, social media management, and evaluation services for public health initiatives nationwide.

Organization: W.K. Kellogg Foundation

Location: Battle Creek, Michigan

Service Type: Communications and creative services for national foundation

Contact Person: Robyn Rosenthal

Title: Director of Program Communications

Address: 1 E Michigan Avenue, Battle Creek, MI 49017

Telephone: (269) 969-2787

Email: robyn.rosenthal@wkkf.org

Services Provided:

FCG has provided communications support including video production, graphic design, and strategic communications counsel for various foundation initiatives focused on equity, education, and community development.

Jason O. Thompson

4036 Pine Hill Drive • Jackson, MS 39206 • 601.940.7059 • jthompson@fcgworks.com



Personal Skills:

- Proven leadership skills
- Strong oral and written communication skills
- Ability to work in team/group environment
- Talent development
- Strong professional drive
- Punctuality and reliability

Professional Skills:

- Project management
- Strategic planning/process improvement
- Community engagement
- Event planning and coordination
- Marketing and public relations strategy
- Adobe Creative Cloud

Education:

Bachelor of Science, Business Administration, May 2004

University of Mississippi

Business Studies Major, *Emphases: Marketing and Behavioral Management*; Minor, *English*
Cum Laude

Professional Experience:

Fahrenheit Creative Group, LLC (July 2011 – Present)

Principal

- Grow new and existing business to over \$14M in total revenue over 13 years
- Oversee and manage marketing communications campaigns accounts of over \$150,000 for a diverse array of clients, including the National Network of Public Health Institutes, Truth Initiative, W.K. Kellogg Foundation, Packard Foundation, and Hewlett Foundation
- Coordinate local, regional, and national media campaigns and develop creative concepts, layouts and designs for programmatic, print, outdoor, television and radio

The Partnership for a Healthy Mississippi | Ridgeland, MS (April 2008 – June 30, 2011)

Youth Programs Coordinator

- Assisted in repositioning Generation FREE, the primary anti-tobacco brand for youth ages 12-19, to become more trendy and credible among youth
- Prepared and delivered presentations for multiple age and ethnic demographics on the physical and financial tolls of tobacco while integrating conflict resolution and communication skills
- Coordinated regional leadership conferences for more than 4,000 middle and high school students over three years
- Developed and implemented an experiential marketing campaign (FREEstyle Campaign) that reached over 10,000 youth throughout the state of Mississippi over three years

Jason O. Thompson

4036 Pine Hill Drive • Jackson, MS 39206 • 601.940.7059 • jthompson@fcgworks.com



The Block Marketing & Consulting LLC | Jackson, MS (October 2006 – June 2011)

President

- Administered statewide needs assessment of the 22 Head Start programs for the Mississippi Head Start State Collaboration Office
- Developed business plans and marketing campaigns for small businesses and non-profit organizations
- Planned and executed events that connected consumers, businesses, and non-profit community organizations, including art exhibitions and forums

truth® | Nationwide Tour | 2006 – 2007

Lead truth® crew member (*Scream Tour 2007 | Ball4Real Tour 2007 | And1 Mixtape Tour 2006*)

- Toured 50+ cities and used *INTERACTivism™* to engage and empower over 100k youth to combat Big Tobacco
- Assisted in the development of all marketing initiatives through a co-creative process involving all truth® crew members, tour management and account executives
- Provided supervision for new marketers in conjunction with the tour manager and account executive to ensure behavioral benchmarks and quotas were reached

References Available Upon Request



KATY HENDRICKS

DIRECTOR OF DESIGN

CONTACT



601.624.4374



katy@fcgworks.com

WORK EXPERIENCE

Director of Design

Fahrenheit Creative Group | Jan 2018 - Present

As the director of design, I collaborate with and lead our FCG design team in developing excellent, compelling creative and innovative design solutions for our clients.

Lead Graphic Designer

Fahrenheit Creative Group | May 2015 - Jan 2018

As the lead graphic designer, I was responsible for leading branding development and collateral design for client projects while working with printers and vendors to coordinate any print and production needs.

Design Intern

Fahrenheit Creative Group | Feb - May 2015

During the internship I assisted with creative concept development and designed print and digital graphics for a number of clients and campaigns, including Smokefree New Orleans and The Partnership for Healthy Mississippi.

EDUCATION

Bachelor of Arts - BA - Graphic Design

Minor - Marketing

Belhaven University | 2011 - 2015

Graduated Summa Cum Laude

Belhaven Honors Fellow - 2011-2013

Internal Community School

Bangkok, Thailand | Graduated 2011

DARIUS CURTIS

MOTION DESIGNER

ASSOCIATE GRAPHIC DESIGNER 2019

Main Responsibilities:

- Assisted in developing graphics/layouts for various print and digital projects.
- Helped develop engaging social media graphics for clients.

MOTION DESIGNER 2022

Main Responsibilities:

Motion Design

- Creating and delivering motion graphics for various media. Collaborating with Videographer to produce high-quality videos that are eye-catching and visually beautiful.
- Utilizing Adobe products such as Photoshop, After Effects, and Adobe Illustrator to create eye-catching motions.

Graphic Design

- Creating high quality designs across print, web, social media, email marketing, presentations, branding/identity and across Microsoft Applications including PPT and Microsoft Word.
- Creating innovative designs and determine layouts, including photo selection, placement, theme, typography, color, and overall look and feel.

Web Design

- Responsible for conceptualizing original website design ideas, develop designs that adhere to established brand guidelines and creative direction.
- Utilizing Adobe XD and Adobe Illustrator.

FCG Social Media

- Creating engaging graphics to not only highlight FCG's great company culture but to also showcase the excellent work that's created.



ANETRA YEARWOOD

Web Designer | Graphic Designer | UX Designer

CONTACT

anetryearwood@gmail.com
301-356-0192

ACHIEVEMENTS

UX Design Certification
CareerFoundry

Google Analytics Certification

STRENGTHS

Achiever
Restorative
Deliberative
Relator
Adaptability

SKILLS

Adobe Creative Suite
Microsoft Office Suite
WordPress CMS
HTML
CSS
Website Design
Mobile First Design
User Research
Design Principles
UX Design

EDUCATION

B.A. Art (*Graphic Design*)
Jackson State University
2012 – 2016

WORK EXPERIENCE

Fahrenheit Creative Group, LLC.
September 2020 – Present

Director of Digital Strategy & Design

- Manage and maintain at least 30 websites, including updating WordPress core files, themes, and plugins; adding or updating email addresses; and troubleshooting hosting and domain issues Support team members in identifying and securing follow-on and new business opportunities
- Responsible for conceptualizing original website design ideas
- Execute all visual design stages for websites and mobile applications from concept to development
- Correspond with clients on various levels and team members to establish the overall look, intent and content of digital materials
- Develop designs that adhere to established brand guidelines and creative direction
- Identify problems, research solutions, and collaborate with the team to devise plans to solve UX issues
- Delegate and oversee design and evaluation tasks for all digital design and development projects
- Lead monthly professional development sessions and quarterly review sessions with individual team members, in order to advocate for team members to retain their professional stamina
- Responsible for the growth and development of at least two people at a time
- Instrumental in the implementation of the current hiring process

January 2018 – September 2020

Digital Design Strategist & Developer

- Gather and evaluate user requirements in collaboration with creative project managers and other project leads
- Maintain and manage internal and external client relationships
- Support the management and maintenance of multiple websites, including updating WordPress core files, themes, and plugins; adding or updating email addresses; and troubleshooting hosting and domain issues
- Responsible for conceptualizing original website design ideas
- Execute all visual design stages from concept to development, including email marketing graphics
- Develop designs that adhere to established brand guidelines and creative direction
- Identify problems, research solutions, and collaborate with the team to devise plans to solve UX issues
- Provide feedback on enhancements with the development and design team
- Manage Sucuri website security interface, including researching and addressing any security issues
- Assisted in updating internal human resource processes

January 2018 – September 2020

Creative Coordinator

- Create high quality designs across print, web, social media, email marketing, presentations and branding/identity
- Develop designs that adhere to established brand guidelines and creative direction
- Create innovative designs and determine layouts, including photo selection, placement, theme, typography, color, and overall look and feel
- Support client media campaigns with creation of shareable social media art, infographics, campaign branding and website design
- Support and maintain creative assets for firm marketing and new business, including email, website, print collaterals and presentation decks
- Assist with the development and management of client digital properties, including website, email campaigns, social media platforms and blogs
- Establish team building events to enhance corporate culture for all staff members
- Responsible for creating a hiring process for interns, including how interns transition out of the program

ColorBloc Magazine
October 2018 – Present

Executive Designer

- Produce and oversee digital and print creative solutions to address business marketing needs
- Execute brand development and design across multiple mediums to ensure compliance
- Execute marketing projects from conception to production, including websites, brochures and product packaging
- Develop quarterly magazines, when necessary

A Yearwood Co.
March 2014 – Present

President

- Consult with clients concerning design needs and strategy
- Develop concepts and designs for up to 10 clients across different disciplines
- Provide clients with training and packaging for all design assets
- Execute marketing and branding projects from conception to production, including websites, social media graphics and print collateral

ALEXIS JONES

MARKETING SPECIALIST

P (228) 233-6417

E alexis.jones036@gmail.com

A 500 Avalon Way Apt
409 Brandon MS

OBJECTIVE

Seeking a mid-level position to continue my career in communications. I plan to use my experience in project management and marketing to enter the entertainment and hospitality industry.

EXPERIENCE

May 2020 - Present

Senior Creative Support Specialist | Fahrenheit Creative Group, LLC

September 2019 – December 2019

Student Intern: Office of External Communication | Tougaloo College

Internship position in Tougaloo College Office of External Communications. Charged with maintaining updated list of scholarships and campus activities to be published every week via email blast. Assisted in creating and posting graphics to the college's social media. Most notably: in the process of shooting a commercial for the school starring Mister and Miss Tougaloo College.

June 2019 – September 2019

Brand Ambassador | Waitr

Internship position in Waitr Marketing Department. Charged with maintain healthy relationships with restaurant partners through monthly visits. Hosted a number of events in the Slidell/ Mandeville area promoting Waitr's various ordering options as well as current promo codes.

June 2019 – August 2019

Mammography Clinic Clerk | United States Air Force

Summer Hire Position. Responsible for maintain up to date records. Scheduled patient visits and checked in guests upon arrival.

EDUCATION

Bachelor of Arts in Mass Communications

Tougaloo College
Tougaloo, MS

Related coursework: Multimedia Studies, Social Media & Society, Principles of Advertising, Principles of Public Relations, Advertising Copy & Layout, Public Relations Writing

Activities: Alpha Kappa Alpha Sorority, Inc., Gulf Coast Club, Yearbook Staff Member, Mass Communications Society

KEY SKILLS

- PROJECT MANAGEMENT
- MICROSOFT OFFICE
- SCHEDULING/PLANNING
- TEAMWORK
- TEAM BUILDING

Received exceptional reviews from supervisor, co-workers, and the public.

September 2016 – April 2017

Shift Lead | Menchie's Frozen Yogurt

Internship position in Waitr Marketing Department. Charged with maintain healthy relationships with restaurant partners through monthly visits. Hosted a number of events in the Slidell/ Mandeville area promoting Waitr's various ordering options as well as current promo codes.

LEADERSHIP

Senior Creative Support Specialist | Present

Sorority Chapter President | January 2019 – December 2019

Miss Gulf Coast | August 2018 – August 2019

REFERENCES

Available upon request.



Hello! I'm Mary Katherine Oglesby

marykatherine@fcgworks.com

Education

Mississippi State University
2023 *Summa Cum Laude*
BFA | Graphic Design
Minor | Marketing

Skills

Adobe Creative Cloud
Photoshop
Illustrator
InDesign
Lightroom
Adobe Express
DSLR Photography
Camera Raw

Organization
Adaptability
Work Ethic

Interests

Illustration
Packaging
Advertising & Marketing
Editorial Typography
Poster Design

Work Experience

October 2024–	Fahrenheit Creative Group, LLC <i>Associate Graphic Designer</i>
July 2023–2024	Walt Disney World Photopass Photographer
Summer 2022	Panhellenic Executive Council (Internship) Seasonal
2018–2021	Malco Grandview Cinema and IMAX <i>Cast Member, Shift Supervisor, Office Assistant</i>

Affiliations & Leadership

2022	Panhellenic Executive Council <i>Director of Public Relations</i>
2021–2023	MSU Roadrunner <i>Selection Committee, 2023</i>
2021	FSL New Member Class Facilitator <i>Panhellenic Mentor</i>
2019–2023	Alpha Delta Pi, Epsilon Eta Chapter <i>Director of Public Relations, 2021–2022</i>
2019–2023	Starkville Symphony Orchestra (Violin)
2018–2022	MSU Philharmonia (Violin)

Awards & Honors

2024	Epcot DPI Photo of the Month <i>April and May Nominations</i>
2023	MSU Greek Hall of Fame MSU Roadrunner 1878 Society Glitch National Student Design Competition <i>Best in Advertising</i> 51st MSU Student Show (Juried Exhibition) American Advertising Federation of Tuscaloosa <i>Silver ADDY</i>
2022	4th Annual CAAD + CALS (Juried Exhibition) Black Prairie Blues Museum (Exhibition)
2021	Mississippi Made (Juried Exhibition) <i>3rd place</i> The Honor Society of Phi Kappa Phi Tau Sigma Delta Honor Society Alpha Lambda Delta Honor Society Top Ranked Portfolio (MSU Graphic Design Entry)
2020–2021	
2019	

Shantae Perry

5115 Old Canton Road Apt M5
Jackson, Ms 39211
(601) 397-9084
shantaeperry2003@gmail.com

Professional Skills

Data Analytics

Conducted Data research on different programming platforms.

Customer Service

Provided expertise and support in helping customers solve their problems.

HTML/Website Editing

Designed websites and code from scratch using HTML and CSS.

Writing

Researched, organized, and prepared documents and papers to reflect the assigned project based on the requirements provided.

Leadership

Planned, coordinated, and delegated roles need to help the team function efficiently.

Social Media Editing

Created graphics for events to post on social media.

Adobe

Designed and executed projects on photoshop and illustrator.

Planning

Organized schedules and events in a timely manner.

Experience

Fahrenheit Creative Group, LLC – Jackson, MS

Provide project management support for state, regional, and national clients. Draft compelling and engaging copy for print and digital marketing channels. Support programmatic media buying.

July 2024-Present

ElseWorks- Jackson, Ms

Partnered with a team to work on marketing and structure for projects. Edited websites and graphics for specific projects. Conducted market analysis for products and services.

November 2022-Present

Columbia Sportswear- Ridgeland, Ms

Maintained the sales floor to be stocked and organized. Helped customers with looking for items. Assisted in coordinating and designing the sales floor when needed. Delegated task to associates. Opened and closed the store when needed.

May 2022-August 2022

BlueDog Design Internship-Chicago, Il

Organized schedules and catering for events and helped plan and coordinate with individual teams to prep the meeting room. Collaborated on creating social media posts and created and revised presentations for employees. Lead a NetZero project to allow the company to go green. Sat in on meetings to help facilitate marketing ideas.

Education

August 2021-May 2024

Millsaps College-Jackson, Ms

Bachelor of Business Administration in Business Administration & Creative Writing
GPA: 3.5

January 2024-Present

Millsaps College-Jackson, Ms

Masters of Business Administration
GPA: 3.5

Activities

November 2023-Present

Vice President, Phi Mu Epsilon Sorority

August 2022-November 2023

House Manager/ DEI Chair, Phi Mu Epsilon Sorority

November 2023-Present

VP of DEI Chair, Panhellenic Council

February 2022-Present

Member, Rotaract Club

Certifications and Awards

Dean’s Scholar

Awarded for excellent academic achievement.

Member of Sigma Tau Delta

Tapped in for academic achievement in English/ Creative Writing

Amanda S. Graves

128 Brooklynn Street • Byram, MS • (601) 503-0796
amanda.graves33@yahoo.com

Objectives

To grow my career and professional capabilities in a position allowing me to be of public service, which is my passion while utilizing the diverse work skills I have attained during my time as a creative support specialist in marketing, a progressive administrative assistant in the medical field, and leadership in retail and the food service industry.

Experience

Fahrenheit Creative Group

Creative Support Specialist

May 2023- Present

UMMC Weight Management Department

Administrative Assistant

April 2018- April 2023

- Schedule, maintain records, and provide support for all meetings as required by administrators and department heads
- Coordinate administrator's calendar and attendance within related hospital seminars, training, and assorted personnel meetings
- Manage and post on the Bariatric and Pediatric Weight Management Facebook and social media sites regularly
- Maintain and update patient lists, handling the creation and revisions of spreadsheets for clinic numbers and growth purposes while overseeing the office and equipment supply needs for the entire department
- Schedule interviews with applicants for open clinic positions as required by management, including facility maintenance and management staffing positions
- Establish productive relationships with drug representatives and scheduling their visits and presentations with management and clinic directors
- Consistently and accurately monitor, approve, and submit hourly staff's timecards for payroll promptly



- Facilitate processes related to reviewing expense reports, approving department expenditures, recording receipts, and reporting necessary IT requirements for management accountability
- Responsible for overseeing all general office concerns, such as arranging for furniture to be moved, offices to be adequately secured and equipped, and schedule cleaning and disinfecting of the clinic to meet hospital requirements

GAP Factory

Assistant Manager

January 2017- May 2018

- Partnered with the GM on scheduling and hiring needs
- Lead promotions, markdowns, shipment, and signage
- Performed a monthly audit of the store to ensure company standards were being upheld at all times
- Assisted all customers and employees, thereby meeting the various needs of the sales floor
- Managed the boy, girl, and baby departments - merchandising new products, merchandising sell-through items/areas, and ensuring the departments were accessible and easy to shop at all times for the customer.

GAP Factory

Sales Lead

June 2016- January 2017

- Coordinated with department leaders on product placement and movement before each shipment
- Coached and worked with the shipment team to meet the company UPH goal of 138
- Assisted each department leader with any merchandising or replenishment they needed help accomplishing
- Lead promotions, signage, or markdowns in the absence of the team leaders
- Prioritized and led the sales floor during focus LOD hours
- Focused on leading the shipment process and guiding the shipment team while helping in other areas of store operations.

GAP Factory

Sales Associate

March 2016-June 2016

- Assisted with processing shipment and replenishment.
- Assisted with markdowns, promotions, and signage
- Assisted at cash wrap- greeting and checking out customers

David's Bridal

Alterations Specialist

January 2016- June 2016

- Assist in fitting bridal gowns, bridesmaid's dresses, prom dresses, and dresses for any other formal occasion per the customer's request.
- Create bustles per the request of the customer.
- Steam and clean formal dresses.
- Deconstruct dresses carefully to meet the fitting preference of the customer.
- Sew dresses to meet the fitting standard and sew any additional lace or beading from the deconstruction.

Panera Bread Company, Ridgeland, MS

Associate Manager

June 2015 – December 2015

Assisted in the opening of a brand new location after 13 weeks of training in various Panera Bread Company locations and restaurants in the Southeast, encompassing:

- Was responsible for interviewing and hiring all new staff members for the Flowood, MS, restaurant's location, which opened in December 2015.
- Led mass orientations for new staff for both the Madison and Flowood locations
- Created the personnel templates and weekly schedule for the Flowood location
- Assisted in all aspects of the restaurant operations to ensure quality customer service for all prospective customers
- Guided and coached an underperforming store in North MS to streamline their processes, make them profitable, and adequately train the staff to serve the growing customer base effectively.

Amanda S. Graves



Education

Terry High School, Terry MS

Graduated May 2010

Hinds Community College, Raymond, MS

September 2010 - May 2013

References are available on request.

APPENDIX A PRICING SCHEDULE

Fill out the below table with the service and the proposed price. Include the unit for price (per hour, percentage above cost, etc)


SERVICE	PROPOSED PRICE
Communications and Marketing Consulting	\$125/hour
Project Management and Account Service	\$125/hour
Strategic Plannning	\$125/hour
Message Development and Training	\$125/hour
Media Monitoring and Rapid Response	\$125/hour
Copywriting and Copyediting	\$125/hour
Proofreading	\$125/hour
Public Relations & Earned Media Outreach	\$125/hour
Radio and Television Interview Pitching	\$125/hour
Email Marketing and E-Newsletter Development	\$125/hour
Social Media Management	\$125/hour
Media Training	\$125/hour
Website Design and Development	\$125/hour
Website Maintenance and Accessibility	\$125/hour
Graphic Design and Layout	\$125/hour
Motion Graphics and Animation	\$125/hour
Photography and Videography	\$125/hour
Event Planning, Logistics, and Experiential	\$125/hour
In-Person/On-site Staffing	\$125/hour

APPENDIX B
Office of the State Treasurer

Request for Proposals - Communications and Marketing Consultants

**PROSPECTIVE CONTRACTOR'S REPRESENTATION REGARDING
CONTINGENT FEES**

Fahrenheit Creative Group, LLC (Company name) represents that it HAS / HAS
NOT (please circle the appropriate answer) retained any person or agency on a percentage,
commission, or other contingent arrangement to secure this contract.

Signed  _____

Print Name _____ Jason Thompson _____

Title Principal _____

Date 10 / 14 / 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  _____

Print Name Jason Thompson

Title Principal

Date 10 / 31 / 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:

RFx 3120003221 Amendment #1 - October 15, 2025 | RFx 3120003221 Amendment #2 - October 20, 2025


Fahrenheit Creative Group, LLC

Company Name:

Jason Thompson

Printed Name of Representative:

Signature / Date


 October 31, 2025

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.*

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: Fahrenheit Creative Group, LLC

By: 

Printed Name: Jason Thompson

Title: Principal