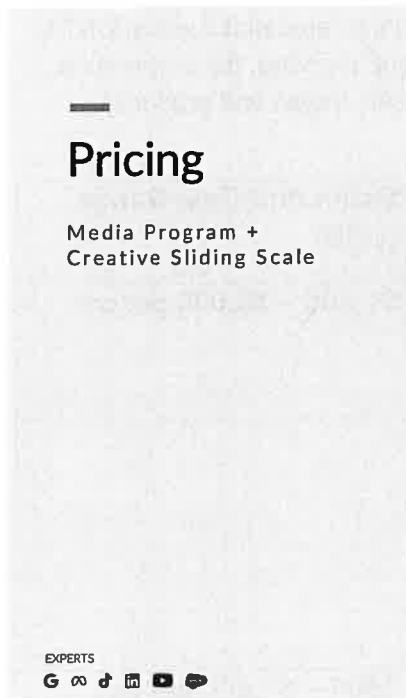


Media Placement and Buying Services



Below outlines (amp)'s media program sliding scale. Our media management program is based on the average ad spend per month. Ad spend will be increased only at the client's discretion. Please note that all government clients can receive up to a 30% discount and rates are negotiable.

Media Management + Creative Support Sliding Scale			
Advertising Spend Range (per month)	Advertising Management (per month)	Digital Strategy (per month)	Total Cost (per month)
\$10,000 - \$15,000	\$3,500	\$500	\$4,000
\$15,001 - \$20,000	\$4,000	\$500	\$4,500
\$20,001 - \$30,000	\$4,500	\$500	\$5,000
\$30,001 - \$40,000	\$5,000	\$500	\$5,500
\$40,001 - \$50,000	\$5,500	\$500	\$6,000
\$50,001 - \$100,000	12% of ad spend	\$500	\$6,500+
\$100,001 - \$250,000	10% of ad spend	\$1,000	\$11,000+
\$250,001 - \$500,000	8% of ad spend	\$2,000	\$22,000+
\$500,001 +	6% of ad spend	\$4,000	\$34,000+

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Media Planning, Buying, and Management (SAMPLE ONLY)

Advertising Spend (Annual)	Average Monthly Spend	Applicable Rate	Digital Strategy Fee	Estimated Annual Cost (Advertising Management + Strategy Fee)
\$144,000	≈ \$12,000 / month	\$3,500 / month (per sliding scale)	\$500 / month	\$48,000 / year

Government Client Discount

As a public-sector client, the Mississippi Office of the State Treasurer qualifies for up to a **30% discount** on media management fees.

After this adjustment, total annual management and strategy costs are approximately \$33,600.

Production Charges

Production charges are based on the type and complexity of deliverables defined within OST's scope of services. Costs include all concepting, art direction, layout, proofing, file preparation, and coordination with vendors for final production or deployment. All design and production services will be performed in-house by Leap Group.

Production Type	Unit Description	Estimated Cost Range (USD)
Print Collateral (booklets, brochures, flyers, posters, banners)	Design and layout of marketing and informational materials, including the Mississippi Prepaid Affordable College Tuition Enrollment Booklet, Unclaimed Property flyers, fold-over brochures, and event display materials.	\$1,200 – \$3,000 per set
Digital Advertising Assets	Adaptation of creative into digital formats for web and social media campaigns.	\$500 – \$1,500 per set
Website and Content Assistance	Design updates, graphic support, and content formatting for the OST website in coordination with Treasury staff.	\$1,000 – \$3,000 per update cycle
Event and Display Materials	Design of branded materials for conventions, fairs, and employer or community outreach events (banners, table displays, signage).	\$800 – \$2,000 per set
Direct Mail Design and Coordination	Layout and preparation of print-ready files for postcards, mailers, and inserts; includes print vendor coordination.	\$1,000 – \$2,500 per campaign

3.5 RESPONDENT'S ORGANIZATION AND CREDENTIALS

A. Name of each staff member or subcontractor (if any) that the firm proposes to use in fulfilling its responsibilities.

Subcontractors

All services will be performed in-house by Leap Group's dedicated team members, without the use of subcontractors.

Project Management and Key Personnel

Upon award of contract, Leap Group's Director of Client Services, Walter Harris, will assign a dedicated Project Manager best suited to the OST's needs. This individual will serve as the primary day-to-day contact, responsible for coordinating deliverables, managing timelines, and ensuring smooth collaboration between Leap Group's four agencies. The Project Manager will oversee workplans, track progress against milestones, and facilitate weekly check-ins with OST staff.

By centralizing project oversight, we ensure that The Mississippi Office of the State Treasurer receives the benefits of a single point of accountability while drawing on the full resources of Leap Group's integrated team.

While the individuals listed above represent the key personnel directly assigned to this project, OST will also benefit from the full resources of Leap Group's broader team. Our integrated organizational structure ensures that subject matter experts across creative, media, production, research, and client services can be engaged as needed to support the OST's goals.

Key Personnel

Please see resumes attached previously.

Name	Title/Role	Responsibilities	Experience
Walter Harris	Director of Client Services / Project Oversight	Assigns and supervises Project Manager; ensures client satisfaction, delivery excellence, and cross-team collaboration.	15+ years
[Assigned Project Manager]	Project Manager	Day-to-day contact; coordinates deliverables,	Assigned upon contract award

		manages timelines, facilitates weekly check-ins with CLC staff.	
Ember Marr	President (spark), Producer	Provides executive oversight, aligns project vision with client goals, and ensures high-quality production execution.	20+ years
Kenny Friedman	VP, Executive Creative Director (matter)	Leads creative direction, oversees ideation, and ensures creative outputs align with Compact goals.	20+ years
Madison Asher	Associate Creative Director	Supports creative strategy and execution across digital and video media; ensures narratives resonate with target audiences.	10+ years
Christina Koplyay	Senior Designer	Designs compelling assets for print, digital, and event collateral; ensures brand consistency.	10+ years
Kim Pegram	Director of Brand Implementation	Oversees application of brand standards across all platforms; ensures Mass Save alignment and local	15+ years

		identity consistency.	
Shane Doyle	Art Director	Develops visual concepts and executes design for campaigns, collateral, and digital applications.	10+ years
Taylor Cochran	Creative Producer	Manages logistics for video and multimedia projects; coordinates schedules, shoots, and asset delivery.	8+ years
David Carrero	Production Specialist	Creates animation and multimedia assets; supports video content for digital and social campaigns.	8+ years
Timothy Sauer, Ph.D.	Director of Research (human)x	Leads research initiatives; analyzes participation trends, campaign performance, and community insights.	15+ years
Laura Valentine	Senior Market Researcher	Gathers data, develops insights, and produces analytics and reporting for campaign measurement.	10+ years
Ryan Smith	President (amp)	Provides strategic leadership and ensures Leap	20+ years

		Group's approach aligns with CLC's long-term objectives.	
Ruby Dewitt	VP of Media Strategy	Leads development of integrated media strategies; ensures campaigns are data-driven and measurable.	15+ years
Jordan Turner	Director of Media	Oversees planning and buying across digital, traditional, and emerging platforms; maximizes ROI.	15+ years
Todd Krise	Director of Account Strategy	Manages client relationships; ensures seamless execution and alignment with client objectives.	12+ years
Molly Kennedy	Senior Media Manager	Executes media buys across channels; manages placement, budget, and performance tracking.	10+ years

Each of these individuals brings specific expertise, but they work within Leap Group's fully integrated model. Creative, media, production, and research are managed in-house, enabling seamless collaboration and rapid response. For OST, this means:

- A dedicated Project Manager as the daily point of contact.
- Creative and production leads who translate strategy into assets across print, digital, social, and video.
- Media strategists and managers who ensure campaigns are targeted, efficient, and measurable.

- Research experts who provide continuous feedback loops so every campaign is accountable to results.

B. The submission of detailed statements which cite the qualifications of the Respondent as a whole, as well as the qualifications of each participating staff member within the firm fulfilling their responsibilities hereunder.

Qualifications of the Respondent and Participating Staff

Leap Group Overview

Leap Group is an independent holding company composed of four agencies: (amp) Media & Search, (matter) Creative, (human)x Research and Insights, and (spark) Production and Web Development. These agencies collaborate rather than compete, with more than 150 professionals headquartered in Louisville, Kentucky, and additional offices in Chicago, Cincinnati, and Indianapolis. Together, they bring expertise in strategy, design, media, content, and analytics to deliver integrated, outcome-focused campaigns for municipalities, nonprofits, and civic organizations. Founded in 1999 by Daniel Knapp and Alan Gilleo, Leap Group began with a simple idea: marketing should matter to people.

All services for this project will be performed in-house by Leap Group's dedicated staff, with no subcontractors. Please see the key personnel assigned to this project below, along with their resumes.

Leap Group's Relevant Qualifications

Leap Group has a 25-year history of developing and executing strategic communications, marketing, and public awareness programs for clients in both the public and private sectors. Our work spans statewide initiatives, higher education programs, economic development campaigns, and civic outreach, making us uniquely equipped to understand and communicate the Mississippi Office of the State Treasurer's (OST) mission.

We specialize in helping agencies like OST connect complex programs to real people through clear, emotionally grounded storytelling. Whether promoting long-term savings behavior (like MPACT and MACS) or driving immediate public participation (like Unclaimed Property awareness), Leap Group's approach combines strategic insight, creative expertise, and performance analytics.

Each of our four agencies contributes to this integrated approach:

- **(matter)** leads creative strategy, brand storytelling, and design.
- **(amp)** provides media, data, and digital performance expertise.
- **(spark)** drives production, multimedia, and campaign execution.
- **(human)x** conducts research and insight development, ensuring every message aligns with real audience needs.

This cross-disciplinary structure allows us to plan, produce, and measure every campaign from concept through completion within a single organization, offering OST a seamless partnership with measurable outcomes.

C. Description of the experience of staff, including the number of years, in providing communications and marketing services. Experience in marketing financial services products or similar investments, while not required, should be clearly noted.

Experience of Key Personnel in Communications and Marketing

Leap Group's integrated team brings together over 2 decades of experience providing communications, marketing, and audience engagement services for public-sector organizations, municipalities, nonprofits, and consumer brands. Every key staff member assigned to this contract has led or directly contributed to large-scale campaigns that required measurable outcomes, fiscal accountability, and the ability to make complex information accessible to the public.

While Leap Group's foundation is creative and strategic communications, our team's collective experience extends into financial, investment, and public trust communications, including work for government-managed savings programs, public utilities, and regulated sectors. These experiences directly mirror the Mississippi Office of the State Treasurer's (OST) needs to communicate around programs such as MPACT, MACS, and Unclaimed Property, which require clarity, trust, and long-term behavioral engagement.

Key Personnel and Assigned Responsibilities

Walter Harris – Director of Client Services / Project Oversight (15+ years)

Walter leads account management and client satisfaction across Leap Group's civic and government portfolio. He has overseen campaign strategy for cities and states including Fort Worth, Waco, and Mason, ensuring regulatory compliance, budget alignment, and measurable communication results. His leadership on municipal rebranding and outreach campaigns demonstrates his ability to guide public institutions through multi-phase communication efforts that build awareness and trust.

Ember Marr – President, (spark); Executive Producer (20+ years)

Ember's two decades in creative direction and production span city governments, public utilities, and nonprofit organizations. Her leadership in campaigns such as Louisville Water Company's PureSpout launch and Hamilton County Public Health's Let's Move! initiative show her ability to translate complex public or health information into emotional, story-driven content that delivers measurable engagement. For OST, she will oversee all video and multimedia production, ensuring each story reflects accuracy, accessibility, and human connection.

Kenny Friedman – VP, Executive Creative Director, (matter) (20+ years)

Kenny has led brand and campaign development for dozens of civic and financial clients, including EVS Solutions, a digital identity verification firm serving financial institutions and regulatory agencies. His experience modernizing brands in financial technology and

government communications ensures OST's messaging will be both credible and accessible. He was the creative lead for the City of Mason rebrand, City of Waco website redevelopment, and Bluegrass REALTORS® rebrand, combining strategy and creative execution to drive adoption and trust across stakeholder audiences.

Ryan Smith – President, (amp) (20+ years)

Ryan brings over two decades of experience leading integrated marketing and data-driven media strategies for both private and public institutions. He has managed campaigns for Town of Gilbert Economic Development, City of Fort Worth, and the State of Kansas Department of Administration, applying advanced analytics to optimize media performance and improve return on investment. His work in these performance-driven campaigns parallels the accountability and transparency required of OST programs.

Ruby Dewitt – VP, Media Strategy (15+ years)

Ruby leads development of integrated, measurable media strategies, specializing in audience segmentation and optimization across digital, print, and broadcast channels. She has directed paid media for public agencies and community organizations—ensuring equitable reach and cost efficiency. Her experience in multi-channel equity-focused outreach for the City of Fort Worth and data-driven media for the Town of Gilbert's economic development campaign aligns closely with OST's statewide, diverse audience base.

Madison Asher – Associate Creative Director (10+ years)

Madison blends storytelling with design, leading campaigns that make complex topics relatable. She played a key role in creative direction for the American Kennel Club's national rebrand, Cheltenham Township's civic identity initiative, and Standard Bariatrics' medical-to-market launch. Her ability to humanize technical or financial concepts ensures OST's communications resonate with Mississippians from all backgrounds.

Christina Koplyay – Senior Designer (7+ years)

Christina's work centers on building cohesive design systems for government, education, and health clients. Her portfolio includes creative contributions to City of Waco's digital redesign and Louisville Water Company's rebrand, where she helped develop accessible design solutions for citizens. She ensures visual clarity and consistency across every platform, a critical factor in OST's multi-program communications.

Kim Pegram – Director of Brand Implementation (15+ years)

Kim oversees brand consistency across all channels, with deep experience in visual standards for municipalities and statewide entities. She has supported brand rollouts for Bluegrass REALTORS®, City of Ennis, and Louisville Water Company, ensuring compliance, quality, and scalability. Her systematic approach to implementation will ensure OST's new creative materials maintain visual and regulatory alignment.

Shane Doyle – Art Director (10+ years)

Shane specializes in visual storytelling and campaign design for civic and nonprofit organizations. His experience includes developing creative for City of Mason's community brand rollout and Chicago Chamber of Commerce's annual membership campaign. His eye for

narrative-driven design will help translate OST's financial programs into approachable, trustworthy visuals.

Taylor Cochran – Creative Producer (8+ years)

Taylor manages logistics and creative production for large-scale multimedia projects. Her recent work on the Belle of Louisville website redesign and City of Ennis communications rollout showcases her expertise in coordinating multi-channel production timelines. For OST, she will oversee shoot logistics, vendor coordination, and final asset delivery for multimedia campaigns.

David Carrero – Director of Production (6+ years)

David leads Leap Group's in-house video and animation team. His experience producing award-winning broadcast and digital campaigns includes projects for utilities, municipalities, and national nonprofits. His technical expertise ensures every OST visual, whether a broadcast PSA or a short-form explainer, meets the highest standards of clarity and production quality.

Timothy Sauer, Ph.D. – Director of Research, (human)x (15+ years)

Dr. Sauer directs Leap Group's research and insights division, applying behavioral science to audience engagement. He has led statewide market studies for the State of Kansas Department of Administration, helping agencies use data to refine messaging and measure public sentiment. His analytical background supports OST's data-driven approach to program evaluation and campaign performance.

Laura Valentine – Senior Market Research Analyst (5+ years)

Laura supports qualitative and quantitative research, including focus groups, surveys, and sentiment tracking. Her contributions to Fort Worth's public engagement campaign and Louisville Water's consumer research demonstrate her ability to translate audience data into actionable creative direction.

Jordan Turner – Director of Media (15+ years)

Jordan oversees cross-platform media planning and buying, specializing in campaigns that balance reach with fiscal responsibility. He has led media strategies for Town of Gilbert, Hamilton County's Let's Move! initiative, and Louisville Water Company, managing multi-million-dollar media budgets while delivering measurable, equitable audience reach.

Todd Krise – Director of Account Strategy (12+ years)

Todd ensures communication strategies are aligned with client goals and executed efficiently. His background includes public-sector accounts with complex approval processes, such as City of Mason and Cheltenham Township. He will serve as a key liaison for OST, connecting strategy, creative, and analytics into one unified workflow.

Molly Kennedy – Senior Media Manager (10+ years)

Molly manages campaign budgets, placements, and reporting, ensuring every dollar delivers measurable return. Her experience includes statewide and regional campaigns that demand high accountability, an approach that reflects OST's stewardship of public funds.

Relevant Expertise and Alignment with Financial Communications

Beyond municipal and civic campaigns, Leap Group's team has extensive experience marketing complex, regulated, and financial service offerings, including:

- **EVS Solutions** – Rebranding a 25-year-old identity verification company serving banks, fintech, and regulated industries.
- **Bluegrass REALTORS®** – Repositioning a real estate association focused on property investment and financial growth.
- **Louisville Water Company** – Communicating public utility value and stewardship through brand modernization.
- **Standard Bariatrics** – Launching a high-stakes medtech brand from startup to \$300M acquisition through precise, evidence-based marketing.

These projects demanded the same level of fiscal clarity, trust-building, and data-driven accountability that defines OST's statewide programs.

Summary

Collectively, Leap Group's staff brings deep expertise across public trust, financial services, civic engagement, and government communications. Every campaign cited, from Hamilton County's Let's Move! to Town of Gilbert's economic development, demonstrates this team's ability to turn complex information into accessible, inspiring storytelling that drives measurable public participation.

For OST, this same team will deliver communication systems that make the people of Mississippi feel informed, confident, and connected to their State Treasurer's Office.

D. Organization chart of the firm and indicate the position of each of the above personnel.

Please see organizational chart included on the following page.

The organizational chart is structured as follows:

- Daniel Knapp**
CEO, Co-Owner
 - Alan Gilleo**
CEO, Co-Owner
 - Ryan Smith**
President Media Search
 - Ember Marr**
President Production
 - Kenny Friedman**
VP Creative
 - Waller Harris**
Director of Client Services
 - Director of Brand Implementation**
 - Senior Designer**
 - Associate Creative Director**
 - Art Director**
 - Director, IT**
 - Project Management Supervisor**
 - Inground Marketing Manager**
 - Corporate Creative Director**
 - Wordpress Developer**
 - Senior Content Developer**
 - Senior Software Engineer**
 - Software Engineer**
 - Senior Software Architect**
 - Senior Software Engineer**
 - Senior Software Engineer, UX**
 - Associate Director, UX**
 - Director, Production and Animation**
 - Website Development/Project Manager**
 - Integrated Marketing Research and Manager**
 - Vice President Research and Consumer Strategy**
 - Vice President Media Strategy**
 - Vice President Media**
 - Senior Director Media Strategy and Analytics**
 - Director, Senior Consultant of Data Strategy and Analytics**

- Technical Analyst**
- Media Manager, Social**
- Senior Media Planner**
- Senior Research Analyst**
- Senior Content Producer**
- Creative Content**
- Junior Designer**
- IT Support Intern**
- Senior Network Engineer**
- Desktop Support/Junior Windows System Administrator**
- Project Manager**

Please see key personnel and resumes in above response, Section 3.1 C.

Staff Availability and Estimated Level of Effort

Because Leap Group's approach is highly collaborative and adaptive, these figures are flexible estimates. Once a final project schedule and timeline are jointly established with the Mississippi

Office of the State Treasurer (OST), we will refine staffing levels to ensure alignment with program needs and key campaign milestones. Our cross-agency model allows us to scale quickly, ensuring consistent coverage across all OST programs and deliverables.

Estimated Staff Availability

Name	Title / Role	Estimated Time Commitment	Notes
Walter Harris	Director of Client Services / Project Oversight	25%	Provides overall project oversight, quality assurance, and coordination between Leap Group and OST leadership.
Ember Marr	President, (spark); Executive Producer	20%	Oversees multimedia production, ensuring storytelling excellence and on-time delivery.
Kenny Friedman	VP, Executive Creative Director, (matter)	25%	Leads creative strategy and direction; ensures all campaign materials align with OST brand and program goals.
Ryan Smith	President, (amp)	20%	Oversees strategic integration of research, analytics, and media; ensures campaign performance accountability.
Ruby Dewitt	VP, Media Strategy	25%	Leads development, execution, and

			optimization of multi-channel media plans; oversees analytics reporting.
Madison Asher	Associate Creative Director	30%	Manages day-to-day creative development, storytelling, and cross-platform content execution.
Christina Koplyay	Senior Designer	25%	Designs visual assets across print, digital, and environmental media for consistent statewide campaign delivery.
Kim Pegram	Director of Brand Implementation	20%	Oversees implementation of OST's brand across all materials; ensures consistency and accessibility compliance.
Shane Doyle	Art Director	25%	Develops campaign visuals, collateral, and creative assets; supervises design production.
Taylor Cochran	Creative Producer	30%	Manages logistics, production schedules, and asset delivery across video,

			photo, and multimedia projects.
David Carrero	Director of Production	25%	Leads animation, post-production, and video content development; ensures high production standards.
Dr. Timothy Sauer	Director of Research, (human)x	25%	Directs all research and data strategy; oversees public awareness studies and campaign evaluation.
Laura Valentine	Senior Market Research Analyst	25%	Supports quantitative and qualitative research, audience segmentation, and campaign reporting.
Jordan Turner	Director of Media	30%	Leads planning and execution of statewide paid media campaigns; manages cross-platform buying and placement.
Todd Krise	Director of Account Strategy	30%	Oversees client communication, workflow alignment, and delivery tracking; ensures goals are met across teams.

Molly Kennedy	Senior Media Manager	30%	Manages daily media operations, vendor relations, performance tracking, and ongoing optimization.
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G. Statement of the willingness of the Respondent to provide adequate on-site support as needed.

We are fully prepared to accommodate in-person collaboration at the Mississippi Office of the State Treasurer (OST) or other designated locations when required.

H. Names of customers currently using similar skills, services, and products of the Respondent as identified in this RFP. The name of a contact person, title, address, and telephone number for each customer shall also be specified. OST reserves the right to contact each reference listed in the Respondent's proposal.

Over the past two decades, Leap Group has partnered with organizations across industries — from municipal governments and utilities to national nonprofits and Fortune 500 brands — to solve complex communication challenges with creativity and measurable impact. The following references represent a selection of recent clients who can speak directly to the quality of our work, our collaborative process, and our ability to deliver transformative results. Each relationship demonstrates our capacity to align with organizational values, engage diverse audiences, and build brand trust through strategy, design, and execution. Our references include:

- Matthew Griffith, Manager - Strategic Business**
Louisville Water Company
Services Provided: 2022-Current
Phone: 502.489.4981
Email: mgriffith@louisvillewater.com
Address: 550 South Third Street, Louisville, KY 40202
Services: Developed and implemented a rebranding strategy, including design elements like signage and promotional materials, and created marketing campaigns to promote Louisville Water's new *PureSpout* product.

2. **Victor Kidd, Former Mayor**
City of Mason
Phone: 808.269.1858
E-mail address: victorlanekidd@gmail.com
Address: 6000 Mason-Montgomery Road, Mason, OH 45040
Services: Developed a city-wide branding strategy, including a new logo, wayfinding signage, and digital content, while redesigning the city's website to improve engagement and represent its growth.

3. **Kirsten Bahlke, Vice President Marketing**
American Kennel Club
Services Provided: 2023-Current
Phone: 212-696-8265
Email: kirsten.bahlke@akc.org
Address: 101 Park Avenue, 5th Floor, New York, NY 10178
Services: Developed and launched the national brand campaign "Everything We Do, We Do for Dogs" to modernize AKC's image and connect with Millennial and Gen Z dog owners. The campaign, which debuted with a :60 commercial during the AKC National Championship Dog Show, showcased the deep bond between dogs and their owners, emphasizing AKC's role in supporting dog lovers through all stages of ownership. The integrated campaign included TV, digital, social media, and out-of-home advertising to raise brand awareness and foster community engagement.

4. **Melanie Canning, Director of Insights**
Shurtape Technologies, LLC
Services Provided: 2023-Current
Email: mcanning@shurtape.com
Address: 1712 8th Street Drive SE, Hickory, NC 28602
Services: Assisted with brand identity design, developed digital marketing content, and provided market research insights to strengthen Shurtape's messaging and improve their website user experience.

5. **Justin Landon, Former CEO**
Bluegrass Realtors
Phone: 859-276-3503
Services Provided: 2021-2024
E-mail address: justin@lbar.com
Address: 2250 Regency Rd, Lexington, KY 40503
Services: Redesigned the website, created digital marketing campaigns, and developed print and digital materials to enhance the user experience and drive engagement in the real estate market.

6. **Krista Snider, CEO**
Belle of Louisville

Phone: 502.574.5103

Services Provided: 2022-2023

E-mail address: krista.snider@louisvilleky.gov

Address: 401 W River Rd, Louisville, KY 40202

Services: Redesigned the website, improved user experience, and developed marketing materials to promote ticket sales and donations, enhancing engagement and online visibility.

7. Eric Knapp, President

Electronic Verification Systems, LLC

Phone: 502.814.1020

Services Provided: 2023-2024

Email Address: eknapp@electronicverificationsystems.com

Address: 2500 Technology Drive, Louisville, KY 40299

Services: Partnered with EVS Solutions to deliver a full-scale rebrand, including brand strategy, logo and visual identity redesign, website overhaul, and collateral development, repositioning the company as a modern, trusted leader in digital identity verification. The refreshed identity and human-centered digital experience drove measurable impact, including a 32% increase in site engagement and a 20% rise in demo requests within two months of launch.

These partnerships reflect more than just completed projects; they showcase Leap Group's ability to guide organizations through meaningful change, balancing creativity with accountability. Whether launching a national brand campaign, revitalizing a city's identity, or reimagining a utility's customer experience, our approach consistently produces measurable outcomes and long-lasting impact. We are proud of the trust these leaders have placed in us, and we look forward to bringing the same level of dedication, innovation, and measurable success to the Mississippi Office of the State Treasury.

I. Certification that the Respondent is in compliance with all current contracts.

Leap Group Network LLC confirms company is in compliance with all current contracts.

Leap Group Network LLC or any of its subsidiaries does not have any current contracts with Mississippi Office of the State Treasury, or related agencies.

3.6 QUALITY MANAGEMENT PRACTICES

Each Respondent shall describe its quality management practices and achievements in same. Respondent shall include examples of current quality reporting.

Quality Management Practices

Leap Group uses a structured, data-informed quality management process built around consistency, accountability, and real-time visibility into work in progress. Quality, for us, isn't a single review step, it's built into how our teams operate day to day. Every deliverable moves through defined checkpoints that connect strategy, creative, production, and analytics, ensuring that what we produce is not only on message, but on target with the goals we set with our clients. Documentation, shared dashboards, and cross-team collaboration are standard practice, giving both our internal teams and clients a clear view of progress, timing, and performance at every stage.

1. Quality Planning and Standardization

All projects begin with a formalized Project Definition and Quality Framework, outlining key deliverables, measurable performance indicators, and client-approved checkpoints. Internal review systems are guided by the following principles:

- **Defined Workflows and Gate Reviews** – Each deliverable passes through structured review stages (strategy, creative, compliance, performance).
- **Version Control and Traceability** – Every revision is tracked and documented for auditability.
- **Accessibility and Compliance** – All creative materials adhere to WCAG 2.1 AA standards, brand guidelines, and state communication requirements.
- **Peer and Director Review** – Creative, copy, and reporting deliverables undergo a minimum two-tier review (senior strategist + department lead).

This ensures accuracy, consistency, and readiness for public-sector distribution before client presentation.

2. Continuous Monitoring and Internal QA

Leap Group's in-house QA team uses a dual-layer monitoring process:

- **Real-time verification** via project dashboards (tracking timelines, approvals, and performance metrics).
- **Post-launch audits** at 30-, 60-, and 90-day intervals to assess campaign accuracy and effectiveness.

These reviews evaluate adherence to scope, schedule, and defined KPIs such as engagement rate, conversion efficiency, message clarity, and accessibility compliance.

3. Performance Measurement and Reporting

Our reporting model integrates quantitative analytics with qualitative insights. Depending on project type, data may include:

- **Web & Digital Analytics** – Google Analytics 4 dashboards tracking impressions, CTRs, engagement, and goal completions.
- **Media Performance Reports** – Cross-channel metrics (paid search, social, OTT, OOH) summarized against spend efficiency benchmarks.
- **Creative Effectiveness Audits** – Message recall, audience sentiment, and UX feedback summarized in post-campaign evaluations.

This framework has been refined through financial-sector engagements such as University of Michigan Credit Union (UMCU), where Leap Group executed a comprehensive research and strategy audit that combined quantitative survey data (308 respondents) with stakeholder interviews and competitive benchmarking.

Key QA features included:

- Multi-method data validation across focus groups, surveys, and digital analytics.
- Stakeholder alignment sessions to confirm insights and eliminate bias.
- Iterative reporting cycles summarizing *what was learned, what changed, and what improved next* — a format that now underpins our government-sector dashboards.

4. Example of Current Quality Reporting

Our standard quality reporting templates (examples attached) demonstrate transparency and accountability:

- **University of Michigan Credit Union – Website Strategy Report**
A 79-page findings document that included detailed methodologies (stakeholder interviews, non-member surveys, competitor benchmarking) and a clearly defined *Website Non-Negotiables* framework ensuring measurable UX standards, accessibility, and community engagement.
- **TFK Creative Reporting YTD 2024**
Quarterly reporting showcasing *creative performance vs. KPIs*, including reach, engagement rate, and ROI summaries formatted into color-coded visual dashboards.
- **Lunazul Brand Dashboard (2021)**
Monthly reporting integrating media results, social listening sentiment, and creative engagement scores, establishing a model for *closed-loop reporting* still used in current campaigns.

Each report aligns with our core QA objectives: *accuracy, accountability, and actionable insight*.

5. Achievements in Quality Management

Consistent 95 %+ on-time delivery rate across all active contracts (tracked via internal LeapOps PM system).

- **Zero non-conformance findings** in the past three years across client audits.
- **Recognition for data integrity and clarity in reporting** — cited by UMCU and other financial partners for accessible analytics presentation and stakeholder alignment.

- **ISO-style internal documentation standards** modeled after Lean Six Sigma principles for continuous process optimization.

Conclusion

Leap Group's quality management approach is built on discipline, documentation, and data clarity. Through rigorous review cycles, transparent reporting, and stakeholder-validated analytics, we ensure every deliverable is accurate, compliant, and effective. Our quality reporting, as illustrated in UMCU, TFK, and Lunazul examples, demonstrates a proven commitment to measurable outcomes and continuous improvement across every engagement.

Please see sample quality reports attached separately.

3.7 PLAN TO IMPLEMENT SCOPE OF SERVICES

Each Respondent shall provide a written statement of their firms understanding of the services requested herein as well as a detailed written plan outlining how the firm proposes to go about providing services required by Section II.

Statement of Understanding

Leap Group fully understands and embraces the scope, objectives, and responsibilities outlined in the Mississippi Office of the State Treasurer (OST) Request for Proposals for Communications and Marketing Consultants (RFP No. 3120003221). The requested services encompass strategy development, creative design, outreach support, and performance evaluation for OST's core programs — the Mississippi Prepaid Affordable College Tuition (MPACT), Mississippi Affordable College Savings (MACS), Unclaimed Property, and the Executive Office's financial education and public affairs initiatives.

We understand that the State Treasurer's Office seeks a communications partner that can unify and strengthen public awareness across these programs, increasing participation, ensuring clarity and accessibility, and building long-term trust in OST as a steward of financial empowerment for Mississippi citizens.

Leap Group recognizes that this partnership requires a full-service marketing and communications firm with expertise in:

- **Marketing Strategy Development** – Assisting OST in designing and implementing both annual and long-term marketing strategies and plans; providing consultation on outreach through television, radio, print, digital, and event-based channels; and aligning campaigns with OST's calendar of enrollment periods, unclaimed property outreach, and financial literacy initiatives.
- **Creative Development and Material Design** – Concepting, designing, and producing all required marketing materials, including MPACT enrollment booklets, flyers, brochures, posters, banners, and other communication tools used across OST

programs. All materials will adhere to accessibility standards (WCAG 2.1), and will be clear, accurate, and consistent with OST's visual and editorial identity.

- **Public Relations and Community Engagement Support** – Assisting with media relations, community event coordination, and employer outreach to ensure OST's programs reach residents, families, civic groups, and businesses across Mississippi.
- **Digital and Internet Marketing** – Supporting online campaigns, direct mail, and targeted communications designed to increase awareness and participation while maintaining compliance with state communication guidelines.
- **Evaluation and Reporting** – Measuring the effectiveness of marketing and outreach activities through qualitative and quantitative analysis, awareness studies, and post-campaign reporting, as required by Section 2.1.3 of the RFP.

Leap Group also understands that all strategies and creative executions will be reviewed and approved by OST staff, with the successful firm acting as a consultative partner rather than an independent authority. The contract requires clear documentation, performance reporting, and adherence to Mississippi procurement standards and OST brand governance protocols.

Our understanding extends beyond the technical scope. We recognize that OST's communications touch Mississippians at pivotal financial moments, when saving for college, claiming long-held assets, or seeking trustworthy guidance from their government. Each message must therefore be accurate, accessible, and deeply human.

Leap Group is uniquely positioned to meet these expectations with an integrated in-house team, with no use of subcontractors, encompassing research, creative, media, production, and analytics.

We view this partnership not merely as a communications contract, but as a mission to help Mississippians reclaim what's theirs, invest in what matters, and build confidence in their financial future, through clear, consistent, and results-driven communication.

Proposed Approach, Methodology, and Work Plan

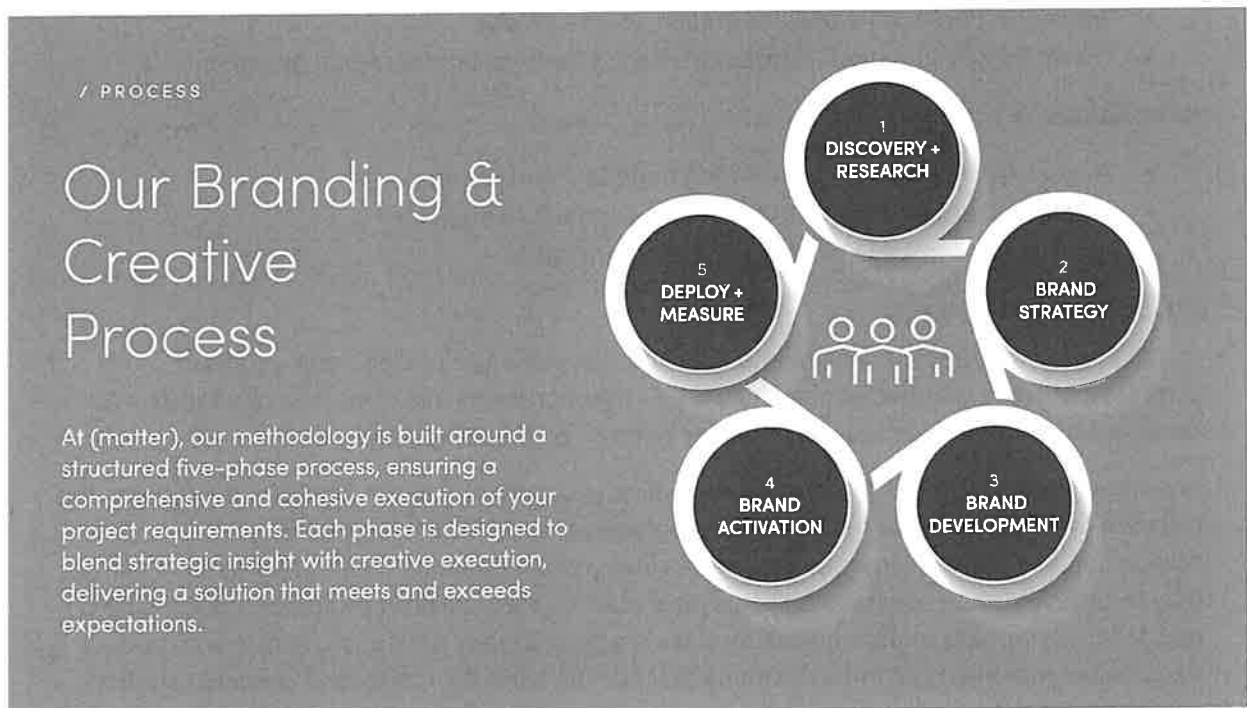
At Leap Group, we believe that strong communication programs don't begin with messages, they begin with meaning. With understanding what matters most to the people we're reaching, how they make decisions, and what builds lasting trust in state-led programs that touch families, educators, employers, and communities alike.

The Mississippi Office of the State Treasurer (OST) plays an essential, deeply human role in the financial well-being of the state, from helping parents invest in their children's futures through MPACT and MACS, to returning forgotten funds through Unclaimed Property, to managing public funds and promoting financial literacy across the state. These programs are not abstract; they are personal. Every claim made, every account opened, every workshop taught represents a Mississippian gaining access to financial security and opportunity.

This project is about strengthening that connection. It's about helping Mississippians see the Treasurer's Office as more than a financial institution, as a partner in their goals, their education,

and their lives. Our goal is to develop a unified communications and marketing strategy that makes OST's programs easier to understand, easier to access, and more visible to those who need them most.

Leap Group will apply our five-phase methodology, honed through decades of public-sector communications and higher education engagement. Each phase is designed to build insight, alignment, and measurable impact across OST's programs, aligning with the scope of services outlined in Section 2.1.



Phase 1: Discovery + Research

Discovery is where we listen deeply, to data, to people, and to the state itself. We'll begin by examining how Mississippians currently interact with OST programs: what they know, what confuses them, and what barriers stand between awareness and participation.

We'll review OST's most recent campaigns, digital channels, enrollment and claim data, and earned media coverage. Equally important, we'll engage directly with the OST program teams — **MPACT**, **MACS**, **Unclaimed Property**, and the **Executive Office** — to understand internal processes, outreach challenges, and existing success stories.

We will also assess the communications ecosystem: which messages have driven the most engagement, which demographics are underrepresented (rural counties, lower-income families, new parents, or retirees), and how each program's goals align with the broader Treasurer's mission of stewardship, transparency, and financial education.

Our research team, led by Dr. Timothy Sauer and Laura Valentine, will apply both qualitative and quantitative methods to create an actionable insight report. This will ensure every strategy and creative decision is grounded in real data and audience understanding.

Sample Deliverables:

- OST Communications & Audience Insight Report
- Stakeholder Interview Summary and Key Findings
- Competitor and Peer-State Benchmarking (e.g., Alabama, Louisiana, Arkansas Treasury Programs)
- Audience Personas and Participation Journey Maps
- “From Insight to Action” Framework linking findings to messaging direction

Information Needed:

- Access to previous OST marketing materials and reports
- Available performance data for recent outreach campaigns
- Introductions to key OST staff and program leads

Phase 2: Brand Strategy

In this phase, we translate insight into intention, developing a unified, multi-program communications strategy that clarifies OST’s voice across its initiatives and strengthens its presence as a trusted, accessible financial partner for Mississippians.

For many residents, the State Treasurer’s Office is synonymous with Unclaimed Property, the program that helps people recover what’s rightfully theirs. Yet behind that single point of recognition lies a much larger story: one of stewardship, education, and opportunity. OST not only returns forgotten assets, it helps parents plan for their children’s futures through MPACT and MACS, empowers communities through financial literacy education, and oversees the responsible management of public funds that sustain schools, roads, and essential services across Mississippi.

Our strategy will bring these efforts under a cohesive narrative, one that humanizes OST’s mission and demonstrates how every program, from saving for college to reclaiming unclaimed money, contributes to a stronger financial foundation for Mississippi families. We’ll focus on reshaping public perception from seeing OST as a transactional agency to recognizing it as a partner in lifelong financial growth. By unifying messaging, tone, and visuals across all programs, we’ll help Mississippians see the full picture: a Treasurer’s Office that safeguards their past, invests in their future, and serves as a trusted guide every step of the way.

Sample Deliverables:

- Comprehensive OST Communications & Marketing Strategy
- Program-Specific Messaging Frameworks (MPACT, MACS, Unclaimed Property, Executive Office)
- Tagline and Campaign Narrative Development
- Annual and Long-Term Marketing Plan aligned to 2025–2029 OST goals

- Audience Engagement and Channel Strategy Recommendations

Information Needed:

- Review of OST brand and identity standards
- Approval of messaging tone preferences and key themes

Phase 3: Marketing Materials Design

With the strategy approved, our creative teams will develop the tools that make it real. This is where the story takes shape, where insights become visuals, and the OST's values are translated into materials that people can hold, read, and share. Every piece we design will build understanding, inspire confidence, and make it easier for Mississippians to engage with the Treasurer's Office and its programs.

Our approach to design begins with clarity. For a statewide audience that includes parents planning for college, retirees searching for unclaimed funds, educators promoting financial literacy, and employers offering savings benefits, accessibility isn't optional, it's essential. We will apply best practices in readability, ADA/WCAG 2.1 accessibility, and plain-language communication to ensure every resident, regardless of age or background, can easily understand and act on OST's information.

Leap Group will design a unified system of marketing materials that supports every program under OST's umbrella, maintaining consistency while allowing for tailored storytelling across audiences and channels. This includes:

- **The MPACT Enrollment Booklet** – A redesigned, easy-to-navigate booklet featuring clear language, intuitive flow, and updated visuals that guide families through enrollment, disclosures, and benefits with confidence.
- **Single-Sheet Flyers, Fold-Over Brochures, and Event Handouts** – Streamlined print and digital collateral for **MACS** and **Unclaimed Property**, designed for quick comprehension and visual appeal at conventions, fairs, and benefit events.
- **Posters, Banners, and Displays** – Large-format materials that create instant recognition for OST programs at community events, schools, and partner locations, extending brand visibility beyond the Treasury's digital reach.
- **Direct Mail Templates and Digital Campaign Assets** – Cohesive creative templates optimized for OST's website, email outreach, and social media platforms, ensuring a consistent tone and look across all digital touchpoints.
- **Website Content and Layout Assistance** – Strategic guidance and design support for updating the OST website to align with new campaign messaging and visuals, reinforcing accessibility, ease of navigation, and cross-program visibility.

All production estimates will include print management and delivery for typical OST print runs (approximately 1,000 units per item), encompassing vendor coordination, prepress setup, and final quality control.

Each design element will reflect OST's values of trust, transparency, and service, ensuring every deliverable aligns with brand standards and accessibility benchmarks.

Sample Deliverables:

- Complete suite of print and digital collateral templates
- Creative concepts for statewide campaigns and program launches
- Branded event and display designs for fairs and conventions
- Website content refresh plan and visual consistency guidelines
- Implementation-ready design toolkit for in-house use

Information Needed:

- Access to OST visual standards and brand assets
- Print vendor specifications and digital file format requirements
- CMS details and content governance process for web updates

Phase 4: Brand Activation

This phase focuses on putting the plan into action to ensure that every component of the strategy, from message to medium, works together seamlessly. It's where Mississippians begin to see and engage with OST's programs through cohesive, consistent, and strategically timed communications.

Working in close collaboration with OST staff, Leap Group will coordinate a comprehensive activation plan that synchronizes timing, messaging, and delivery across all programs — MPACT, MACS, Unclaimed Property, and the Executive Office. Each program serves distinct audiences and follows its own annual cycle, and our approach will respect those nuances while maintaining a unified visual and narrative framework that reinforces OST's overarching mission of financial empowerment.

Our activation plan will be anchored by a centralized marketing calendar developed in partnership with OST. This tool will outline campaign sequencing, asset distribution, and message timing to ensure every initiative — from an MPACT enrollment campaign to a statewide Unclaimed Property outreach effort — launches with clarity and alignment.

Leap Group will provide event collateral design, scheduling coordination, and outreach toolkits, while OST staff will oversee all on-site event staffing, setup, and community interactions.

For example:

- **Spring–Summer:** Focus on MPACT open enrollment and MACS contributions, reaching parents, educators, and employers through targeted digital and media placements.
- **Fall–Winter:** Unclaimed Property awareness campaigns and statewide communications timed with public events and media cycles.
- **Year-Round:** Consistent messaging from the Executive Office promoting transparency, fiscal leadership, and financial literacy education across channels.

Leap Group will manage all creative trafficking, file delivery, and vendor coordination, ensuring campaigns deploy accurately, efficiently, and on time. Our team will work directly with OST's designated points of contact to finalize ad specifications, approve layouts, and confirm placements, providing a streamlined process that minimizes staff burden while maintaining full visibility for OST leadership.

Our media strategy and buying team (amp) will oversee all media planning, rate negotiation, and reconciliation with local and statewide vendors. We will verify placement, provide tear sheets or screenshots for every paid media run, and deliver comprehensive reporting that measures reach, frequency, and cost efficiency. Our creative and communications teams (matter) will ensure that all campaign messaging remains consistent across print, digital, and earned media channels, while supporting OST in public affairs and stakeholder communications through adaptable templates and message guides.

Every component of the activation process, from advertising to collateral to digital updates, will be fully documented and archived for OST reference, providing a sustainable foundation for continued outreach and internal management of campaigns in future years. Consistent with OST's direction, Leap Group will prioritize Mississippi-first media channels such as local television, Facebook, community newspapers, and talk radio. TikTok and other non-endorsed platforms will not be used.

Sample Deliverables:

- Comprehensive Annual Marketing Calendar & Campaign Rollout Plan, organized by program, timing, and audience
- Press and Public Affairs Toolkit (press release templates, talking points, and media contact framework)
- Digital and Print Asset Deployment Guide (file specifications, naming conventions, distribution procedures)
- Paid Media Placement Plan and Performance Dashboard, detailing metrics by channel and geography
- Campaign Management Tracker for OST use, logging version control, delivery status, and key deadlines

Information Needed:

- OST's existing communications and outreach calendar
- Target audience priorities and campaign timing by program
- List of preferred or existing media and print vendors
- Approval workflows and content sign-off procedures

Phase 5: Deploy + Measure

Strong communication is measurable communication. In this final phase, Leap Group will ensure that every campaign, asset, and outreach effort delivers quantifiable value to Mississippi residents, turning data into insight and insight into action.

We believe that evaluation isn't a postscript, it's part of the process. From day one, our approach will embed measurable objectives and key performance indicators (KPIs) into each campaign, enabling OST to assess not just reach, but impact.

Our analytics and research teams, led by (human)x, Leap Group's in-house research and insights division, will develop custom dashboards and performance frameworks to track campaign results across all OST programs, including MPACT, MACS, Unclaimed Property, and Treasury-led financial education initiatives.

We will integrate multiple data sources to create a holistic view of performance:

- **Web and digital analytics** (traffic, conversions, search volume, downloads, and engagement time)
- **Social and media metrics** (impressions, reach, frequency, and cost efficiency across channels)
- **Program participation data** (enrollment trends, contributions, claims, and event engagement)
- **Survey-based awareness tracking**, conducted post-campaign to measure message recall, comprehension, and trust indicators

These data streams will be synthesized into clear, narrative-driven reporting designed for leadership visibility and public accountability.

Following each major milestone, such as, the MPACT enrollment period, Unclaimed Property awareness campaigns, or key media initiatives, Leap Group will deliver post-campaign analyses highlighting what worked, what could improve, and where to optimize for future cycles.

Our research methodology emphasizes both quantitative rigor and qualitative understanding. We go beyond vanity metrics to analyze the “why” behind audience behavior, identifying which messages resonate, which visuals drive engagement, and which channels deliver the strongest ROI for OST’s mission.

All results will be shared through an interactive performance dashboard and summary reports that can be presented to internal stakeholders, legislative partners, and the public. Each report will include clear visualizations, narrative insights, and actionable recommendations for future planning. Leap Group will deliver all performance data and recommendations remotely in coordination with OST staff, with no on-site presence required.

Sample Deliverables:

- **Quarterly and Annual Communications & Marketing Results Reports** tracking awareness, engagement, and participation across programs
- **Campaign Performance Dashboard** (web, social, paid media, and earned coverage metrics)
- **Post-Campaign Evaluation Summaries** with performance comparisons year over year
- **Continuous Improvement Framework**, outlining data-informed adjustments for future campaigns
- **Executive Presentation Decks**, translating findings into accessible, high-level narratives

Information Needed:

- Access to baseline metrics for program participation, campaign performance, and digital analytics
- Data-sharing protocols and preferred reporting cadence (monthly, quarterly, annual)
- OST staff contacts for data coordination and review
- Preferred reporting formats for internal and public presentation

Conclusion

This initiative is about more than marketing, it's about building understanding, trust, and connection. It's about showing Mississippians that their Treasurer's Office is not only managing state funds, it's managing their future.

Through Leap Group's integrated five-phase approach, OST will gain a unified communications system that informs, empowers, and inspires participation, turning awareness into action and programs into lifelong partnerships.

Every deliverable, from the first stakeholder interview to the final performance dashboard, is designed to uphold the Treasurer's mission: **to serve Mississippians with transparency, stewardship, and impact.**

At its heart, this engagement isn't just about campaigns. It's about helping people reclaim what's theirs, invest in what matters, and build a stronger, more financially confident Mississippi — together.

3.8 USE OF SUBCONTRACTORS

If the Respondent proposes to use one or more subcontractors, the proposal must identify the contemplated subcontractors and must include evidence of each subcontractor's ability to fill its respective duties.

Leap Group will not use subcontractors for this engagement. All services described in the scope of work will be performed entirely in-house by Leap Group's dedicated team members.

3.9 REGULATORY RESTRICTIONS AND LITIGATION

Each Respondent must describe in detail any past or pending regulatory restrictions, consent orders, or litigation to which the Respondent's firm or any of its principals, owners, directors, or officers have ever been a party. Proposal must indicate if any principals, owners, directors, or officers have been convicted of a felony. If so, a detailed description of each incident must be included.

Leap Group Network LLC and all principals, owners, directors, and officers have NOT been party to any past or pending regulatory restrictions, consent orders, or litigation.

NO principals, owners, directors, or officers of Leap Group Network LLC have been convicted of a felony.

APPENDIX B
Office of the State Treasurer

Request for Proposals - Communications and Marketing Consultants

OFFEROR'S REPRESENTATION REGARDING CONTINGENT FEES

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

REPRESENTATION REGARDING GRATUITIES

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

CERTIFICATION OF INDEPENDENT PRICE DETERMINATION

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

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

Company Name Leap Group Network, LLC

Signed 

Print Name John Rivers III

Title Agency Fit Consultant / Authorized Representative

Date 11 / 3 / 2025
MM DD YY

APPENDIX C
Release of Proposal as Public Record

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

CHOOSE ONE:

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

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

Signed John Rivers III

Print Name John Rivers III

Title Agency Fit Consultant / Authorized Representative

Date 11 / 3 / 2025
MM DD YY

APPENDIX D
Acknowledgement of Amendments

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

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

Amendment 1: 10/15/2025

Amendment 2: 10/20/2025

Leap Group Network, LLC

Company Name:

John Rivers III

Printed Name of Representative:

John Rivers III

11/3/2025

Signature / Date

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

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: Leap Group Network, LLC

By: *John Rivers III*

Printed Name: John Rivers III

Title: Agency Fit Consultant / Authorized Representative