



MOORE MEDIA GROUP

Theresa Abadie
Office of the State Treasurer
theresa.abadie@treasury.ms.gov

Dear Ms. Abadie,

Moore Media Group is pleased to submit this proposal in response to RFP #3120003221 for Communications and Marketing Consulting services. We are excited for the opportunity to support the Office of the State Treasurer in promoting your programs that serve citizens across the state and provide strategic guidance on how to maximize your communication impact.

Our Jackson-based agency has a strong history of producing and managing statewide public awareness campaigns, from initial PR strategy through creative production, media placement, community engagement, and performance reporting. Our clients include a wide range of public and nonprofit organizations, and we have the skills required to deliver effective, nuanced campaigns. Our team has expertise in both public affairs, creative design, and marketing strategy, and we'll craft an approach that is effective for Mississippians across the state and your internal team.

We are confident that our experience and understanding of Mississippi's communities make us a strong partner for the Office of the State Treasurer. We appreciate your consideration and look forward to the opportunity to work with your team.

Sincerely,

Emily Moore
Founder, Moore Media Group
emily@themooremediagroup.com
601-590-5771



MOORE MEDIA GROUP

RESPONSE TO REQUEST FOR PROPOSALS

COMMUNICATIONS & MARKETING CONSULTING -
OFFICE OF THE MISSISSIPPI STATE TREASURER

RFP #3120003221

SUBMITTED NOVEMBER 3, 2025

TECHNICAL PROPOSAL

Acknowledgements

Moore Media Group acknowledges all Sections and Amendments of RFP# 3120003221 and agrees to the terms and conditions contained within the document.

Proposal Plan

Moore Media Group will coordinate and implement marketing and promotional efforts that support the Office of the State Treasurer (OST) initiatives and engage Mississippi citizens. To begin this multi-year campaign, we will collaborate with OST leadership to establish a firm timeline, project goals, and key demographics (if different from the RFP FAQ). We will design tailored campaign strategies that leverage your objectives, creating compelling creative to ensure Mississippians that OST's programs are accessible, legitimate, and effective. We'll utilize this creative through various multimedia advertising channels to ensure the right people see our messages.

We will support OST staff in coordinating and executing promotional campaigns by serving as your dedicated communications partner. Our agency will provide creative direction, campaign management, and ongoing optimization throughout the life of the campaign to ensure relevancy and effectiveness. Our team will also assist in the selection of campaign themes, slogans, and creative concepts to ensure all messaging resonates with Mississippi families.

For media planning, Moore Media Group will purchase and place paid advertising across multiple platforms, and manage vendor relationships, production schedules, invoicing, and performance tracking. We'll also design and develop all supporting materials for use in these campaigns, ensuring everything complies with your brand guidelines.



Proposal Plan

Moore Media Group will also serve as your public relations partner, developing a multi-year PR plan to highlight important stories, sentiments, and relevant deadlines and information related to your initiatives like Unclaimed Property, the Mississippi Prepaid Affordable College Tuition Program (MPACT), the Mississippi Affordable College Savings Program (MACS), and other initiatives as information becomes available.

We'll also provide support for community events, fairs, and benefits expos across the state by developing and producing print materials, banners, signage, table displays, and promotional giveaways. Our team can also provide on-site assistance when needed, serving as an extension of OST's outreach team.

Signage and collateral production to include:

- The Mississippi Prepaid Affordable College Tuition Enrollment Booklet, prepared for digital and print distribution
- Single sheet flyers for distribution related to Unclaimed Property and College Savings Plans of Mississippi
- Fold-over brochures for distribution related to Unclaimed Property and College Savings Plans of Mississippi
- Posters and display stands advertising Unclaimed Property and CCSM
- Banners announcing Unclaimed Property and CPSM suitable for display at Fairs and Conventions
- Other materials as needed.

Each of the handheld printed materials will be printed in 1,000 quantities and refreshed as needed. Banners and display materials will be refreshed and updated as necessitated by wear and tear. All material designs and quantities will be approved by OST before production.



Proposal Plan

Advertising & Marketing

Moore Media Group will develop and execute a comprehensive multi-year marketing and advertising campaign that increase awareness of OST's core programs and services. Our approach integrates strategic planning, creative development, media placement, and performance tracking to ensure each campaign drives results across Mississippi's diverse communities.

Moore Media Group will purchase and place paid advertising across multiple platforms, including:

- television
- radio
- digital display/online media
- geofencing/retargeting ads
- print publications
- social media platforms
- outdoor

We will manage vendor relationships, production schedules, invoicing, and performance tracking. We'll also design and develop all supporting materials for use in these campaigns, ensuring everything complies with your brand guidelines.

Advertising will include paid placements across broadcast (TV, radio), digital (Google Display, social media), and print (local publications, event programs). Digital efforts will leverage geofencing, behavioral targeting, and boosted posts to reach the right audiences—especially around major statewide events such as the Mississippi State Fair, Neshoba County Fair, Cruisin' the Coast, and more. During these events, we will activate location-based social and display ads targeting mobile users on-site, maximizing exposure and engagement.

This comprehensive strategy is designed to meet people where they are and position OST to serve the most people possible in a budget-friendly way.



Proposal Plan

Event-Based Strategy

Our PR and advertising plan will target key statewide events that attract large numbers of Mississippi residents, such as:

- The Mississippi State Fair
- Neshoba County Fair
- Cruisin' the Coast
- Dixie National Rodeo
- Peter Anderson Festival
- Double Decker Festival

These events provide ideal opportunities for community engagement and high-volume visibility for OST programs. Our approach includes geofenced digital ads targeting attendees' mobile devices during and shortly before these events, as well as boosted social media campaigns tailored by demographic, location, and interest. We will also provide branded print collateral that can be handed out or displayed at vendor booths and event tables.

By pairing in-person presence with digital targeting, we will help OST reach audiences with timely, relevant messaging in both physical and digital spaces. Post-event, we will analyze performance metrics from digital ads and coordinate follow-up touchpoints for continued engagement.

Website Support

To support OST's website, our designers and developers will update content, support accessibility enhancements, and manage search engine optimization (SEO) for improved visibility. We will ensure OST's digital presence is mobile-friendly, user-centered, and reflective of its ongoing program offerings.



Proposal Plan

Public Relations

Moore Media Group prides ourselves on combining compelling messages with evocative creative to put each client's best foot forward and showcase their strengths to audiences. Public relations is a huge part of this. As we partner in PR efforts, we will go through various stages to make sure we all stay on the same page so that our team tells your story in the most effective way to the most appropriate audience.

Public Relations Plan and Strategy

Our first step will be to create a comprehensive public relations plan for the entire year. This plan will then be broken down into smaller, more detailed quarterly plans, each with its own unique goals and strategies. In these plans, we will identify our primary, secondary, and tertiary messages and talking points as well as a detailed audience for each. We will specify tactics, list specific media outlets, and methods in which we plan to communicate your story. Our PR and leadership team will meet with the client to review the plans and once they are approved, we will move forward with strategy execution.

Identifying Key Messages

We know that your office has multiple projects and campaigns running at the same time, which is why identifying and prioritizing messages will be a foundational part of our PR strategy. Samples of key messages may include:

- Explaining what Unclaimed Property is and how it works; this would include a campaign helping people realize UP is not a scam and keeping the public informed with how many claims have been initiated as well as the number of claims that have been paid
- How to apply for College and Career Savings; this would include messaging surrounding application opportunities as well as storytelling that focuses on the life-changing success of these vital programs
- General OST messaging focusing on projects, campaigns, updates, and successes that tie in to part of the greater story we are telling about the work being done in the OST



Proposal Plan

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- How to apply for College and Career Savings; this would include messaging surrounding application opportunities as well as storytelling that focuses on the life-changing success of these vital programs
- General OST messaging focusing on projects, campaigns, updates, and successes that tie in to part of the greater story we are telling about the work being done in the OST

Specifying Target Audiences

Communicating the proper message is ineffective if it's not targeted toward the correct audience. We will work closely with your team to assure that each message we communicate is being received by the most specific audience that makes sense for them. Samples of target audiences may include:

- Property owners
- Parents of small children
- Parents looking into future education opportunities for their children
- Grandparents looking into future opportunities for their grandchildren



Proposal Plan

Public Relations Strategy

We have managed public relations for organizations and entities across the state of Mississippi for nearly a decade. During that time we have established relationships with media personnel in every market in the state across multiple platforms. While we believe in the power of a strong press release, we utilize our relationships to maximize coverage any time we are trying to communicate a message for one of our clients. Samples of media forms we will utilize as we share your messages:

Local television

- WLBT
- WAPT
- WJTV
- WLOX
- WXXV
- WTVA
- WCBI
- WTOK
- WDAM
- WHLT
- MPB

Local and statewide talk radio

- SuperTalk Mississippi
- Mississippi Public Broadcasting

Local and statewide newspapers

- Clarion Ledger
- Sun Herald
- Daily Journal
- Hattiesburg American
- Commercial Dispatch
- Meridian Star
- Daily Corinthian
- Laurel Leader Call
- Greenwood Commonwealth
- Picayune Item
- Mississippi Business Journal



Proposal Plan

Local and statewide magazines

- Mississippi Magazine
- Northside Sun
- Hometown Magazines
- Delta Magazine
- Madison County Journal

Statewide digital news sites

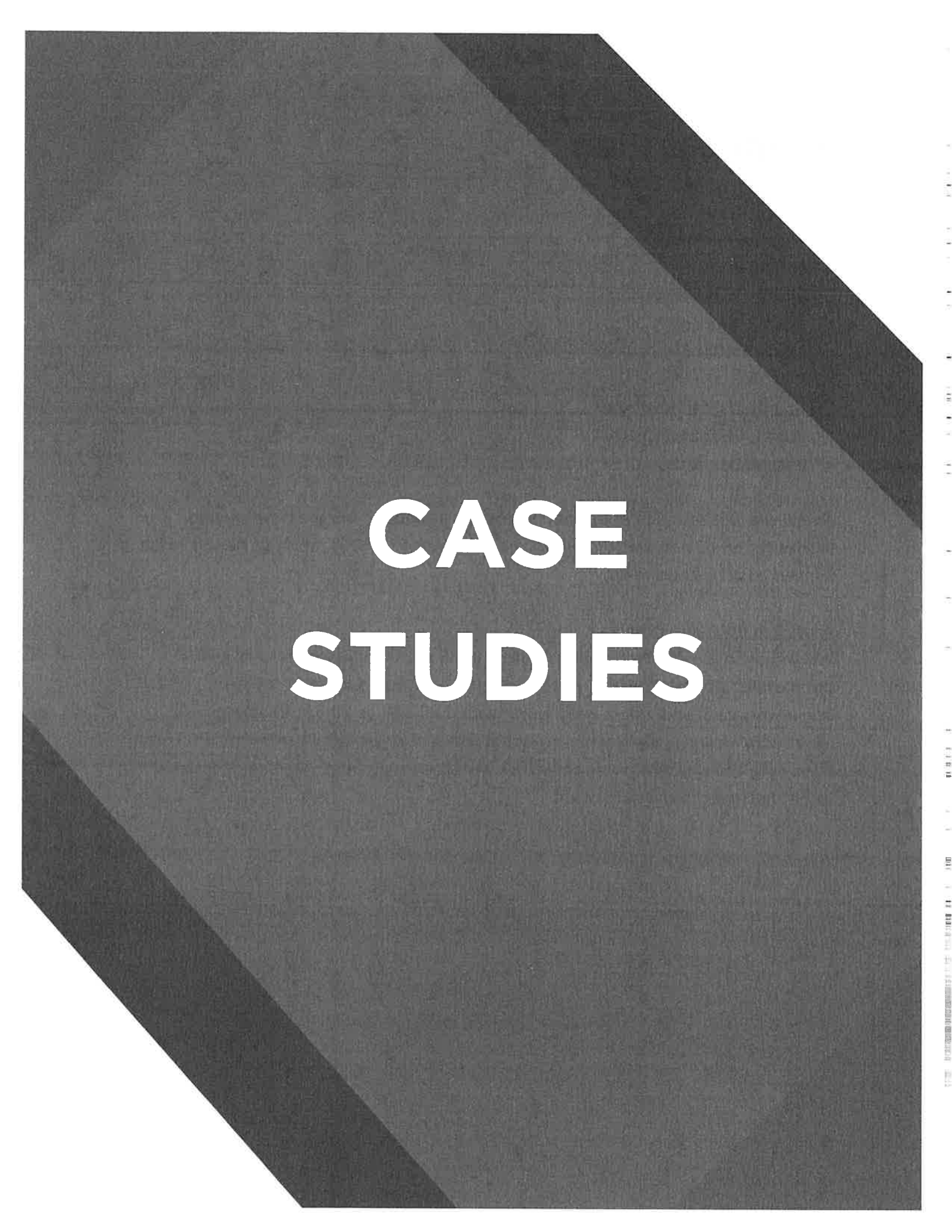
- Magnolia Tribune
- Mississippi Today

These are just samples of outlets across Mississippi where we have placed stories for clients and would work to do the same for OST, and not meant to be viewed as an extensive list.

Analytics and Adjustments

We will send a monthly analytics report of all public relations efforts with a detailed list of what messages were communicated, to whom they were communicated, and where they were placed as well as an approximated number of viewers along with any other relevant or pertinent information. Upon reviewing the analytics we will discuss if messaging, audience, or tactics need to be discussed moving forward.





CASE STUDIES

TWO MISSISSIPPI MUSEUMS



MUSEUM OF MISSISSIPPI
MISSISSIPPI CIVIL RIGHTS
HISTORY MUSEUM

Two Mississippi Museums

We have worked with the Two Mississippi Museums through the Mississippi Department of Archives and History to promote various exhibits and events, including The World of Marty Stuart exhibit, the Emmett Till exhibit, Mississippi Makers Fest, and the William and Elise Winter Celebration of Life, in which President Bill Clinton was the keynote speaker. We created a marketing plan for each campaign and designed, placed, and managed all of their digital and social media advertisement, and ultimately increased visitation numbers at the Two Mississippi Museums.

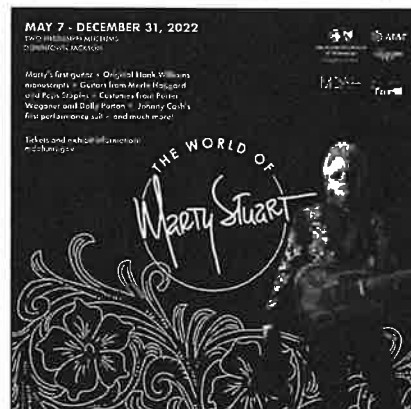
Total Digital/Social Ad Spend (per year) | \$100,000
Impressions | 8.6 million
Clicks | 50k

"Moore Media Group has successfully handled marketing and PR for multiple MDAH events. MMG is extremely savvy about how to reach the largest audience possible on a budget. More importantly, they are fully responsive to the client's needs and expectations. With MMG's help, we drew more than three thousand people to our inaugural Mississippi Maker's Fest. The event was a huge success thanks to Moore Media Group's effective marketing strategy and flawless execution."

- Katie Blount, Mississippi Department of Archives & History Director



WORK EXAMPLES





Mississippi Department of Human Services

We recently worked with the Mississippi Department of Human Services to develop and execute a one-month digital advertising campaign geared towards capturing new sub-grant partners to help support low-income and underserved communities who struggle with childcare and transportation issues that cause truancy, absenteeism, and other workforce issues. Our team was able to triple the number of individuals signed up to receive the department's e-mail notifications, surpassing their campaign goal. Below is the total campaign spend.

Total Digital Ad Spend | \$15,000
Impressions | 2.6 million
Clicks | 10.6k

"Moore Media was the perfect partner for a recent strategic campaign that targeted a particular audience. Their innovative approach, coupled with deep knowledge of integrated communications and marketing principles, helped MDHS exceed anticipated metrics with over 900% growth in the total contacts from beginning to end. Their attention to detail and flexibility to adjust the campaign in real time proved valuable assets to its success. Moore Media brought a fresh and targeted approach to maximize the advertising spend in converting awareness into constituents."

- Mark Jones, Mississippi Department of Human Services Chief Communication Officer



WORK EXAMPLES

Grants for organizations strengthening Mississippi families.

[Learn More](#)



Grants for organizations strengthening Mississippi families.

FUNDING OPPORTUNITIES ARE COMING!

[Learn More](#)



Grants for organizations strengthening Mississippi families.

FUNDING OPPORTUNITIES ARE COMING!

Do you offer services related to:

**Job Training & Education • Parent Supports
Afterschool & Summer Programs • Child Care
Transportation • Other Support Services**

[Learn More](#)



FUNDING OPPORTUNITIES ARE COMING!



Grants for organizations strengthening Mississippi families

[Learn More](#)



Grants for organizations strengthening Mississippi families.

[Learn More](#)





MISSISSIPPI
INSURANCE DEPARTMENT

Mississippi Insurance Department

We have worked with the Mississippi Insurance Department for the last three years to create statewide advertising campaigns for various initiatives including raising awareness for surprise billing and telemedicine. We were specifically hired to place digital and outdoor ads, so we created campaigns for each of these audiences and managed them. Below is the annual ad spend for the digital portion of the campaign for one year.

Total Digital Ad Spend | \$30,000
Impressions | 4.2 million
Clicks | 40k

"The Mississippi Insurance Department has worked with Moore Media Group (MMG) three times on advertising campaigns. The first campaign was very short notice and a very quick turnaround, but Emily and her team handled it with ease. Working together, we quickly narrowed down the demographic we wanted to reach and the best medium to use. With both campaigns, digital billboards helped get our healthcare-access messaging to thousands of people. Strategic targeting through social media was also fruitful as we drilled down to reach low income people and those living in the most rural parts of our state who may have difficulty accessing healthcare. Overall, the campaigns were made easy and successful with the combined experience at MMG."

- Beth Reiss, Mississippi Insurance Department



WORK EXAMPLES

Say "no" to surprise billing.

Contact your insurance company to see what they have determined your payment should be and then contact your provider.

1-800-562-2957 | MIDhelps.org



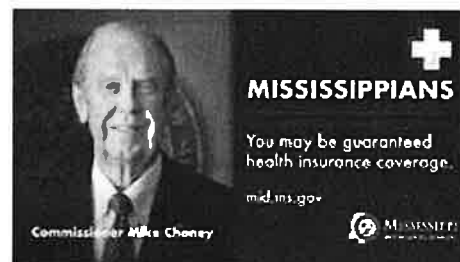
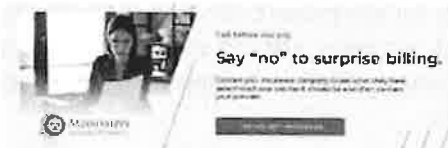
DID YOU KNOW?

Telemedicine is covered by health insurance.

Under Mississippi law, health insurance and employee benefits plans must cover telehealth services.

CONTACT US FOR MORE INFO:

✉ CONSUMER@MID.MS.GOV
☎ 1-800-562-2957
🌐 MIDHELPS.ORG



MISSISSIPPIANS



You may be guaranteed health insurance coverage.



[LEARN MORE](#)





DESIGN SAMPLES



EST. 2010

BEANFRUIT
COFFEE CO.



EST. 2010

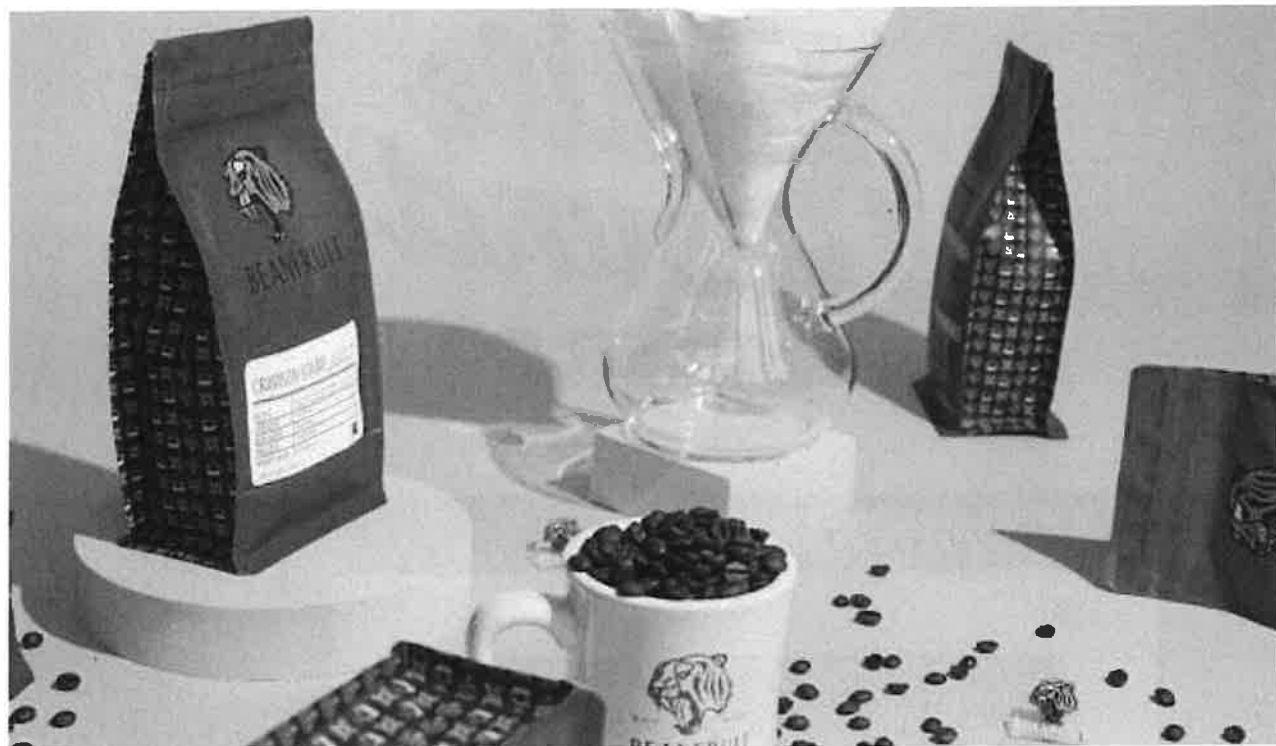
BEANFRUIT
COFFEE CO.



EST. 2010

BEANFRUIT
COFFEE CO.





Fertile Ground

• BEER CO. •



See More at fertilegroundbeer.com



MISSISSIPPI
**Asthma
& Allergy
Clinic** P.A.



See More at msaac.com



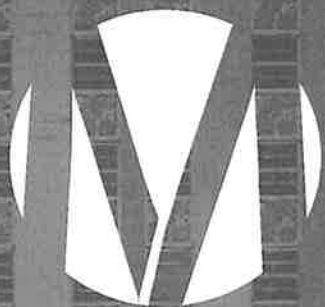
CDFL

ARCHITECTS + ENGINEERS PA



See More at cdfl.com





MOORE MEDIA GROUP



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RESPONSE TO REQUEST FOR PROPOSALS

COMMUNICATIONS & MARKETING CONSULTING -
OFFICE OF THE MISSISSIPPI STATE TREASURER

RFP #3120003221

SUBMITTED NOVEMBER 3, 2025

COST PROPOSAL

Cost Proposal

Moore Media Group proposes the following phased three-year budget to reflect the historical annual spend range of the Office of the State Treasurer of approximately \$137,000 per year, prioritizing foundational creative development in Year 1 and boosting ad spend in Years 2 and 3 for wider impact. As stated in the RFP, if the option to extend an additional two years is taken, we would revisit those budgets based on the success of the campaign at that time.

Category	Year 1	Year 2	Year 3
Campaign Strategy & Management	\$10,000	\$10,000	\$10,000
Creative Direction & Design	\$18,000	\$7,500	\$7,500
Public Relations Services	\$18,000	\$15,000	\$15,000
Social Media Management	\$20,000	\$20,000	\$20,000
Photo / Video Production	\$10,000	\$8,500	\$8,500
Website / SEO / Maintenance	\$2,000	\$2,000	\$2,000
Print Materials & Direct Mail	\$9,000	\$4,000	\$4,000
Paid Media Spend	\$34,000	\$51,000	\$51,000
Media Management Fee (18%)	\$6,000	\$9,000	\$9,000
Contingency	\$5,000	\$5,000	\$5,000
Total	\$132,000	\$132,000	\$132,000

Cost Proposal

Three-Year Plan Annual Totals:

- Year 1: \$132,000
- Year 2: \$132,000
- Year 3: \$132,000

Three-Year Total: \$396,000

**Cost Proposal rates include hard costs for printing and signage materials, equipment and studio fees for recording, and costs for agency services. Contingency fund exists to cover unanticipated miscellaneous fees that could occur during campaign planning and execution.*

Hourly Rates

Moore Media Group proposes the following rates and cost structure. These rates reflect our standard fees for communications, creative, and advertising services:

Hourly Rates by Role:

- Executive Management: \$200/hour
- Public Relations: \$200/hour
- Creative Direction: \$180/hour
- Graphic Design: \$180/hour
- Copywriting: \$150/hour
- Social Media Management: \$150/hour
- Social Media Content Creation: \$150/hour
- Website Design & Development: \$150/hour
- Photography & Videography: \$250/hour
- Campaign Management: \$150/hour

Advertising Placement & Management

- Moore Media Group charges 18% of total advertising spend to manage strategy, negotiation, placement, and optimization.

Billing & Fee Structure

- All services are billed monthly with itemized reporting.
- Moore Media Group charges a media placement fee of 18% of the total ad spend, which is within the national average of 15%-30%.





MOORE MEDIA GROUP



MOORE MEDIA GROUP

RESPONSE TO REQUEST FOR PROPOSALS

**COMMUNICATIONS & MARKETING CONSULTING -
OFFICE OF THE MISSISSIPPI STATE TREASURER**

RFP #3120003221

SUBMITTED NOVEMBER 3, 2025

MANAGEMENT PROPOSAL

Management Proposal

Ability to Perform Assigned Duties

Our team brings experience across campaign strategy, messaging development, creative production, media relations, and digital marketing. Each team member contributes specific expertise that will directly support the execution of the OST contract.

We agree to assist with on-site support on an as-needed basis so long as the OST submits the request in writing in ample time to accommodate.

Additional support may be contracted on an hourly basis as required, subject to OST's approval.

Quality Assurance & Collaboration

Our agency will provide a dedicated account manager to serve as OST's primary point of contact. We will establish regular meetings with OST stakeholders, produce progress reports, and maintain open lines of communication throughout the project lifecycle. All deliverables will undergo internal review by our Creative Director and Executive Lead prior to OST review.

Moore Media Group is committed to timely, responsive service and transparent collaboration. We value accountability, shared vision, and measurable outcomes.



Agency Overview

Moore Media Group is a full-service marketing and communications agency based in Jackson, Mississippi. We are a nimble, experienced team of strategists, designers, writers, producers, and public relations professionals with extensive experience supporting public sector communications efforts throughout the state. We specialize in designing strategic, integrated communications campaigns that build public understanding and trust while producing measurable outcomes. Our capabilities span traditional and digital media, creative design, earned media, stakeholder engagement, and campaign evaluation. Moore Media Group has five total full-time employees with an average of five over the past three years. We currently employ two part-time employees.

Core Values

At Moore Media Group, we help clients communicate with clarity and purpose. As a full-service branding and strategic communications agency, we bring thoughtful, creative solutions rooted in three core values: Integrity, Ownership, and Creativity.

We believe great work starts with being fully present—for our clients, our team, and our lives outside the office. We operate with integrity and trust one another to deliver our best without micromanagement or shortcuts. We take ownership of everything we do—communicating openly, learning from challenges, and taking pride in the results we achieve together.

Agency Address:

Moore Media Group
622 Duling Avenue
Jackson, MS 39216

Agency Principals:

- Emily Moore, Founder
- Will Caves, Chief Operating Officer

Years in Business: 8

Compliance

We certify that Moore Media Group operates in compliance with all state and federal laws and regulations.

Regulatory Restrictions & Felonies

Moore Media Group does not operate under any regulatory restrictions, and no member, principal or general staff, have been convicted of a felony.



Team Qualifications

Moore Media Group brings extensive experience leading branding and communication efforts for public and private sector clients across Mississippi and beyond. Our core team includes designers, writers, brand strategists, and project managers who are well-versed in developing authentic, place-based brands with clear voice, visual identity, and messaging alignment.



Emily Moore

Founder

Primary Role - Executive Strategy (up to 15%)

Emily has an extensive background in journalism and public relations and founded Moore Media Group in 2017. She leads strategic vision and storytelling for clients across various industries and will work with the Moore Media Group team to identifying the best approach to help accomplish your goals and position the OST for success in the coming years.



Will Caves, IOM

Chief Operating Officer

Primary Role - Executive Account Management (25%)

Will brings over a decade of experience in advertising, communications, and public relations and is an expert in coordinating statewide efforts to enact positive change. He played a pivotal role in numerous major statewide advocacy efforts - changing the State Flag of Mississippi paramount among them - and leads integrated campaigns with a strategic and solutions-oriented approach.



Melanie Blaylock

Creative Director

Primary Role - Creative Direction & Design (20%)

Melanie is an ADDY Award-winning designer who leads our branding and visual design strategies for campaigns, bringing experience in web design, illustration, and advertising.



Mason Crowe

Director of Photography

Primary Role - Photography/Videography Director (up to 15%)

Mason specializes in video and photography, producing multimedia content to support digital and traditional marketing efforts. He's done great work for clients like Highland Village, Mississippi College, and many other Moore Media Group clients.



Alana Nardini

Marketing Manager

Primary Role - Primary Account Management (up to 50%)

Alana uses her background in nonprofit communications and project management to deliver results through advertising, social media management, and public relations. She's an organized, driven project lead and has delivered consistent success with clients like MS Asthma & Allergy Clinic, Woodward Hines Education Foundation, Empower Mississippi, and more.



Macy Agostinelli

Marketing Manager

Primary Role - Secondary Account Management (up to 30%)

Macy brings extensive experience in content creation and writing, helping clients develop engaging and effective messaging. She has managed important social media and marketing projects for clients like the Mississippi Book Festival, NewSouth NeuroSpine, and Mississippi College.



Megan Baylis

Marketing Manager

Primary Role - Secondary Account Management (up to 30%)

Meg leverages her experience in content creation, project management, and team leadership to help clients share their stories in ways that feel clear, beautiful, and meaningful. She's worked with brands like Mississippi College, Mississippi Professional Educators, and the Rankin County Chamber to build effective and efficient content strategies.

SIMILAR CONTRACTS

TWO MISSISSIPPI MUSEUMS



Two Mississippi Museums Marketing & Public Relations

We helped the Two Mississippi Museums promote various exhibits and events, including The World of Marty Stuart exhibit, the Emmett Till exhibit, Mississippi Makers Fest, and the William and Elise Winter Celebration of Life, in which President Bill Clinton was the keynote speaker.



NewSouth NeuroSpine Digital Marketing

The "Get Back to Living" campaign for NewSouth NeuroSpine ran from May-October 2025, marking the first major digital push for the surgical center since COVID-19. This awareness campaign resulted in nearly 1 million impressions and dozens of new patients for the Flowood clinic.



MS Department of Human Services Digital Marketing

Moore Media Group helped promote an upcoming RFP process for MDHS, targeting nonprofits and business leaders from across the state. Their goal was to capture around 100 new entities' information - our two-month campaign delivered nearly 800.



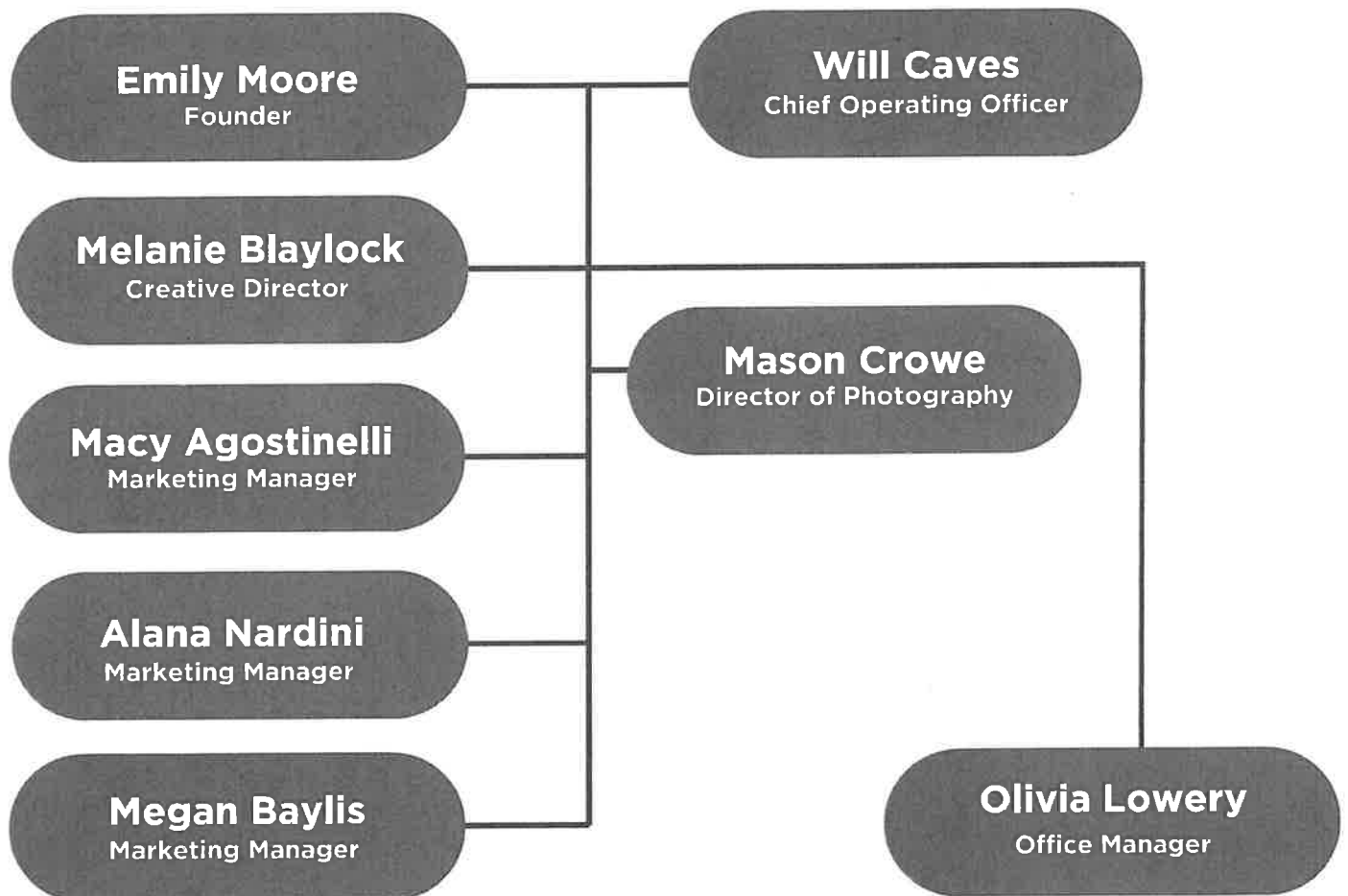
Mississippi College Digital Marketing, Social Media, Public Relations

Our team works closely with Mississippi College to craft social media messaging, institutional guidance, and public relations strategies to enhance the university's mission and goals. We have also recently partnered to execute a digital advertising plan to gain more students for the School of Business, and achieved a 75% increase in applicants from last year - a four-year high.



MOORE MEDIA GROUP

ORGANIZATIONAL CHART



OUR CLIENTS



HIGHLAND
VILLAGE



REFERENCES



Katie Blount

Director, Mississippi Department of Archives & History
200 North Street Jackson, MS 39201
(601) 576-6854
kblount@mdah.ms.gov



Beth Reiss

Communications Director, Mississippi Insurance Department
501 N. West Street Jackson, MS 39201
(601) 359-2403
beth.reiss@mid.ms.gov



Jenny Tate

Vice President, Marketing & Communications, Mississippi College
200 S Capitol St, Clinton, MS 39056
(601) 925-3239
jtate@mc.edu

**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
Advertising Placement & Management	18% of total advertising spend
Campaign Management	\$150/hr
Executive Management	\$200/hr
Public Relations	\$200/hr
Creative Direction	\$180/hr
Graphic Design	\$180/hr
Photography/Videography	\$250/hr
Copywriting	\$150/hr
Social Media Management	\$150/hr
Social Media Content Creation	\$150/hr
Social Media Content Creation	\$150/hr

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 Moore Media Group

Signed Emily Moore

Print Name Emily Moore

Title Founder

Date 11 / 03 / 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 Emily Moore

Print Name Emily Moore

Title Founder

Date 11 / 03 / 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:

RFP 3120003221 Amendment #1 - October 15, 2025

RFP 3120003221 Amendment #2 - October 20, 2025

Moore Media Group

Company Name:

Emily Moore

Printed Name of Representative:

Emily Moore

11/03/25

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: Moore Media Group

By: Emily Moore

Printed Name: Emily Moore

Title: Founder



MOORE MEDIA GROUP