

Attn: Theresa Abadie, Comptroller
Office of the State Treasurer
Theresa.Abadie@treasury.ms.gov
601.576.2038

SECTION 2: SCOPE OF SERVICES REQUESTED

2.1.1 : MARKETING STRATEGY [ACKNOWLEDGED]

We acknowledge that the client knows more about their product and their target than we do. As a result, we pride ourselves on working closely with our clients and stakeholders to brainstorm and develop strategies and marketing plans that resonate with target audiences. We look forward to meeting with the OST and MPACT marketing teams to learn more about your needs and objectives. While the overall project timeline and costs will depend on the needs that come out of these planning sessions, the processes and procedures outlined below apply to any marketing materials we create.

A. Advertising through radio and television [ACKNOWLEDGED]

Radio: We will create radio scripts for review, and upon approval, hire talent to produce voiceovers. All production and sound design would occur in-house. Radio spots would be delivered to approved broadcasters.

Television: We will develop storyboards and scripts for television concepts. Upon approval, we would procure talent and locations, develop filming schedules, prop and wardrobe requirements, and would film the spot. After filming, the video files would be processed, color-corrected, edited, and compiled into a rough draft for review. Revisions and edits would be made, and the final spot would be formatted for broadcast and social media, and distributed to the appropriate vendors and broadcasters.

B. Creation of commercial creative and production of spots. [ACKNOWLEDGED]

To create engaging and effective broadcast and streaming video content, we develop scripts and storyboards to present to the client for review. Once approved, we coordinate talent, locations, props, wardrobe, and any other required elements, and develop a shot list and shooting schedule. Our entire team is utilized to fulfill the roles of videographer, art director, production assistant, grip, and crew. Once the footage is captured, we process the footage and edit it, along with sound design, into the final spot. The client then reviews, and we conduct final edits. Once approved, we format the spot for distribution and deliver it to broadcast outlets or upload for streaming and social media.

C. Assist with Internet Marketing Campaigns. [ACKNOWLEDGED]

We utilize Instagram, YouTube, Facebook, and Google ads to target specific geographic and demographic audiences and raise awareness. We work closely with our clients to determine relevant keywords and targets and develop an online marketing strategy that is on budget and on strategy.

D. Marketing to civic organizations and community events. [ACKNOWLEDGED]

We will build relationships with organizations that align with the goals of the OST and MPACT program to spread the message through outreach and community events.

E. Marketing to employers in the state and promotion of college savings plans as an employee benefit. [ACKNOWLEDGED]

We will create materials that market to the Human Resources departments of state businesses and organizations letting them know that a college savings plan is a great employee benefit to offer; building morale and company loyalty, while providing a pathway to college education for their employees' families.

F. Marketing to communities in the state to bring awareness of the Unclaimed Property program and help citizens find and claim their unclaimed property. [ACKNOWLEDGED]

We will create marketing materials that inform and educate state residents on the Unclaimed Property program. There is opportunity to take advantage of existing points of contact, such as local DMV and county Tax Collector queues and windows.

G. Display & booth set up at conventions, association meetings, fairs, etc. [ACKNOWLEDGED]

We have extensive experience with crafting tradeshow displays and attractions to provide the most engaging experience possible for visitors. Our 3D visualization capabilities have allowed us to design and model booth spaces and games that create buzz and lengthen time spent by visitors in the booth space. We can also work with vendors and booth suppliers to provide graphics needed for pop-up and compact solutions.

H. Assist with updates to the Treasury website. [ACKNOWLEDGED]

We have staff with extensive frontend Web experience, able to create and format graphics and content for any Web application. We also provide articles, graphics, animation, and video content for clients. Our Web developers also have extensive Wordpress and other CMS experience and are able to make updates and create new pages if needed.

I. Public affairs and media relations for the Executive Office. [ACKNOWLEDGED]

We are able to craft press releases and coordinate media relations as needed between the Executive Office and media outlets and organizations.

J. Assist with direct mailings to targeted groups. [ACKNOWLEDGED]

We will design and develop direct mail materials and use strategic mailing lists to deliver to target audiences.

K. Assist with advertising through sports marketing entities. [ACKNOWLEDGED]

We will work with various sports marketing firms providing ad content for streaming services and promotional tie-ins.

2.1.2 MARKETING MATERIALS DESIGN [ACKNOWLEDGED]

We will work with the OST and MPACT Program teams to design and develop the following marketing materials:

- A. The Mississippi Prepaid Affordable College Tuition Enrollment Booklet. The booklet contains Program application, description, rules, disclosure, and forms.
- B. Single Sheet Flyers for distribution by Unclaimed Property and CPSM in a variety of outlets, conventions, emails, payroll deduction benefit fairs, magazines, newspapers, social media, etc.
- C. Fold-Over brochures for distribution by Unclaimed Property and CPSM at conventions, banks, libraries, etc.
- D. Posters and display stands advertising Unclaimed Property and CCSM.
- E. Banners announcing Unclaimed Property and CPSM suitable for display at Fairs and Conventions, etc.

2.1.3 EVALUATION OF COMMUNICATION AND MARKETING RESULTS [ACKNOWLEDGED]

At the conclusion CPSM enrollment period or Unclaimed Property event, we will conduct awareness and buyer research as requested by OST to aid in developing subsequent strategies and campaigns. We will provide oral and written reports on our work, suggestions, or conclusions at such frequency as requested by the Agency or the State Treasurer.

2.1.4 EXPERIENCE [ACKNOWLEDGED]

Our agency was established in 2005 and has had 20 years of experience in communications and marketing.

COST PROPOSAL

RFP#: 3120003221 | 1171-26-R-RFPR-00002

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APPENDIX A: PRICING SCHEDULE

SERVICE	PROPOSED PRICE	ASSOCIATED FEES (IF APPLICABLE)
Videography		
Video production		
Video editing		
Photography		
Print Design		For all these services, we will bill a blended hourly rate of \$125/hr., not to exceed \$50,000/mo. For media buying/placement, we charge 15% commission.
Branding/Graphic Design		
Website Design		
Website Content Update		
3D Visualization		
Trade show fabrication		
Event planning		
Social media content creation		
Project Administration/Meetings		
Analytics and analysis		
Market research		
Media buying/placement		

SECTION 3: INFORMATION REQUIRED FROM RESPONDENTS [ACKNOWLEDGED]

COMPANY OVERVIEW: RICH PERSPECTIVES

- Rich Perspectives is a marketing and design firm located in Jackson, Mississippi, at 4500 N. Frontage Road, Suite 258, in the Highland Village office space.
- Established in 2005 with Mark Rich as sole owner and proprietor
- Has grown to 5 employees: Four designers/artists and one administrator (see Team Members & Roles)
- Specializes in: Video, 3D visualization, Web development, print design, branding, marketing, advertising, social media, animation, product design, tradeshow design
- Client list includes:
 - Mississippi Department of Wildlife, Fisheries & Parks*
 - Mississippi Sports Medicine
 - Mascagni Wealth Management*
 - St. Dominic's Hospital
 - Mississippi Vein Institute
 - Center for Pregnancy Choices
 - The Blackburn Group
 - Mercedes-Benz of Jackson & Collierville
 - Tidelands Ford, Pawley's Island, NC
 - Mississippi State University
 - University of Mississippi
 - Mississippi College School of Business*
 - Hinds Community College
 - Siemens
 - B&B Electrical
 - Eley Guild Hardy Architects
 - Dale Partners Architects
 - JBHM Architects
 - Christ Covenant School*
 - Saint Augustine School
 - Purvis Law
 - Sones & White Law Firm
 - Nicholas Air
 - Trinity Business Group
 - Vicksburg YMCA
 - Kerioth Corporation
 - Pearlie Grove Missionary Baptist Church
 - Construction Waste Management
 - Pea Ridge Recycling
 - Modern Metals Recycling

*Client utilizing marketing planning and services similar to, or relevant to, the OST and/or the MPACT Program. See references below.

RELEVANT CLIENT REFERENCES

Mississippi Department of Wildlife Fisheries & Parks

- Jeremy Bass, Director of Marketing & Communications
- 1505 Eastover Drive, Jackson, MS 39211
- (601) 432-2400

Mascagni Wealth Management

- Randy Mascagni, Owner
- 205 E Main St, Clinton, MS 39056
- (601) 925-8099

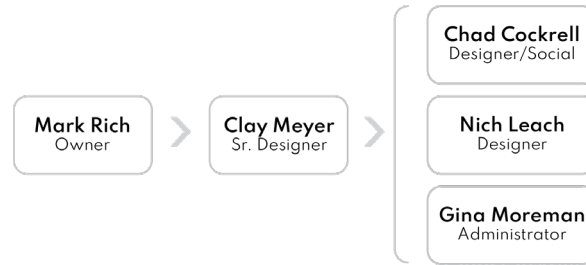
Christ Covenant School

- Rebecca Upshaw, Marketing & Communications Team Lead
- 752 Pear Orchard Rd, Ridgeland, MS 39157
- (601) 978-2272

Mississippi College School of Business

- Marcelo Eduardo, Dean
- 200 S. Capitol Street, Clinton, MS 39056
- (601) 925-3420

RICH PERSPECTIVES ORGANIZATION CHART



3.5 RESPONDENT'S ORGANIZATION AND CREDENTIALS

The Rich Perspectives team is experienced and equipped to produce quality creative assets and strategy. We will also provide on-site support for the OST and MPACT Program team, as needed.

Rich Perspectives is in good standing with all clients and is compliant with all current contracts.

Mark Rich | Principal, Owner, Senior Project Manager, 3D Designer

Specializes in: Videography and editing, and 3D visualization

Years of Experience: 24

Education: Bachelor of Arts in Landscape Architecture, Mississippi State University

Time allocated to OST: As needed.

Clay Meyer | Senior Designer

Specializes in: Web design and development, branding, illustration and print design

Years of Experience: 34

Education: Bachelor of Arts in Graphic Design, minor in Business Administration, Mississippi College

Time allocated to OST: As needed.

Chad Cockrell | 3D Designer, Videographer, Social Media Coordinator

Specializes in: Videography and editing and 3D visualization, and social media/online advertising

Years of Experience: 17

Education: University of Southern Mississippi, Software Engineering Technology

Time allocated to OST: As needed.

Nicholas Leach | Designer, Animator, Video Editor

Specializes in: Video editing, animation, illustration, Web design and print design

Years of Experience: 3

Education: Bachelor of Studio Art, minor in Graphic Design from Mississippi College

Time allocated to OST: As needed.

Gina Moreman | Administrator & Bookkeeper

Specializes in: Project management and accounting

Worked for ALAPACT as Financial Account Manager for 5 years

Years of Experience: 13

Education: Bachelor of Science in Accounting, Auburn University

Time allocated to OST: As needed.

3.6: QUALITY MANAGEMENT PRACTICES

Our team conducts production meetings each morning to review current work and project statuses. We give productive critique and feedback and look for any quality issues that need to be corrected. We also determine the next steps for each project and prioritize tasks for each team member.

In addition, when a project or work is ready to be delivered to the client for review, we either call a team meeting to review the work internally, or we go over it with those team members assigned to the project.

Recently, we completed an advertising campaign for the Mississippi Museum of Natural Science. This campaign required many internal meetings from initial concepts to final edits. The video and photography production required extensive logistical planning and was an ambitious undertaking. Once we began compiling footage into the final spot, we held regular meetings with the entire team to view progress and to make sure the concept stayed true to the original idea and message. Our system of regular meetings and review kept us on track during the entire project and allowed us to produce a campaign we were proud of and exceeded the client's expectations.

3.7 PLAN TO IMPLEMENT SCOPE OF SERVICES

We propose to work with the OST and MPACT Program teams during a Discovery period - where facts about each program are gathered and goals are set. After Discovery, we would begin to develop taglines, visual concepts and ideas that would undergird the marketing campaign. We would also develop strategies to best reach target audiences and accomplish the set goals, resulting in a Marketing Plan & Schedule. This document would detail dates and durations of specific media buys, social media posts, direct mail drops, and print ad publications. Once these materials were produced and distributed, we would begin monitoring engagement and response, to analyze the success of individual elements and the campaign as a whole. We would use this information to adjust any further marketing efforts.

3.8 USE OF SUBCONTRACTORS

We do not anticipate requiring subcontractors to execute any work for this project.

3.9 REGULATORY RESTRICTIONS AND LITIGATION

We have no past or pending regulatory restrictions, consent orders, or litigation to which the firm or any of its principals, owners, directors, or officers have ever been a party. No principals, owners, directors, or officers have been convicted of a felony.

3.10 ECONOMY OF PRESENTATION [ACKNOWLEDGED]

3.11 DISCUSSIONS [ACKNOWLEDGED]

3.12 EXPENSES INCURRED IN THE PROCUREMENT PROCESS [ACKNOWLEDGED]

3.13 PROPERTY OF OST [ACKNOWLEDGED]

3.14 MINOR INFORMALITIES AND IRREGULARITIES [ACKNOWLEDGED]

3.15 RFP DOES NOT CONSTITUTE ACCEPTANCE OF OFFER [ACKNOWLEDGED]

3.16 CONTRACT RIGHTS [ACKNOWLEDGED]

3.17 FACILITIES [ACKNOWLEDGED]

3.18 PRIMARY RESPONSIBILITY FOR DELIVERING SERVICES [ACKNOWLEDGED]

3.19 USE WARRANTY [ACKNOWLEDGED]

3.20 TRADE SECRETS/ PROPRIETARY DATA [ACKNOWLEDGED]

3.21 PROPERTY RIGHTS [ACKNOWLEDGED]

3.22 PROCUREMENT REGULATIONS [ACKNOWLEDGED]

3.23 CANCELLATION OF SOLICITATION OR REJECTION OF INDIVIDUAL PROPOSALS [ACKNOWLEDGED]

SECTION 4: EVALUATION [ACKNOWLEDGED]

SECTION 5: TERMS & CONDITIONS [ACKNOWLEDGED]

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 Rich Perspectives

Signed 

Print Name Mark Rich

Title Owner

Date 11 / 03 / 2025
MM DD YY

APPENDIX C
Release of Proposal as Public Record

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

CHOOSE ONE:

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

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

Signed 

Print Name Mark Rich

Title Owner

Date 11 / 03 / 2025
MM DD YY

APPENDIX D
Acknowledgement of Amendments

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

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

Amendment #1 - Acknowledged - 11/03/2025

Amendment #2 - Acknowledged - 11/03/2025

Rich Perspectives

Company Name:

Mark Rich

Printed Name of Representative:

 11/03/2025

Signature / Date

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

**Request for Proposals
Communications and Marketing Consultants
RFP# 3120003221**

**Amendment #2
Questions and Answers**

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

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

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

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


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

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

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

Receipt of Amendment #2 Acknowledged:

Company: _____Rich Perspectives_____

By: __________

Printed Name: _Mark Rich_____

Title: _____Owner_____