

UNDERSTANDING OF SERVICES

ACKNOWLEDGED

The Offeror understands the Mississippi Office of the State Treasurer (OST) seeks a long-term, full-service partner to manage communications and marketing functions for MPACT, MACS, Unclaimed Property, and the Executive Office.

Key functions include:

- Comprehensive marketing strategy integrating paid media, creative, and outreach.
- Creative design and production for collateral and digital assets.
- Measurement and optimization of campaign performance and public awareness.

WORK PLAN AND APPROACH

ACKNOWLEDGED

The Offeror will deliver the following three-part process:

PHASE I – RESEARCH & PLANNING

- Conduct message testing, stakeholder interviews, and asset audits.
- Build an annual strategic plan covering earned, paid, and owned media.
- Develop KPIs for awareness, reach, and conversions.

PHASE II – CREATIVE & PRODUCTION

- Script and produce video, radio, and digital content.
- Design enrollment booklets, brochures, and banners.
- Rapid-response team capable of 24-hour content turnaround for urgent updates.

PHASE III – EXECUTION & EVALUATION

- Deploy media across television, digital, radio, and community events.
- Deliver analytic reports with performance dashboards and recommendations.
- Review creative effectiveness post-campaign, documenting findings for continuous improvement.

QUALITY MANAGEMENT

ACKNOWLEDGED

Quality control procedures include:

- Two-stage review: Strategy approval → creative execution approval.
- Compliance checks: ADA web compliance, branding, and disclaimer accuracy.
- Post-campaign analysis: CTR, engagement rate, reach frequency, and cost-per-outcome benchmarks.
- Quarterly QA review meetings with OST staff.

IMPLEMENTATION SCHEDULE

ACKNOWLEDGED

| Task | Duration | Deliverable |
|--------------------|-----------|-----------------------------|
| Project kickoff | Week 1 | Approved plan & timeline |
| Messaging research | Weeks 1–2 | Messaging guide |
| Creative design | Weeks 2–4 | Taglines, storyboards |
| Production | Weeks 4–6 | Campaign materials |
| Launch | Week 7 | Media live |
| Evaluation | Ongoing | Monthly & quarterly reports |

Invoicing Interval: Monthly.

MANPOWER AND RESOURCES

ACKNOWLEDGED

Team structure includes:

- Strategy Lead
- Creative Director
- Copy Lead
- Designer
- Digital Manager
- Production Specialist

All resources are in-house, supported by vetted print and mailing vendors.

EXPERIENCE THRESHOLD

ACKNOWLEDGED

The Offeror meets and exceeds the required minimum of five years of experience in communications and marketing services.

SUBCONTRACTORS

ACKNOWLEDGED

Printing and mail-house partners will be competitively selected upon award, with prior approval by OST.

ACKNOWLEDGED

The Offeror has reviewed all requirements regarding compensation, invoicing, and pricing structure.

PROPOSED PRICING STRUCTURE

Monthly Retainer

| Service Component | Monthly Cost | Deliverables |
|---|--------------|------------------------|
| Strategic oversight, reporting, and analytics | Included | Monthly report |
| Social media management | Included | Daily content |
| Video & digital creative | Included | Up to 2 monthly videos |
| Web edits/microsites | Included | 10 hrs/month included |
| Graphic design | Included | Ongoing |

Total Monthly Retainer: \$8,000

Travel & Mileage: Mandatory travel by employees or agents for production will be expensed and billed at cost.

APPENDIX A – PRICING SCHEDULE

| Service | Unit | Proposed Price | Notes |
|------------------------------------|-------------|---------------------|---|
| Programmatic & Social Ad Placement | % of spend | 15% | Billed gross; includes management & reporting |
| Commercial Shoots & Travel | Per project | Quoted individually | Actual expenses reimbursed |
| Field Shoot (Baseline) | Per day | \$10,000 | 1–2 camera crew, direction, editing |
| TV Ad Editing (30s) | Per edit | \$5,250 | Includes voiceover & color correction |
| TV Ad Editing (60s) | Per edit | \$7,000 | Full edit & mix |
| Digital Ad Editing (15s) | Per edit | \$1,250 | Optimized for social |
| Radio Ad Editing (30s) | Per edit | \$450 | Audio production |
| Radio Ad Editing (60s) | Per edit | \$700 | Audio production |
| Full Web Development | Hour | \$125 | After 10 included hours |
| Direct Mail Production | Unit | Varies by quantity | See chart below |

DIRECT MAIL PRODUCTION EXAMPLES (FROM 2025 PRICING)

| Format | Quantity | Total Cost | Cost per Piece |
|------------------------|----------|------------|----------------|
| 6x11" Postcard | 50,000 | ~\$8,900 | \$0.18 |
| 8.5x11" Flat | 50,000 | ~\$11,000 | \$0.22 |
| 5.75x11" Postcard | 10,000 | \$9,608 | \$0.96 |
| 5x10" Folded Brochure | 10,000 | \$12,420 | \$1.24 |
| 8.5x3.6" Survey Mailer | 10,000 | \$10,826 | \$1.08 |

INVOICING INTERVAL

Invoices are submitted monthly in arrears; payment due within 30 days of receipt per State of Mississippi guidelines.

FIXED PRICE STATEMENT

All creative and production tasks are billed at fixed project rates regardless of time expended.

Victory Enterprises, Inc.

5200 SW 30th Street
Davenport, IA 52802



Primary Contacts:

Christian Hulen, Chief Development Officer

Charlie Puyear, Director of Content

3.1 RESPONDENT & ORGANIZATIONAL INFORMATION

Company Information

Firm Name and Principals

Victory Enterprises, Inc.

- **Brian Dumas**, Chair
- **Dave Hageman**, Chief Executive Officer
- **Kelli Grubbs**, Chief Financial Officer
- **Steve Michael**, President
- **Christian Hulen**, Chief Development Officer
- **Wayne Yocum**, Chief Creative Officer

Primary Place of Business

Victory Enterprises operates from two primary offices located in **Davenport, Iowa**, and **Kirkwood, Missouri**, with additional employees based in **Southwest Missouri, South Carolina, and Washington, D.C.**

Work under this contract would be managed jointly between Davenport and Kirkwood, utilizing remote resources as necessary to maintain responsiveness and cost efficiency.

Business Age and Staffing

Founded in **1997**, Victory Enterprises has maintained continuous operation for over **28 years**. The company employs an average of **30–35 full-time staff members** across creative, production, strategy, and digital disciplines.

Evidence of Capacity

Victory Enterprises has a national record of delivering large-scale communications and marketing services for elected officials, state agencies, and nonprofits. The firm regularly executes statewide public information and advertising campaigns requiring the integration of design, digital targeting, video production, and public relations. References verifying performance are provided below.



3.5 ORGANIZATION, STAFF QUALIFICATIONS, AND STRUCTURE

Personnel Qualifications and Experience

Christian Hulen – Partner & Chief Development Officer

Christian is a seasoned strategist with experience managing and consulting for campaigns and organizations across more than 30 states. His leadership experience includes work with the **Republican State Leadership Committee (RSLC)**, **Republican Attorneys General Association (RAGA)**, and **Republican Governors Association (RGA)**. He will oversee overall strategy, client communications, and message alignment.

Wayne Yocum, JD – Partner & Chief Creative Officer

Wayne brings over 24 years of creative leadership in political and public communications. He directs the creative and messaging departments, ensuring compliance, clarity, and brand consistency across all produced content.

Charlie Puyear – Director of Content

Charlie leads message development and copywriting across print, mail, and digital. His decade of experience includes hundreds of direct mail and advertising programs nationwide. He will serve as the day-to-day contact for the OST.

Kevin Cartwright – Creative Director

Kevin manages branding and visual design for all printed and digital assets, ensuring visual clarity, readability, and adherence to OST's style requirements.

Leslie Pike, CMA – Director of Business Operations

Leslie oversees internal accounting, production logistics, and print vendor coordination. She manages mail-house verification and documentation for audit and compliance.

Briana Langlois – Technology Director

Briana leads the web and digital development team. Since joining the firm in 2012, she has spearheaded hundreds of successful digital projects and website redesigns.

Ben Muehleisen – Head of Production

Ben leads Victory's in-house video and multimedia production operations, specializing in filming, editing, and post-production of both TV and digital content.

Cynthia Winschel – Digital Ad Operations Specialist

Cynthia handles digital ad placement and reporting, with expertise in social and programmatic buying and performance analytics.

ASSIGNED ROLES AND RESPONSIBILITIES

| NAME | ROLE | RESPONSIBILITY |
|------------------|---------------------|---|
| Christian Hulen | Project Manager | Primary client liaison; overall strategic oversight |
| Wayne Yocum | Creative Lead | Creative supervision; ensures compliance and storytelling integrity |
| Charlie Puyear | Content Director | Copywriting, content strategy, reporting |
| Kevin Cartwright | Design Lead | Art direction and collateral design |
| Leslie Pike | Operations Manager | Billing, logistics, production coordination |
| Briana Langlois | Web Lead | Web development, CMS updates, digital execution |
| Ben Muehleisen | Production Director | Filming, editing, multimedia production |
| Cynthia Winschel | Ad Operations | Digital ad placement and analytics |

Major Roles: Christian Hulen, Wayne Yocum, and Charlie Puyear.

Staff Experience Summary

The assigned team represents more than **120 combined years** of communications, marketing, and production experience.

Experience Marketing Financial Services or Investments

Victory Enterprises produced a statewide public information campaign for **former Nebraska State Treasurer John Murante**, promoting the Nebraska state investment and savings programs—directly analogous to MPACT and MACS.

On-Site Support

Victory Enterprises is committed to providing **adequate on-site support** in Mississippi as required for planning sessions, video production, or event management.

3.1(D) & 3.5(H) SIMILAR PROJECTS AND REFERENCES

Comparable Contracts (Similar in Scope or Discipline)

- Nebraska State Treasurer John Murante – Financial program public outreach
- Kids Win Missouri – Statewide nonprofit advocacy communications
- Protect The Harvest – National multi-channel public awareness campaign
- Congressman Randy Feenstra – Comprehensive digital + mail communications
- Cedar Rapids Metro Economic Alliance – Local economic development campaign
- National Landowners Federation Action Fund – Advocacy & education campaigns
- Missouri State Treasurer and Auditor Scott Fitzpatrick – Statewide communications

Current Client References

1. Cedar Rapids Metro Economic Alliance

Ron Corbett, Vice President
(319) 730-1411

2. National Landowners Federation Action Fund

Dylan Frederick, Executive Director
(402) 801-9078

Compliance Certification

Victory Enterprises certifies full compliance with all current contractual obligations.

3.8 SUBCONTRACTORS

Victory Enterprises may utilize subcontractors for printing, mail handling, shipping, or specialized filming. All subcontractors will be selected only after contract award and with prior written approval from OST. Each vendor will be vetted for proven performance, insurance, and relevant experience.

3.9 LEGAL AND REGULATORY DISCLOSURES

- Regulatory/Litigation History: None applicable.
 - Criminal Disclosures: No principals, officers, or directors have ever been convicted of a felony.
 - Subcontractor Assurance: All subcontractors will be compliant with State and federal regulations.
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3.7 IMPLEMENTATION PLAN AND UNDERSTANDING OF SERVICES

Acknowledged

Victory Enterprises understands that OST requires a long-term, full-service communications and marketing partner to support the Treasurer's Office, including the MPACT, MACS, and Unclaimed Property divisions.

Scope of Services

Marketing Strategy: Develop comprehensive marketing plans utilizing radio, television, social media, and digital advertising; produce creative assets; and manage outreach to civic groups, employers, and communities.

Marketing Materials Design: Create taglines, enrollment booklets, brochures, posters, and other branded collateral consistent with OST's identity.

Evaluation and Reporting: Conduct post-campaign awareness research and deliver regular oral and written performance reports.

Execution Approach

- 1. Planning & Research:** Review current outreach materials and performance data; build campaign schedules and KPIs.
- 2. Creative Development:** Write, design, and produce materials; develop media placement plan.
- 3. Production & Launch:** Execute approved deliverables through internal production teams or vetted subcontractors.
- 4. Evaluation & Reporting:** Provide analytics dashboards, insight summaries, and strategic recommendations to OST staff.

EXPERIENCE WITH ADVOCACY AND INSTITUTIONAL CLIENTS

Victory Enterprises has provided communications and marketing services to a wide range of major organizations and associations, including:

- Major League Baseball
- PGA of America
- NBA
- Bayer
- National Restaurant Association
- Anheuser-Busch
- The Kansas Chamber
- American Federation for Children
- Missouri REALTORS®
- Iowa Farm Bureau
- Ameren
- Forward Charlotte
- Oklahoma Farm Bureau
- Americans for Prosperity
- American Water
- National Association of Manufacturers
- Farmers Care (Missouri Farmers Care)
- American Clean Power
- KC South Hills Project

These engagements demonstrate the firm's ability to deliver professional-grade creative and marketing services to both public and private sector clients.

APPENDIX B – REPRESENTATION REGARDING CONTINGENT FEES

The Offeror **HAS NOT** employed any person or agency to solicit or secure this contract upon an agreement for a commission, percentage, brokerage, or contingent fee.

Signature: Christian Hulen

Name: Christian Hulen

Title: Partner & Chief Development Officer, Victory Enterprises, Inc.

Date: 10/31/2025

AMENDMENT ACKNOWLEDGMENT

Victory Enterprises acknowledges receipt of, and compliance with, all amendments issued for RFP #3120003221 by the Mississippi Office of the State Treasurer.

ADDITIONAL ADMINISTRATIVE NOTES

- **Invoicing Interval:** Monthly (in arrears).
- **Advertising Fees:** 15% placement fee billed gross of media spend.
- **Travel:** Mandatory travel by employees or agents for production will be expensed and billed at cost.

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 Victory Enterprises, Inc.

Signed *Christian Hulén*

Print Name Christian Hulén

Title Partner & Chief Development Officer

Date 10 / 31 / 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 Christian Hulen

Print Name Christian Hulen

Title Partner & Chief Development Officer

Date 10 / 31 / 25
MM DD YY

APPENDIX D
Acknowledgement of Amendments

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

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

We acknowledge Amendments 1 & 2 on October 31st, 2025.

Victory Enterprises, Inc.

Company Name:

Christian Hulen

Printed Name of Representative:

Christian Hulen 10/31/25

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.*