From:	Eric Hughes
To:	Theresa Abadie
Subject:	RFP Submission
Date:	Monday, November 3, 2025 3:00:38 PM
Attachments:	OST RFP_ Cost Proposal.pdf MAD-356_ OST RFP_ Management Proposal.pdf OST RFP_ Technical Proposal.pdf

---

Please view the attached. Thank you!

--

Eric Hughes

VP of Accounts

o: (601) 605-6234

c: (601) 896-8877

madg.com

LinkedIn Instagram YouTube TikTok

From: Julianna Ladner
To: Theresa Abadie
Subject: Re: RFx 3120003221 Amendment #2
Date: Wednesday, October 22, 2025 9:13:30 AM

Hi Theresa,

Mad Genius acknowledges we have reviewed Amendments #1 and #2. We intend to submit a revised RFP response. Thank you.

Julianna Ladner

Project Coordinator

Mad Genius

(601) 605-2584

madg.com | IG FB TW LI

On Mon, Oct 20, 2025 at 3:42 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> The Office of the State Treasurer has issued RFx 3120003221 Amendment #2. Amendment #2 lists questions from prospective bidders and the answers to those questions.
>
>
> **Theresa Abadie**
>
> *Comptroller*
>
> *Office of State Treasurer David McRae*
>
> Theresa.Abadie@treasury.ms.gov
>
> *601-359-2523*
>
> www.treasury.ms.gov
>

From:	Theresa Abadie
To:	Julianna Ladner; Theresa Abadie
Cc:	Eric Hughes; Rob Bridges
Subject:	RE: RFP Response Submission – RFP #3120003221
Date:	Tuesday, October 14, 2025 2:59:01 PM

Good Afternoon,

I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once. My intent is to have the amendment posted no later than tomorrow, with a new deadline for submissions 14 days afterward.

Another note, new submission standards no longer require blind submissions for cost, technical, or management.

Thank you for your interest!

Theresa Abadie

Comptroller

Office of State Treasurer David McRae

Theresa.Abadie@treasury.ms.gov

601-359-2523

www.treasury.ms.gov

Sent from my Galaxy

-------- Original message --------
From: Julianna Ladner <jladner@madg.com>
Date: 10/14/25 2:55 PM (GMT-06:00)
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Cc: Eric Hughes <ehughes@madg.com>, Rob Bridges <rbridges@madg.com>
Subject: RFP Response Submission – RFP #3120003221

Dear Theresa Abadie,

On behalf of Mad Genius, please find attached our formal response to the *RFP #3120003221*. We appreciate the opportunity to submit a proposal and share our approach to supporting the Mississippi Office of the State Treasurer in reaching its goals.

Should you have any questions or require additional information, please don't hesitate to reach

out to me directly or to Eric Hughes <ehughes@madg.com>.

Thank you for your time and consideration. We look forward to the possibility of working together.

Best,

Julianna Ladner
Project Coordinator
(601) 605-2584

madg.com | IG FB TW LI

From:	Julianna Ladner
To:	Theresa Abadie
Cc:	Eric Hughes; Rob Bridges
Subject:	RFP Response Submission – RFP #3120003221
Date:	Tuesday, October 14, 2025 2:55:38 PM
Attachments:	RFP_MSOfficeoftheStateTreasurer_Cost.pdf RFP_MSOfficeoftheStateTreasurer_Management.pdf RFP_MSOfficeoftheStateTreasurer_Technical.pdf

---

Dear Theresa Abadie,

On behalf of Mad Genius, please find attached our formal response to the *RFP #3120003221*. We appreciate the opportunity to submit a proposal and share our approach to supporting the Mississippi Office of the State Treasurer in reaching its goals.

Should you have any questions or require additional information, please don't hesitate to reach out to me directly or to Eric Hughes <ehughes@madg.com>.

Thank you for your time and consideration. We look forward to the possibility of working together.

Best,

Julianna Ladner

Project Coordinator

(601) 605-2584

madg.com | IG FB TW LI

From:	Theresa Abadie
To:	"Will Caves"
Cc:	Emily Moore
Subject:	RE: Moore Media Group Response to MS Office of the State Treasurer RFP #3120003221 - Communications and Marketing Consultants
Date:	Wednesday, November 5, 2025 8:37:00 AM

Good Morning Will,

We will accept your submission. I apologize for the confusion with the email.

Thank you,

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Will Caves <will@themooremediagroup.com>
Sent: Tuesday, November 4, 2025 5:35 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Cc: Emily Moore <emily@themooremediagroup.com>
Subject: Moore Media Group Response to MS Office of the State Treasurer RFP #3120003221 - Communications and Marketing Consultants

Theresa -

Please see the Moore Media Group submission for the MS Office of the State Treasurer RFP #3120003221 - Communications and Marketing Consultants at the Dropbox link below:

https://www.dropbox.com/scl/fo/h158t19xsatnnu3p3pj5p/ANNVLkDFJPmcJGFTBnoU3RY?rlkey=s64rcjbayxihv7g9ceki3gj03&st=tk0irfjp&dl=0

Google alerted me earlier this evening that my earlier submission was not delivered, as the email address provided on Page 1 of the RFP of theresa.abadie@treasury.com was not valid. I hope you will please consider our submission for selection based on this inconsistency within the RFP. I have attached screenshots showcasing both the RFP inconsistency as well as my original submission date and time of yesterday afternoon prior to the 3:00 p.m. deadline.

Please do not hesitate to reach out with any questions or concerns. Thank you!

Moore Media Group Response to MS Office of the State Treasurer RFP #3120003221 - Communications and Marketing Consultants Inbox ×

Will Caves Nov 3, 2025, 2:34 PM (1 day ago)

Theresa - Please see our response to the MS Office of the State Treasurer RFP #3120003221 - Communications and Marketing Consultants at...

Mail Delivery Subsystem <mailer-daemon@googlemail.com> 5:02 PM (27 minutes ago)

to me

Delivery incomplete

There was a temporary problem delivering your message to **theresa.abadie@treasury.com**. Gmail will retry for 45 more hours. You'll be notified if the delivery fails permanently.

LEARN MORE

From:	Clay Meyer
To:	Theresa Abadie
Cc:	Gina Moreman; Mark Rich
Subject:	RFP# - 3120003221 Submission
Date:	Monday, November 3, 2025 2:56:55 PM
Attachments:	AMENDMENT2_QA.PDF MPACT_Appendices.pdf MPACT_Cost_Proposal.pdf MPACT_Management_Proposal.pdf MPACT_Technical_Proposal.pdf

---

Theresa,

Please see the attached bid proposals and Amendment documents for the RFP #3120003221 for Communications and Marketing Consultants.

We're excited about participating in the bid process and hope you find everything in order.

Thank you for your consideration.

Clay Meyer
Senior Graphic Designer

RICH PERSPECTIVES 4500 I-55 N, Suite 258 | Jackson, MS 39211 | cell 601-720-6592

From:	KC Anderson
To:	Theresa Abadie
Cc:	Matt Monnin
Subject:	Thesis Agency Resposne to RFx 3120003221 Amendment #1
Date:	Monday, November 3, 2025 1:26:03 PM
Attachments:	RFP.OST_3120003221__Amend#1_CostProposal.pdf RFP.OST_3120003221__Amend#1_TechnicalProposal.pdf RFP.OST_3120003221__Amend#1_ManagementProposal_Redacted.pdf RFP.OST_3120003221__Amend#1_ManagementProposal.pdf RFP.OST_3120003221__Amend#1_Creative_Appendix.pdf

---

Dear Theresa Abadie,

Thesis Agency is pleased to submit this proposal in response to the Mississippi Office of the State Treasurer's Request for Proposals No. 3120003221, Amendment #1. We bring a proven track record of developing innovative, results-driven marketing campaigns and are eager for the opportunity to help the Mississippi Treasury increase awareness and enrollment.

We confirm that our firm meets all minimum qualifications outlined in the RFP and agree to the State's standard contract terms and conditions. All required documentation has been provided.

Enclosed, please find the following:

- Technical Proposal
- Cost Proposal
- Management Proposal
- Appendix F: Case Studies

A redacted version of the Management Proposal is also included. The remaining proposal documents do not contain confidential information and may be shared publicly.

Please don't hesitate to contact me with any questions or requests for additional information. We appreciate your consideration and look forward to the opportunity to partner with you.

Sincerely,

KC Anderson

--

KC Anderson
Account Director | She/Her
(314) 330-3003

thesis.agency
Instagram | LinkedIn

Our B Corp™ certification recognizes our daily work as a force for inclusive and sustainable change.

From: Matt Monnin
To: Theresa Abadie
Subject: Re: RFx 3120003221 Amendment #2
Date: Tuesday, October 21, 2025 12:37:00 PM

Thank you Theresa!

On Tue, Oct 21, 2025 at 10:24 AM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> Hi Matt,
>
> That is correct – we have spent approximately $137,000 per year for a 5-year total of $685,000.
>
> **Theresa Abadie**
>
> *Comptroller*
>
> *Office of State Treasurer David McRae*
>
> Theresa.Abadie@treasury.ms.gov
>
> *601-359-2523*
>
> www.treasury.ms.gov
>
> ---
>
> **From:** Matt Monnin <matt.monnin@thesis.agency>
> **Sent:** Tuesday, October 21, 2025 12:16 PM
> **To:** Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
> **Subject:** Re: RFx 3120003221 Amendment #2
>
> Theresa -- thank you for sharing the Q&A amendment. I'm not sure if you're able to answer this now that the questions window is closed, but I just wanted to make sure I'm interpreting correctly. For the first question/response, am I correct in reading that your total marketing spend over the past 5 years was approximately $685,000 (approx $137,000/year, as opposed to an average $685,000 annual spend over each of the past 5 years)? That's how we're interpreting it unless I hear otherwise.

Thanks,
Matt

On Mon, Oct 20, 2025 at 1:42 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> The Office of the State Treasurer has issued RFx 3120003221 Amendment #2. Amendment #2 lists questions from prospective bidders and the answers to those questions.
>
> **Theresa Abadie**
>
> *Comptroller*
>
> *Office of State Treasurer David McRae*
>
> Theresa.Abadie@treasury.ms.gov
>
> *601-359-2523*
>
> www.treasury.ms.gov

--

Matt Monnin
Production Director | he/him
(512) 633-8752

thesis.agency
Instagram | LinkedIn

Our B Corp™ certification recognizes our daily work as a force for inclusive and sustainable change.

From: Matt Monnin
To: Theresa Abadie
Cc: KC Anderson
Subject: Re: RFx 3120003221 Amendment #1
Date: Friday, October 17, 2025 1:59:02 PM

Theresa -- our team reviewed the RFP and we have a few questions to ask. We'll keep an eye out for any responses early next week.

1. 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?
2. 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?
3. 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?
4. Is there an incumbent communications contractor, and if so, should respondents anticipate transition support during the contract start-up period?
5. 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?
6. Should respondents assume media-relations management (pitching, press lists, monitoring) or only message development and press-release drafting under this item?

Thank you,
Matt

On Wed, Oct 15, 2025 at 5:09 PM Matt Monnin <matt.monnin@thesis.agency> wrote:

> Theresa -- I'm writing to confirm receipt of this email update, as well as the attached Amendment #1. We will review and get back to you with any questions on the schedule indicated.
>
> Thank you,
> Matt
>
> On Wed, Oct 15, 2025 at 1:38 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:
>
>> Good Afternoon,
>>
>> The Office of the State Treasurer has issued RFx 3120003221 Amendment #1. Amendment #1 repeals the previously issued RFP. It is replaced with the Amended RFP attached hereto. The RFP was revised to include a question and answer period, revise the timeline, and to revise clauses to be in compliance with OPSCR Rules and Regulations. Any bids that were submitted in accordance with the original RFP schedule remain unopened. Bidders are advised that they should review the Amended RFP and confirm by sending an email to Theresa Abadie, theresa.abadie@treasury.com, whether they wish to keep the bid previously submitted or submit

a new bid. All previously submitted bids will remain unopened until the new bid submission date if the bidder wishes to use the previously submitted bid or will remain in the agency file unopened if the bidder wishes to submit a new bid by the new submission deadline.

Questions regarding the solicitation must be received by October 17 at 3:00pm (CDT). If you have previously sent questions, I have already made note of those. Answers to all questions will be posted on October 20 at 3:00pm (CDT). Proposals must be received by November 3 at 3:00pm (CST). (Please note the change to Central Standard Time on November 3.)

Please acknowledge receipt of this email and the attached Amendment #1.

Theresa Abadie

Comptroller

Office of State Treasurer David McRae

Theresa.Abadie@treasury.ms.gov

601-359-2523

www.treasury.ms.gov

--

Matt Monnin
Production Director | he/him
(512) 633-8752

thesis.agency
Instagram | LinkedIn

Our B Corp™ certification recognizes our daily work as a force for inclusive and sustainable change.

From: Matt Monnin
To: Theresa Abadie
Subject: Re: Agency Response to RFP: 3120003221
Date: Tuesday, October 14, 2025 5:43:46 PM

Perfect. Thanks Theresa!

Matt

On Tue, Oct 14, 2025 at 3:39 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> The amended RFP will be emailed to you as well as posted to our websites.
>
> There will be an outline of the amendments and the answers to questions posted.
>
> Theresa
>
> Sent from my Galaxy
>
> -------- Original message --------
> From: Matt Monnin <matt.monnin@thesis.agency>
> Date: 10/14/25 5:29 PM (GMT-06:00)
> To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
> Cc: KC Anderson <kc.anderson@thesis.agency>, Nicole Griffin <nicole.griffin@thesis.agency>
> Subject: Re: Agency Response to RFP: 3120003221
>
> Theresa -- Thank you for the update. I appreciate you letting us know. Will we receive an alert once the amended RFP is posted, or should we plan to monitor the site for updates?
>
> Also, will the amendment outline what's changed from the original RFP? That'll help us ensure our revised submission aligns with the latest requirements.
>
> Thanks again for keeping us in the loop,
> Matt
>
> On Tue, Oct 14, 2025 at 12:43 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:
>
>> Good Afternoon,
>>
>> I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once. My intent is to have the amendment posted no later than tomorrow, with a new deadline for submissions 14 days afterward.
>>
>> Another note, new submission standards no longer require blind submissions for cost, technical, or management.

Thank you for your interest!

Theresa Abadie

Comptroller

Office of State Treasurer David McRae

Theresa.Abadie@treasury.ms.gov

601-359-2523

www.treasury.ms.gov

Sent from my Galaxy

-------- Original message --------
From: Matt Monnin <matt.monnin@thesis.agency>
Date: 10/14/25 2:42 PM (GMT-06:00)
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Cc: KC Anderson <kc.anderson@thesis.agency>, Nicole Griffin <nicole.griffin@thesis.agency>
Subject: Agency Response to RFP: 3120003221

Dear Theresa Abadie,

Thesis Agency is pleased to submit this proposal in response to the Mississippi Office of the State Treasurer's Request for Proposals No. 3120003221. We bring a proven track record of innovative marketing campaigns and are eager to help the Mississippi Treasury increase awareness and enrollment.

We confirm that our firm meets all the minimum qualifications outlined in the RFP. We agree to the State's standard contract terms and conditions and have provided all the required documentation.

Please find attached our technical proposal, our cost proposal, and a management proposal. Don't hesitate to reach out with any questions. We look forward to hearing back.

Sincerely,
Matt Monnin Thesis, Production Director 512-633-8752
matt.monnin@thesis.agency 2375 NW Savier St, Portland, OR 97210

--

From:	Lauren Mozingo
To:	Theresa Abadie
Cc:	Kami Wert; Jeff Russell
Subject:	RFP 3120003221 – Technical Proposal, Cost Proposal and Management Proposal
Date:	Monday, November 3, 2025 12:00:46 PM
Attachments:	image.png RFP 3120003221_TECHNICAL.pdf RFP 3120003221_COST.pdf RFP 3120003221_MANAGEMENT_Ad5.pdf

---

Hi Teresa,
Attached please find Ad5's three proposal responses - Technical Proposal, Cost Proposal and Management Proposal for RFP 3120003221 – Communications & Marketing Consultants. Please confirm you have received and that you had no issues with accessing the files.

Thanks!
Lauren

Lauren Mozingo
Managing Director, Partner

PRINCETON PARTNERS GROUP

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

601.212.3453
Lauren@ad5partners.com
Ad5partners.com

From:	Kami Wert
To:	Theresa Abadie
Subject:	RE: RFx 3120003221 – Acknowledgement of Amendment #2 (Questions & Answers)
Date:	Tuesday, October 21, 2025 9:47:07 AM
Attachments:	image001.png

Thank you for the clarification.

Kami Wert
Gulf Coast Manager

Ad5
PRINCETON PARTNERS GROUP

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

228.234.3103
Kwert@ad5partners.com
Ad5partners.com

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Tuesday, October 21, 2025 9:45 AM
To: Kami Wert <KWert@ad5partners.com>
Subject: RE: RFx 3120003221 – Acknowledgement of Amendment #2 (Questions & Answers)

That is the amount spent across five years.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Kami Wert <KWert@ad5partners.com>
Sent: Tuesday, October 21, 2025 9:43 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RE: RFx 3120003221 – Acknowledgement of Amendment #2 (Questions & Answers)

I am sorry, but I need one clarification.

In Amendment #2 (Q&A) for RFx 3120003221, Q#1 states: "Over the last five years, we have spent approximately $685,000 for all communications and marketing."

Could you please confirm whether $685,000 represents:

1. the total communications/marketing spend across five years
2. an annual amount?

Thank you for the clarification.

Kami Wert
Gulf Coast Manager

Ad5
PRINCETON PARTNERS GROUP

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

228.234.3103
Kwert@ad5partners.com
Ad5partners.com

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Monday, October 20, 2025 4:52 PM
To: Kami Wert <KWert@ad5partners.com>
Cc: Lauren Mozingo <Lauren@ad5partners.com>
Subject: RE: RFx 3120003221 – Acknowledgement of Amendment #2 (Questions & Answers)

Thank you, Kami!

I have received your email acknowledgement.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Kami Wert <KWert@ad5partners.com>
Sent: Monday, October 20, 2025 4:39 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Cc: Lauren Mozingo <Lauren@ad5partners.com>
Subject: RFx 3120003221 – Acknowledgement of Amendment #2 (Questions & Answers)

Theresa,
This email acknowledges receipt of Amendment #2 (Questions and Answers) for RFx 3120003221 – Communications & Marketing Consultants, issued October 20, 2025 at 3:00 PM (CDT), along with the previously issued Amended RFP (Amendment #1).
We appreciate the clarifications and confirm our continued participation in this solicitation. Please confirm receipt of this acknowledgement for your records.
Thanks! Kami

Kami Wert
Gulf Coast Manager

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

228.234.3103
Kwert@ad5partners.com
Ad5partners.com

From: Kami Wert
To: Theresa Abadie
Subject: Read: RFx 3120003221 Amendment #2
Date: Monday, October 20, 2025 3:48:12 PM

Your message
To: Kami Wert
Subject: RFx 3120003221 Amendment #2
Sent: Monday, October 20, 2025 4:41:51 PM (UTC-05:00) Eastern Time (US & Canada)
was read on Monday, October 20, 2025 4:47:35 PM (UTC-05:00) Eastern Time (US & Canada).

From: Lauren Mozingo
To: Theresa Abadie
Cc: Jeff Russell; Kami Wert; Theresa Abadie
Subject: Re: Ad5 - Amended RFP
Date: Sunday, October 19, 2025 5:06:09 PM

Thank you, Theresa.

Lauren

On Oct 19, 2025, at 9:57 AM, Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

Good Morning Lauren,

I have received your email.

Theresa

Sent from my Galaxy

-------- Original message --------
From: Lauren Mozingo <Lauren@ad5partners.com>
Date: 10/19/25 9:45 AM (GMT-06:00)
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Cc: Jeff Russell <Jeff@ad5partners.com>, Kami Wert <KWert@ad5partners.com>
Subject: Re: Ad5 - Amended RFP

Hi Theresa,
This previous email bounced back to me. Could you confirm that you received this message?

Thanks!
Lauren

From: Lauren Mozingo <Lauren@ad5partners.com>
Sent: Friday, October 17, 2025 2:34 PM
To: theresa.abadie@treasury.com <theresa.abadie@treasury.com>
Cc: Jeff Russell <Jeff@ad5partners.com>; Kami Wert <KWert@ad5partners.com>
Subject: Ad5 - Amended RFP

Hi Theresa,
Ad5 would like to submit a new bid for the new deadline. Attached is the Amendment D acknowledging the amended RFP. We are submitting the Amendment D in advance of our bid packet but will also include it with our bid packet that we will send by the new deadline of Nov. 3. Please confirm you have received.

Thanks!
Lauren

Lauren Mozingo
Managing Director, Partner

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

601.212.3453
Lauren@ad5partners.com
Ad5partners.com

From: Kami Wert
To: Theresa Abadie
Subject: Read: FW: RFx 3120003221 Amendment #1
Date: Thursday, October 16, 2025 11:17:26 AM

Your message
To: Kami Wert
Subject: FW: RFx 3120003221 Amendment #1
Sent: Thursday, October 16, 2025 12:10:54 PM (UTC-05:00) Eastern Time (US & Canada)
was read on Thursday, October 16, 2025 12:17:16 PM (UTC-05:00) Eastern Time (US & Canada).

From: Kami Wert
To: Theresa Abadie
Subject: RE: RFP #3120003221 – Amendments & Questions Ad5
Date: Tuesday, October 14, 2025 10:36:56 AM
Attachments: image001.png

Thank you so much for your help. Has the new due date for RFP #3120003221 (Communications & Marketing Consultants) been officially posted yet, or are you able to share the updated deadline?

Kami Wert
Gulf Coast Manager

PRINCETON PARTNERS GROUP

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

228.234.3103
Kwert@ad5partners.com
Ad5partners.com

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Tuesday, October 14, 2025 10:00 AM
To: Kami Wert <kwert@ad5partners.com>
Subject: RE: RFP #3120003221 – Amendments & Questions Ad5

Hi Kami,

The amendments haven't been posted yet, but the RFP will be officially extended. I hope to have it loaded today, and I will also forward a copy of the amended RFP to all who have responded so far.

I am waiting on clarification of when I should post the answers to the submitted questions and/or if I can forward all answers to already submitted questions to potential bidders now.

Thank you for your patience!

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Kami Wert <kwert@ad5partners.com>
Sent: Monday, October 13, 2025 8:40 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RE: RFP #3120003221 – Amendments & Questions Ad5

Good morning, Theresa,
I wanted to follow up regarding RFP #3120003221 – Communications & Marketing Consultants. I checked again today, but I have not seen anything posted yet about the amendment or new submission deadline.
Has the RFP been officially extended, and do you know when we might expect the answers to the submitted questions to be released?
Thank you so much for your help,
Kami

Kami Wert
Gulf Coast Manager

PRINCETON PARTNERS GROUP

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

228.234.3103
Kwert@ad5partners.com
Ad5partners.com

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>

Sent: Thursday, October 2, 2025 4:12 PM
To: Kami Wert <kwert@ad5partners.com>
Subject: FW: RFP #3120003221 – Amendments & Questions Ad5

Kami,

Another note, new submission standards no longer require blind submissions for cost, technical, or management.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Theresa Abadie
Sent: Thursday, October 2, 2025 4:10 PM
To: Kami Wert <KWert@ad5partners.com>
Cc: Jeff Russell <Jeff@ad5partners.com>
Subject: RE: RFP #3120003221 – Amendments & Questions Ad5

Hi Kami,

Sorry for the delay in answering. I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once.

My intent is to have the amendment posted no later than October 14, with a new deadline for submissions 14 days afterward.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Kami Wert <KWert@ad5partners.com>
Sent: Thursday, October 2, 2025 2:48 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>

Cc: Jeff Russell <Jeff@ad5partners.com>
Subject: RE: RFP #3120003221 – Amendments & Questions Ad5

Hi Theresa,
I hope you're having a great day! Just making sure you have the questions we submitted for RFP #3120003221.
Thanks so much,
Kami

Kami Wert
Gulf Coast Manager

Ad5
PRINCETON PARTNERS GROUP

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

228.234.3103
Kwert@ad5partners.com
Ad5partners.com

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Monday, September 29, 2025 9:17 AM
To: Kami Wert <KWert@ad5partners.com>
Subject: RE: RFP #3120003221 – Amendments & Questions Ad5

Hi Kami,

I am still working on the answers to your questions. I will have them today.

Thanks,

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523

www.treasury.ms.gov

From: Kami Wert <KWert@ad5partners.com>
Sent: Monday, September 29, 2025 9:14 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: FW: RFP #3120003221 – Amendments & Questions Ad5

Theresa,
Thank you so much for your help on this. When you have a chance, would you please respond with the answers to the questions below?
I really appreciate your time and guidance!
Thanks!!Kami

Kami Wert
Gulf Coast Manager

Ad5
PRINCETON PARTNERS GROUP

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

228.234.3103
Kwert@ad5partners.com
Ad5partners.com

From: Kami Wert
Sent: Tuesday, September 23, 2025 4:03 PM
To: 'Theresa Abadie' <Theresa.Abadie@treasury.ms.gov>
Cc: Jeff Russell <Jeff@ad5partners.com>
Subject: RE: RFP #3120003221 – Amendments & Questions Ad5

Theresa, I truly appreciate your time and guidance as we work through the details of RFP #3120003221 – Communications & Marketing Consultants.
I do have a few additional items I would like to clarify:
RFP #3120003221 – Communications & Marketing Consultants:
GOALS

- What is the measurable OST Communications and Marketing goal?
- How will success be measured one year after the engagement begins for College Savings Programs (MPACT and MACS) and Unclaimed Property?
- What are the expected KPIs and conversions for each program?

MARKETING PLANS

- Do written marketing and media plans exist now for (1) College Savings Programs (MPACT and MACS) and (2) Unclaimed Property?
- Will any other marketing plans be available for review and use as a foundation?

MARKETING MATERIALS

- Are marketing materials design-only, or should printing be included in our estimates?
- If printing is needed, what quantities are expected for each piece?

AUDIENCES

- Could you describe the primary and secondary target audiences for College Savings Programs (MPACT and MACS) and for Unclaimed Property?
- What age group has been most receptive to each program?

MEDIA

- What media channels have been most successful in achieving OST's goals?
- Are there any media channels OST prefers to avoid?

EVENTS

- What is the expectation for event marketing?
- What level of agency support is most needed to assist OST staff for events?

PR

- Is there a PR plan in place now?
- Does OST most need PR support with identifying story opportunities, writing and distributing releases, pitching stories, or other PR activities?

Thank you again for your time.

Again Thanks!!!!

Kami

Kami Wert
Gulf Coast Manager

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

228.234.3103
Kwert@ad5partners.com
Ad5partners.com

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Tuesday, September 23, 2025 1:04 PM
To: Kami Wert <KWert@ad5partners.com>
Subject: RE: RFP #3120003221 – Amendments & Questions Ad5

Hi Kami,

There haven't been any amendments to the RFP, so you won't need to sign/return the form.

Vendors are allowed to submit questions. Typically questions are submitted by email, and I will provide a response as soon as possible.

Thanks for your interest!

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Kami Wert <KWert@ad5partners.com>
Sent: Tuesday, September 23, 2025 12:44 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RFP #3120003221 – Amendments & Questions Ad5

Dear Ms. Abadie,

Ad5 is interested in participating in RFP #3120003221 – Communications & Marketing Consultants. The RFP notes that respondents should "acknowledge amendments by signing the amendment form or by letter." As of now, I have not seen any amendments posted or received a form. Could you please confirm whether any amendments have been issued (or are planned), and if so, where they will be posted or how they will be distributed?

Additionally, could you clarify whether vendors are allowed to submit questions to OST, and if so, what the process and timing would be for doing that?

Thank you very much for your guidance. Kami

Kami Wert
Gulf Coast Manager

Ad5
PRINCETON PARTNERS GROUP

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

228.234.3103
Kwert@ad5partners.com
Ad5partners.com

From:	Ira Minor
To:	Theresa Abadie
Subject:	Re: RFx 3120003221 Amendment #1
Date:	Monday, November 3, 2025 11:59:12 AM
Attachments:	Mississippi Office of the State Treasury - RFP# 3120003221 - Leap Group Proposal (Updated).pdf

---

Good Afternoon Theresa,

Please see our attached updated proposal here, which also includes Appendix B, C, D, and the Addendum 2 Acknowledgement Form. Please let us know if there is anything else you need, and thank you for your consideration!

Ira Minor
Government Acquisition &
Submission Manager
Direct: (562) 896-9412
leapgroupnetwork.com

From: Ira Minor <iminor@leapgroupnetwork.com>
Sent: Thursday, October 16, 2025 9:34 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: RFx 3120003221 Amendment #1

Hi Theresa,

Okay, sounds good - thank you for the clarification. We appreciate it!

Ira Minor
Government Acquisition &
Submission Manager
Direct: (562) 896-9412
leapgroupnetwork.com

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Thursday, October 16, 2025 9:31 AM
To: Ira Minor <iminor@leapgroupnetwork.com>

Subject: RE: RFx 3120003221 Amendment #1

Hi Ira,

It is certainly fine to wait until October 20 to decide if you want to resubmit. The new deadline is November 3rd. 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.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Ira Minor <iminor@leapgroupnetwork.com>
Sent: Thursday, October 16, 2025 11:24 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: RFx 3120003221 Amendment #1

Hi Theresa,

Thank you for your email - we acknowledge receipt of your email and Amendment 1. 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? 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? Thank you!

Ira Minor
Government Acquisition &
Submission Manager
Direct: (562) 896-9412
leapgroupnetwork.com

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>

Sent: Thursday, October 16, 2025 9:10 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: FW: RFx 3120003221 Amendment #1

Good Afternoon,

The Office of the State Treasurer has issued RFx 3120003221 Amendment #1. Amendment #1 repeals the previously issued RFP. It is replaced with the Amended RFP attached hereto. The RFP was revised to include a question and answer period, revise the timeline, and to revise clauses to be in compliance with OPSCR Rules and Regulations. Any bids that were submitted in accordance with the original RFP schedule remain unopened. Bidders are advised that they should review the Amended RFP and confirm by sending an email to Theresa Abadie, theresa.abadie@treasury.com, whether they wish to keep the bid previously submitted or submit a new bid. All previously submitted bids will remain unopened until the new bid submission date if the bidder wishes to use the previously submitted bid or will remain in the agency file unopened if the bidder wishes to submit a new bid by the new submission deadline.

Questions regarding the solicitation must be received by October 17 at 3:00pm (CDT). If you have previously sent questions, I have already made note of those. Answers to all questions will be posted on October 20 at 3:00pm (CDT). Proposals must be received by November 3 at 3:00pm (CST). (Please note the change to Central Standard Time on November 3.)

Please acknowledge receipt of this email and the attached Amendment #1.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

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NOTICE: This email and all its attachments are solely for addressees' use and may contain legally privileged, protected or confidential information. If you have received this email in error, please notify the sender immediately and delete all copies of this email.

From: Ira Minor
To: Theresa Abadie
Subject: Re: RFP# 3120003221 - Communications and Marketing Consultants - Leap Group Proposal
Date: Tuesday, October 14, 2025 2:41:15 PM

Hi Theresa,

Okay, thank you for the update and for letting us know - we appreciate it!

Ira Minor
Government Acquisition &
Submission Manager
Direct: (562) 896-9412
leapgroupnetwork.com

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Tuesday, October 14, 2025 12:36 PM
To: Ira Minor <iminor@leapgroupnetwork.com>
Subject: RE: RFP# 3120003221 - Communications and Marketing Consultants - Leap Group Proposal

Good Afternoon,
I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once. My intent is to have the amendment posted no later than tomorrow, with a new deadline for submissions 14 days afterward.
Another note, new submission standards no longer require blind submissions for cost, technical, or management.
Thank you for your interest!

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

Sent from my Galaxy

-------- Original message --------
From: Ira Minor <iminor@leapgroupnetwork.com>
Date: 10/14/25 2:31 PM (GMT-06:00)
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>

Subject: RFP# 3120003221 - Communications and Marketing Consultants - Leap Group Proposal

Good Afternoon,

Please see our attached proposal documents in response to the Mississippi Office of the State Treasury's RFP# 3120003221 for Communications and Marketing Consultants. Please let us know if there's anything else you need, and thank you for your consideration!

Ira Minor
Government Acquisition &
Submission Manager
Direct: (562) 896-9412
leapgroupnetwork.com

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NOTICE: This email and all its attachments are solely for addressees' use and may contain legally privileged, protected or confidential information. If you have received this email in error, please notify the sender immediately and delete all copies of this email.

From:	Quinton Dickerson
To:	Theresa Abadie
Subject:	RFP Response from Frontier Strategies
Date:	Monday, November 3, 2025 11:48:28 AM
Attachments:	OST-RFP-Frontier Strategies-Technical Proposal.pdf OST-RFP-Frontier Strategies-Cost Proposal.pdf OST-RFP-Frontier Strategies-Management Proposal.pdf

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Please see the attached 3 documents that are responses from Frontier Strategies to RFP# 3120003221 (Communications and Marketing Consultants), including the Technical proposal, Cost proposal and Management proposal. Please reply to confirm you received all 3 attachments—and thank you for giving us the opportunity to submit a response to this RFP.

We would greatly appreciate the opportunity to work with you. Thank you for your consideration.

Sincerely,

Quinton

Quinton Dickerson
Frontier Strategies, LLC

From:	Nikkia Adolphe
To:	Theresa Abadie
Subject:	Proposal Submission: RFP #3120003221 – Mississippi Office of the State Treasurer
Date:	Monday, November 3, 2025 11:55:43 AM
Attachments:	image001.png image002.png Mississippi OST - Proposal for Communications & Marketing Services - Prepared by BrandSavor.pdf Mississippi OST - Proposal for Communications & Marketing Services - Prepared by BrandSavor.pdf

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Hi Theresa –

Happy Monday! I hope you had a wonderful weekend. On behalf of the entire BrandSavor team, I'm pleased to submit our proposal in response to RFP #3120003221 for Communications and Marketing Services for the Mississippi Office of the State Treasurer.

We are inspired by the Office's track record of impact and innovation, and we welcome the opportunity to support your continued efforts to deepen public trust, expand access to OST programs, and empower Mississippi families with clarity and confidence.

Please find our full proposal attached for your review. Should you need any additional information or clarification, we are happy to provide it promptly.

Thank you again for the opportunity to be considered. We look forward to the possibility of partnering with you on this important work.

Kind Regards,
Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me

From:	Nikkia Adolphe
To:	Theresa Abadie
Subject:	Re: RFx 3120003221 Amendment #2
Date:	Monday, October 20, 2025 3:54:12 PM
Attachments:	image001.png

Thank you, Theresa!

Kind Regards,
Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me

Brandsavor
MEDIA + MARKETING

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Date: Monday, October 20, 2025 at 4:42 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RFx 3120003221 Amendment #2

The Office of the State Treasurer has issued RFx 3120003221 Amendment #2. Amendment #2 lists questions from prospective bidders and the answers to those questions.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From:	Nikkia Adolphe
To:	Theresa Abadie
Subject:	Re: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)
Date:	Tuesday, October 14, 2025 4:22:46 PM
Attachments:	image001.png image002.png Image.png

Sounds great - thank you, Theresa!

Kind Regards,

Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Tuesday, October 14, 2025 3:32:56 PM
To: Nikkia Adolphe <nikkia@brandsavor.co>
Subject: RE: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

Hi Nikkia,

My team is reviewing the amended RFP and plans to have it ready for release in the morning.

Once released you will be provided a copy by email, as well as it being posted to our websites.

Sorry for the delay!

Theresa

Sent from my Galaxy

-------- Original message --------
From: Nikkia Adolphe <nikkia@brandsavor.co>
Date: 10/14/25 2:15 PM (GMT-06:00)
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

From:	Nikkia Adolphe
To:	Theresa Abadie
Subject:	Re: RFx 3120003221 Amendment #1
Date:	Wednesday, October 15, 2025 7:07:40 PM
Attachments:	Image.png

Thanks so much, Theresa!

Kind Regards,

Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Wednesday, October 15, 2025 4:37:11 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RFx 3120003221 Amendment #1

Good Afternoon,

The Office of the State Treasurer has issued RFx 3120003221 Amendment #1. Amendment #1 repeals the previously issued RFP. It is replaced with the Amended RFP attached hereto. The RFP was revised to include a question and answer period, revise the timeline, and to revise clauses to be in compliance with OPSCR Rules and Regulations. Any bids that were submitted in accordance with the original RFP schedule remain unopened. Bidders are advised that they should review the Amended RFP and confirm by sending an email to Theresa Abadie, theresa.abadie@treasury.com, whether they wish to keep the bid previously submitted or submit a new bid. All previously submitted bids will remain unopened until the new bid submission date if the bidder wishes to use the previously submitted bid or will remain in the agency file unopened if the bidder wishes to submit a new bid by the new submission deadline.

Questions regarding the solicitation must be received by October 17 at 3:00pm (CDT). If you have previously sent questions, I have already made note of those. Answers to all questions will be posted on October 20 at 3:00pm (CDT). Proposals must be received by November 3 at 3:00pm (CST). (Please note the change to Central Standard Time on November 3.)

Please acknowledge receipt of this email and the attached Amendment #1.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

Hi Theresa,

I hope you're doing well. I wanted to kindly follow up regarding the amendment for RFP #3120003221 – for Communications & Marketing support.

Our team is finalizing our submission materials and just wanted to confirm whether the amendment has been released or if there's an updated timeline we should be aware of.

Thank you again for your time and guidance throughout this process — it's been very helpful.

Kind Regards,

Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me

From: Nikkia Adolphe <nikkia@brandsavor.co>
Sent: Thursday, October 2, 2025 7:13:28 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

Hi Theresa - thanks so much for the update. I'll be on the lookout for the amendment.

Have a wonderful evening.

Kind Regards,

Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Thursday, October 2, 2025 5:47:10 PM

To: Nikkia Adolphe <nikkia@brandsavor.co>
Subject: RE: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

Good Afternoon,

I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once.

My intent is to have the amendment posted no later than October 14, with a new deadline for submissions 14 days afterward.

Another note, new submission standards no longer require blind submissions for cost, technical, or management.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Nikkia Adolphe <nikkia@brandsavor.co>
Sent: Thursday, September 18, 2025 10:53 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

Understood. Thank you!

Kind Regards,

Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>

Sent: Thursday, September 18, 2025 11:50:24 AM
To: Nikkia Adolphe <nikkia@brandsavor.co>
Subject: RE: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

HI Nikkia,

I suppose 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.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Nikkia Adolphe <nikkia@brandsavor.co>
Sent: Thursday, September 18, 2025 10:15 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

Hi Theresa - apologies as I may have probed the question in the wrong manner. 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.

Kind Regards,

Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>

Sent: Thursday, September 18, 2025 10:59:10 AM
To: Nikkia Adolphe <nikkia@brandsavor.co>
Subject: RE: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

Nikkia,

Our current contractor is Amplify, Inc. The solicitation is posted to our Transparency.ms.gov website, in our local newspaper legal ads, and on our agency website. Since all of these locations are visible nationally, I am not able to pinpoint who the competitors would be.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Nikkia Adolphe <nikkia@brandsavor.co>
Sent: Tuesday, September 16, 2025 4:38 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

Thanks so much for the responses, Theresa. Really appreciate it. One more question: who would you all deem as competitor set/peer? It will be helpful with informing our research for the proposal.

Kind Regards,

Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Tuesday, September 16, 2025 4:11:25 PM
To: Nikkia Adolphe <nikkia@brandsavor.co>
Subject: RE: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

Hi Nikkia,

I have added responses to your questions below.

Let me know if you have any additional questions.

Thanks,

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Nikkia Adolphe <nikkia@brandsavor.co>
Sent: Monday, September 15, 2025 11:57 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Intent to Submit – RFP #3120003221 (Communications & Marketing Consultants)

Hi Theresa,

I hope you had a great weekend! BrandSavor intends to submit a proposal for RFP #3120003221 – Communications & Marketing Consultants by the October 14th deadline. We're preparing our proposal and had a few quick clarifying questions to ensure our response aligns with OST's expectations:

1. Budget: Is there an anticipated or recommended budget range that OST would like respondents to consider?

   Over the last five years, we have spent approximately $685,000 for all communications and marketing. We hope to stay within this range.

2. In-State Preference: 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.

3. Award Structure: 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.

4. KPIs/Metrics: 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.

5. Media Buying: 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.

6. Pre-Proposal Meeting: 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.

Thanks so much for your time and guidance. We're excited to participate.

Kind Regards,
Nikkia Adolphe
Founding Partner, Head of Strategy
M: (786) 269-5040 | LinkedIn | Connect with me
Brandsavor
MEDIA + MARKETING

From:	RFP Moburst
To:	Theresa Abadie
Subject:	RFP for Communications & Marketing Consulting Services
Date:	Monday, November 3, 2025 10:52:51 AM
Attachments:	Moburst_Mississippi_Appendix_A_.pdf RFP Communications Marketing Amended__1_.pdf Management_Proposal_.pdf Resume_Moburst_Mississippi.pdf Moburst_technical_proposal_Mississippi_.pdf

---

Dear Ms. Abadie,

On behalf of Moburst I am submitting a response to *RFP for Communications & Marketing Consulting Services.*

If you have any questions please let me know.

Kind regards

Gilad Bechar
CEO
Moburst

From:	Tracey Williamson
To:	Theresa Abadie
Subject:	The Gibbes Company RFP Response
Date:	Monday, November 3, 2025 10:44:26 AM
Attachments:	gibbes-logo-smaller.png

Download full resolution images
Available until Dec 3, 2025

Ms. Abadie,

The Gibbes Company respectfully submits our responses to the Office of State Treasurer Request for Proposals for Communications & Marketing Consultants.

The three requested responses are attached in this email - Management, Technical, and Cost. Please let me know if you have any questions or would like further information about The Gibbes Company.

We look forward to hearing from you regarding this submission.

Best Regards,
Tracey Williamson

Click to Download
OST RFP Cost Proposal.pdf
3 MB

Click to Download
OST RFP Management Proposal.pdf
10.7 MB

Click to Download
OST RFP Technical Proposal.pdf

10.7 MB

Tracey Williamson
Senior Account Executive

261 Trace Colony Park Dr. Suite C Ridgeland, MS 39157

601.707.3315 direct

https://gibbes.net/

On Oct 16, 2025, at 11:10 AM, Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

Good Afternoon,

The Office of the State Treasurer has issued RFx 3120003221 Amendment #1. Amendment #1 repeals the previously issued RFP. It is replaced with the Amended RFP attached hereto. The RFP was revised to include a question and answer period, revise the timeline, and to revise clauses to be in compliance with OPSCR Rules and Regulations. Any bids that were submitted in accordance with the original RFP schedule remain unopened. Bidders are advised that they should review the Amended RFP and confirm by sending an email to Theresa Abadie, theresa.abadie@treasury.com, whether they wish to keep the bid previously submitted or submit a new bid. All previously submitted bids will remain unopened until the new bid submission date if the bidder wishes to use the previously submitted bid or will remain in the agency file unopened if the bidder wishes to submit a new bid by the new submission deadline.

Questions regarding the solicitation must be received by October 17 at 3:00pm (CDT). If you have previously sent questions, I have already made note of those. Answers to all questions will be posted on October 20 at 3:00pm (CDT). Proposals must be received by November 3 at 3:00pm (CST). (Please note the change to Central Standard Time on November 3.)

Please acknowledge receipt of this email and the attached Amendment #1.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

Click to Download

RFP Communications Marketing Amended.pdf

402 KB

From:	Theresa Abadie
To:	"Tracey Williamson"
Subject:	RE: RFx 3120003221 Amendment #1
Date:	Tuesday, October 21, 2025 12:07:00 PM
Attachments:	image001.png

Tracey,

That is correct – all three proposals may contain identifying company information.

There is no problem if some of your information is duplicated or repeated in the various proposals.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Tracey Williamson <twilliamson@gibbes.net>
Sent: Tuesday, October 21, 2025 11:26 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: RFx 3120003221 Amendment #1

RFP Questions:

- I am reviewing the differences in the first RFP and the 2nd, and it appears that now all three proposals (technical, cost and management) should include our identifying company information? Is that correct?

- It's a little confusing on what should be included in each proposal. For instance, the info you request in sections II and III, would you consider that to be part of the Technical or Management Proposal? Is it your thought that no information would be duplicated in the three proposals?

thank you,
Tracey Williamson

Tracey Williamson
Senior Account Executive

261 Trace Colony Park Dr. Suite C Ridgeland, MS 39157

601.707.3315 direct

https://gibbes.net/

GIBBES

On Oct 16, 2025, at 11:10 AM, Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

Good Afternoon,

The Office of the State Treasurer has issued RFx 3120003221 Amendment #1. Amendment #1 repeals the previously issued RFP. It is replaced with the Amended RFP attached hereto. The RFP was revised to include a question and answer period, revise the timeline, and to revise clauses to be in compliance with OPSCR Rules and Regulations. Any bids that were submitted in accordance with the original RFP schedule remain unopened. Bidders are advised that they should review the Amended RFP and confirm by sending an email to Theresa Abadie, theresa.abadie@treasury.com, whether they wish to keep the bid previously submitted or submit a new bid. All previously submitted bids will remain unopened until the new bid submission date if the bidder wishes to use the previously submitted bid or will remain in the agency file unopened if the bidder wishes to submit a new bid by the new submission deadline.

Questions regarding the solicitation must be received by October 17 at 3:00pm (CDT). If you have previously sent questions, I have already made note of those. Answers to all questions will be posted on October 20 at 3:00pm (CDT). Proposals must be received by November 3 at 3:00pm (CST). (Please note the change to Central Standard Time on November 3.)

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Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

<RFP Communications Marketing Amended.pdf>

From: Tracey Williamson
To: Theresa Abadie
Subject: Read: FW: RFx 3120003221 Amendment #1
Date: Thursday, October 16, 2025 11:11:59 AM

Your message
To: Tracey Williamson
Subject: FW: RFx 3120003221 Amendment #1
Sent: Thursday, October 16, 2025 11:10:54 AM (UTC-06:00) Central Time (US & Canada)
was read on Thursday, October 16, 2025 11:11:49 AM (UTC-06:00) Central Time (US & Canada).

From:	Tracey Williamson
To:	Theresa Abadie
Subject:	The Gibbes Company RFP Response
Date:	Tuesday, October 14, 2025 11:25:54 AM
Attachments:	gibbes-logo-smaller.png OST RFP Cost Proposal.pdf OST RFP Management Proposal.pdf OST RFP Technical Proposal.pdf

---

Ms. Abadie,

The Gibbes Company respectfully submits our responses to the Office of State Treasurer Request for Proposals for Communications & Marketing Consultants.

The three requested responses are attached in this email - Management, Technical, and Cost. Please let me know if you have any questions or would like further information about The Gibbes Company.

We look forward to hearing from you regarding this submission.

Best Regards,
Tracey Williamson

Tracey Williamson
Senior Account Executive

261 Trace Colony Park Dr. Suite C Ridgeland, MS 39157

601.707.3315 direct

https://gibbes.net/

GIBBES

From:	Mel Bowers
To:	Theresa Abadie
Subject:	Submission – RFP #3120003221: Communications and Marketing Consultants
Date:	Monday, October 13, 2025 7:01:01 PM
Attachments:	TECHNICAL PROPOSAL RFP#-3120003221.pdf COST PROPOSAL RFP-3120003221.pdf MANAGEMENT PROPOSAL RFP-3120003221.pdf

---

Dear Ms. Abadie,

On behalf of **Mel B Enterprises LLC**, please find attached our complete response to **RFP #3120003221 Communications and Marketing Consultants** issued by the Mississippi Office of the State Treasurer.

Per the RFP instructions, we have included the following three (3) separate electronic proposals:

1. **Technical Proposal (No Identifying Information)**
2. **Cost Proposal (No Identifying Information)**
3. **Management Proposal (Includes Identifying Information)**

All documents have been prepared in accordance with the submission requirements and delivered prior to the stated deadline of **October 14, 2025, at 3:00 PM (CDT)**.

We appreciate the opportunity to submit our proposal and look forward to the possibility of partnering with your team to support the State Treasurer's communications and marketing objectives.

Warm regards,
Melneka "Mel" Bowers
Principal & CEO
Mel B Enterprises LLC
1420 Paramount Drive, Huntsville, AL 35806
(404) 275-9611

Mel Bowers | MBE

a: Mel B Enterprises | 1420 Paramount Dr. E Huntsville, AL 35806 404.275.9611
e: melbenterprises@gmail.com | **w:** www.melbowers.com

From: Theresa Abadie
To: Mel Bowers
Subject: RE: RFx 3120003221 Amendment #1 and 2
Date: Thursday, October 23, 2025 1:38:00 PM

Mel,

I have received your email.

Please note the following – An updated Appendix B, Appendix C, and Appendix D will need to be submitted, even if you choose to keep/use your original proposal.

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.

Thanks,

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Mel Bowers <melbenterprises@gmail.com>
Sent: Wednesday, October 22, 2025 11:35 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RFx 3120003221 Amendment #1 and 2

We acknowledge receipt of email and Amendment #1 and 2. We wish to keep the bid previously submitted.

Mel Bowers | MBE

a: Mel B Enterprises | 1420 Paramount Dr. E Huntsville, AL 35806 404.275.9611
e: melbenterprises@gmail.com | **w:** www.melbowers.com

From: Mel Bowers
To: Theresa Abadie
Subject: Re: Appendix B, C, and D
Date: Monday, November 3, 2025 7:55:56 AM
Attachments: Communications Marketing Appendix B-D (1).pdf

Good Morning,

I have attached Appendix B, C, and D to go along with our previously submitted proposal.

Thanks,

Mel Bowers

Mel Bowers | MBE

a: Mel B Enterprises | 1420 Paramount Dr. E Huntsville, AL 35806 404.275.9611
e: melbenterprises@gmail.com | **w:** www.melbowers.com

From: RFP RFP
To: Theresa Abadie
Subject: Re: RFP #3120003221 – Hawke Media Proposal Submission
Date: Monday, November 3, 2025 7:54:29 AM
Attachments: Hawke_Media_Cost_Proposal_Mississippi (1).pdf
Hawke_Media_Management_Proposal_Mississippi (1).pdf
Hawke_Media_Technical_Proposal_Mississippi (1).pdf
Hawke_Media_Addendums_Communications_Marketing_Consultants.pdf

---

Hey Theresa,

Attaching our proposal and the signed addendums.

Let me know if you have any questions!

Kind regards

Jacob

On Tue, Oct 14, 2025 at 5:22 PM RFP RFP <rfp@hawkemedia.com> wrote:

> Hi Theresa,
>
> Okay great thanks for letting me know!
>
> Kind regards
>
> Jacob
>
> On Tue, Oct 14, 2025 at 5:12 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:
>
>> Hi Jacob,
>>
>> I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once. My intent is to have the amendment posted no later than today, with a new deadline for submissions 14 days afterward.
>>
>> Another note, new submission standards no longer require blind submissions for cost, technical, or management.
>>
>> **Theresa Abadie**
>>
>> *Comptroller*
>>
>> *Office of State Treasurer David McRae*
>>
>> Theresa.Abadie@treasury.ms.gov
>>
>> *601-359-2523*

www.treasury.ms.gov

From: RFP RFP <rfp@hawkemedia.com>
Sent: Tuesday, October 14, 2025 8:04 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RFP #3120003221 – Hawke Media Proposal Submission

Dear Ms. Abadie,

On behalf of **Hawke Media**, please find attached our full response to **RFP #3120003221 – Communications and Marketing Consultants** for the Mississippi Office of the State Treasurer.

The submission includes:

- Technical Proposal (non-identifying)
- Management Proposal
- Cost Proposal

We appreciate the opportunity to participate in this procurement and are confident our experience and integrated marketing capabilities align strongly with the Treasurer's objectives. Please confirm receipt at your earliest convenience.

Kind regards,
Jacob Hanson
Managing Director, Hawke Media

From:	Brittany Comins Moline
To:	Theresa Abadie
Subject:	Amplify Response to RFP #3120003221
Date:	Monday, November 3, 2025 7:41:26 AM

Thank you for the opportunity to submit a proposal to continue providing the State Treasury with marketing services over the next three to five years. We have truly enjoyed working with you and the team.

If there is anything else I can provide for this project, please let me know.

All the best,
Brittany

- Amplify_OST_RFP_Proposal_Nov2025_cost.pdf
- Amplify_OST_RFP_Proposal_Nov2025_management.pdf
- Amplify_OST_RFP_Proposal_Nov2025_signatureSheets.pdf
- Amplify_OST_RFP_Proposal_Nov2025_technical.pdf
- Amplify_OST_RFP_Proposal_Nov2025-f.pdf

Brittany Comins Moline
(703) 789-6598

AMPLIFY

Our Services
Mail Samples
Video Streaming / CTV Samples

From: Brittany Comins Moline
To: Theresa Abadie
Subject: Read: RFx 3120003221 Amendment #2
Date: Monday, October 20, 2025 4:57:48 PM

Your message
To: Brittany Comins Moline
Subject: RFx 3120003221 Amendment #2
Sent: Monday, October 20, 2025 4:41:51 PM (UTC-05:00) Eastern Time (US & Canada)
was read on Monday, October 20, 2025 5:57:38 PM (UTC-05:00) Eastern Time (US & Canada).

From:	Brittany Comins Moline
To:	Theresa Abadie
Subject:	Read: FW: RFx 3120003221 Amendment #1
Date:	Thursday, October 16, 2025 12:29:21 PM

Your message
To: Brittany Comins Moline
Subject: FW: RFx 3120003221 Amendment #1
Sent: Thursday, October 16, 2025 12:10:54 PM (UTC-05:00) Eastern Time (US & Canada)
was read on Thursday, October 16, 2025 1:29:11 PM (UTC-05:00) Eastern Time (US & Canada).

From:	Brittany Comins Moline
To:	Theresa Abadie
Subject:	Re: RFx 3120003221
Date:	Saturday, October 4, 2025 2:03:48 PM

Wonderful. Thank you! I certainly remember that process from last time. :)

Brittany Comins Moline
(703) 789-6598

AMPLIFY

Our Services
Mail Samples
Video Streaming / CTV Samples

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Date: Thursday, October 2, 2025 at 5:45 PM
To: Brittany Comins Moline <Brittany@meetamplify.com>
Subject: FW: RFx 3120003221

Brittany,

Another note, new submission standards no longer require blind submissions for cost, technical, or management.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Theresa Abadie
Sent: Thursday, October 2, 2025 4:16 PM
To: Brittany Comins Moline <Brittany@meetamplify.com>
Subject: RE: RFx 3120003221

Hi Brittany,

I wanted to let you know that because we are getting many questions from potential bidders, I

am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once.

My intent is to have the amendment posted no later than October 14, with a new deadline for submissions 14 days afterward.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Theresa Abadie
Sent: Friday, September 19, 2025 10:19 AM
To: Brittany Comins Moline <Brittany@meetamplify.com>
Subject: RE: RFx 3120003221

Thank you, Brittany!

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Brittany Comins Moline <Brittany@meetamplify.com>
Sent: Friday, September 19, 2025 10:11 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: RFx 3120003221

Thank you in advance for the work you're putting into this procurement. Attached is Amplify's indication of interest. Please let me know if you need anything else at this time.

Brittany Comins Moline
(703) 789-6598

AMPLIFY

Our Services
Mail Samples
Video Streaming / CTV Samples

From: Theresa Abadie <THERESA.ABADIE@TREASURY.MS.GOV>
Date: Thursday, September 11, 2025 at 9:04 AM
To: Brittany Comins Moline <Brittany@meetamplify.com>
Subject: RFx 3120003221

State of Mississippi Solicitation Opportunity
Agency: Office of the State Treasurer

Bid Number:3120003221 (1171-26-R-RFPR-00002)

Bid Created: Sep05,2025
Submission Deadline: Oct14,2025 at 03:00:00 PM
Bid Opening Date: Oct14,2025 at 03:00:00PM

Category: 91503-Serv CommMediaPubRel

For more information pertaining to this solicitation visit:
https://portal.magic.ms.gov:443/irj/portal/

Please do not respond to this message as this mailbox is not monitored and your response will be deleted.

From: Yonatan Pistiner
To: Theresa Abadie
Subject: Re: GR0 Proposal Submission for RFP Communications and Marketing Consultants
Date: Monday, November 3, 2025 6:57:06 AM
Attachments: Gr0-Mississippi-RFP-Cost-Pricing (1).pdf
Gr0-Appendix-A-B_Mississippi (1) (1).pdf
Gr0_Resumes (1).pdf
Amendment_2 - Questions__Answers.pdf
Gr0-TECH-Proposal-RFP_Mississippi (1).pdf
Gr0-MANAGEMENT-Proposal-RFP-Mississippi (1).pdf

Hi Theresa,

New updated Proposals with addendum 2 attached.

Kind regards

Yonatan

On Tue, Oct 14, 2025 at 6:08 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> The addendum will be posted on our website and will be emailed to all prospective offerors.
>
> ---
>
> **From:** Yonatan Pistiner <yonatan.pistiner@gr0.com>
> **Sent:** Tuesday, October 14, 2025 9:37 AM
> **To:** Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
> **Subject:** Re: GR0 Proposal Submission for RFP Communications and Marketing Consultants
>
> Thanks for your quick response Theresa.
>
> Will you issue an addendum by email or on the website?
>
> Kind regards
>
> Yonatan
>
> On Tue, Oct 14, 2025 at 5:34 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:
>
> > Good Morning,

I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once. My intent is to have the amendment posted no later than today, with a new deadline for submissions 14 days afterward.

Another note, new submission standards no longer require blind submissions for cost, technical, or management.

Theresa Abadie

Comptroller

Office of State Treasurer David McRae

Theresa.Abadie@treasury.ms.gov

601-359-2523

www.treasury.ms.gov

From: Yonatan Pistiner <yonatan.pistiner@gr0.com>
Sent: Tuesday, October 14, 2025 9:22 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: GR0 Proposal Submission for RFP Communications and Marketing Consultants

Dear Ms. Abadie,

We are pleased to submit our full response to RFP #3120003221 – Communications and Marketing Consultants for the Mississippi Office of the State Treasurer.

The following documents are included for your review:

- Technical Proposal (blind)
- Management Proposal
- Cost & Pricing Proposal
- Appendix A–B (Completed)
- Staff Resumes

Our team appreciates the opportunity to participate in this important initiative supporting the Treasurer's public engagement and education programs. We believe our digital-first approach, transparent structure, and commitment to measurable outcomes will help

advance the Office's communications objectives statewide.

Kind regards
Yonatan
GR0

--

Sales & Business Development | GR0

From:	Jason Pack
To:	Theresa Abadie
Subject:	Re: RFx 3120003221 Amendment #2
Date:	Sunday, November 2, 2025 11:31:46 PM
Attachments:	MS Treasurer Cover.docx TECHNICAL PROPOSAL.docx COST PROPOSAL (2).docx MANAGEMENT PROPOSAL.docx Appendix B Final RFP-Communications-Marketing-Amended.pdf Appendix C RFP-Communications-Marketing-Amended.pdf Appenix D RFP Acknowledge.pdf

---

Subject: Submission of Proposal – RFP #3120003221, Communications and Marketing Consultants

Hello, ma'am

Based on the amendment you provided, please find attached Media Rep Global Strategies' complete revised proposal in response to **RFP #3120003221 – Communications and Marketing Consultants** for the Mississippi Office of the State Treasurer.

Our submission includes:
• Cover Letter
• 01_Technical_Proposal_MRGS.docx
• 02_Cost_Proposal_MRGS.docx
• 03_Management_Proposal_MRGS.docx
• Appendix_B_MRGS.docx
• Appendix_C_MRGS.docx (Option B selected)
• Appendix_D_MRGS.docx

Highlights:
• Senior-led support with direct oversight by Jason Pack, former FBI spokesperson and crisis negotiator with 30+ years of experience in public affairs and media relations
• Mississippi First approach that prioritizes Mississippi-based subcontractors for creative, video, accessibility, and event collateral
• Regional messaging tailored to the Delta, North Mississippi, Central Mississippi, Southern Mississippi, and the Gulf Coast under a unifying Magnolia identity
• Fixed annual professional services fee of **$136,950**, aligned with OST's historical spend target, with optional add-ons only upon OST approval
• Printing costs are included within our estimates, based on standard 1,000-unit runs and coordinated through Mississippi-based print vendors
• Clear KPIs and concise reporting through monthly dashboards and quarterly briefs, supported by audit-ready documentation for all spend

Our team would be honored to serve the Treasurer's Office and support Mississippians with credible, practical communications that build trust and encourage participation in Unclaimed Property and College Savings programs.

We acknowledge all amendments to this RFP.

Please confirm receipt, and do not hesitate to reach out if any additional information is needed.

Respectfully,

Jason Pack
Principal Consultant
Media Rep Global Strategies
jpack@mediarep.us

Jason Pack | Chief Executive Officer
Media Rep Global Strategies

(571) 420-1811
jpack@mediarep.us
www.mediarep.us

Law Enforcement Expertise | Crisis Communications | National Media Training & Strategy

On Mon, Oct 20, 2025 at 4:42 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> The Office of the State Treasurer has issued RFx 3120003221 Amendment #2. Amendment #2 lists questions from prospective bidders and the answers to those questions.
>
> **Theresa Abadie**
>
> *Comptroller*
>
> *Office of State Treasurer David McRae*
>
> Theresa.Abadie@treasury.ms.gov
>
> *601-359-2523*
>
> www.treasury.ms.gov

From: Jason Pack
To: Theresa Abadie
Cc: Theresa Abadie
Subject: Re: RFx 3120003221 Amendment #2
Date: Tuesday, October 21, 2025 11:56:28 AM

Thank you,

We received.

Jason Pack | Chief Executive Officer
Media Rep Global Strategies

(571) 420-1811
jpack@mediarep.us
www.mediarep.us

Law Enforcement Expertise | Crisis Communications | National Media Training & Strategy

On Oct 20, 2025, at 2:42 PM, Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

The Office of the State Treasurer has issued RFx 3120003221 Amendment #2. Amendment #2 lists questions from prospective bidders and the answers to those questions.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

<Amendment #2 - Questions & Answers.pdf>

From: Jason Pack
To: Theresa Abadie
Cc: Theresa Abadie
Subject: Re: RFx 3120003221 Amendment #1
Date: Wednesday, October 15, 2025 4:20:57 PM

Good afternoon,

We acknowledge receipt.

Thanks for the opportunity to earn your business

Best

Jason

Jason Pack | Chief Executive Officer
Media Rep Global Strategies

(571) 420-1811
jpack@mediarep.us
www.mediarep.us

Law Enforcement Expertise | Crisis Communications | National Media Training & Strategy

On Oct 15, 2025, at 4:37 PM, Theresa Abadie
<Theresa.Abadie@treasury.ms.gov> wrote:

Good Afternoon,

The Office of the State Treasurer has issued RFx 3120003221 Amendment #1. Amendment #1 repeals the previously issued RFP. It is replaced with the Amended RFP attached hereto. The RFP was revised to include a question and answer period, revise the timeline, and to revise clauses to be in compliance with OPSCR Rules and Regulations. Any bids that were submitted in accordance with the original RFP schedule remain unopened. Bidders are advised that they should review the Amended RFP and confirm by sending an email to Theresa Abadie, theresa.abadie@treasury.com, whether they wish to keep the bid previously submitted or submit a new bid. All previously submitted bids will remain

unopened until the new bid submission date if the bidder wishes to use the previously submitted bid or will remain in the agency file unopened if the bidder wishes to submit a new bid by the new submission deadline.

Questions regarding the solicitation must be received by October 17 at 3:00pm (CDT). If you have previously sent questions, I have already made note of those. Answers to all questions will be posted on October 20 at 3:00pm (CDT). Proposals must be received by November 3 at 3:00pm (CST). (Please note the change to Central Standard Time on November 3.)

Please acknowledge receipt of this email and the attached Amendment #1.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

<RFP Communications Marketing Amended.pdf>

From: Jason Pack
To: Theresa Abadie
Subject: Re: RFP #3120003221 – Communications and Marketing Consultants – Proposal Submission
Date: Tuesday, October 14, 2025 10:17:51 AM

Thank you ma'am.

Jason Pack | Chief Executive Officer
Media Rep Global Strategies

(571) 420-1811
jpack@mediarep.us
www.mediarep.us

Law Enforcement Expertise | Crisis Communications | National Media Training & Strategy

On Oct 14, 2025, at 11:13 AM, Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

The amendment will not substantially change how the proposals are written, other than removing the requirement that the technical and the cost proposal be blind.

A new submission is not required, unless you want to include your company's identifying information in the cost and/or technical proposals or update any of your information based on the questions and answers provided.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Jason Pack <jpack@mediarep.us>
Sent: Tuesday, October 14, 2025 9:16 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>

Subject: Re: RFP #3120003221 – Communications and Marketing Consultants – Proposal Submission

Thank you, ma'am.

Will the new amended RFP provide guidance on how your folks would like the proposals written ?

I really appreciate the feedback and look forward to reading the new amendment.

This will require a re submission, correct?

Thanks so much

Jason.

Jason Pack | Chief Executive Officer
Media Rep Global Strategies

(571) 420-1811
jpack@mediarep.us
www.mediarep.us

Law Enforcement Expertise | Crisis Communications | National Media Training & Strategy

> On Oct 14, 2025, at 10:11 AM, Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:
>
> Hi Jason,
> I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an

amended RFP and new submission deadline so I can provide answers to all questions at once. My intent is to have the amendment posted no later than October 14, with a new deadline for submissions 14 days afterward.
Another note, new submission standards no longer require blind submissions for cost, technical, or management.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Jason Pack <jpack@mediarep.us>
Sent: Monday, October 13, 2025 9:34 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RFP #3120003221 – Communications and Marketing Consultants – Proposal Submission

Theresa Abadie
Mississippi Office of the State Treasurer
501 North West Street, Suite 1101
Jackson, MS 39201

Subject: Proposal Submission – RFP #3120003221, *Communications and Marketing Consultants*

Dear Ms. Abadie,

Media Rep Global Strategies is pleased to submit this proposal in response to RFP #3120003221 for Communications and Marketing Consulting Services. Our firm brings more than 30 years of experience in public relations, crisis communications, and strategic messaging for government and private-sector clients.

Led by former FBI spokesperson and crisis negotiator **Jason Pack**, a former Mississippi resident, our team has directed communications during some of the nation's most high-profile incidents, including the Boston Marathon bombing, September 11th Terrorist Attacks and the Nashville Christmas Day bombing. We apply that same discipline, transparency, and results-oriented focus to every client partnership.

Our proposal outlines a clear, outcomes-based approach tailored to

Mississippi's unique audiences, combining localized creative strategy, measurable performance indicators, and full fiscal accountability. We are committed to supporting the Office of the State Treasurer's mission to build public trust and awareness through credible, effective communications.

Thank you for considering our proposal. We look forward to the opportunity to serve the State of Mississippi with integrity, professionalism, and measurable results.

Sincerely,

Our submission includes the following files:

1. **01_Technical_Proposal_BLIND.pdf**
2. **02_Cost_Proposal_BLIND.pdf**
3. **03_Management_Proposal_IDENTIFIED.pdf**
4. **Appendix A – Pricing Schedule Summary**
5. **Appendix B -Representation Regarding Contingent Fees (signed)**
6. **Appendix C- Acknowledgment of Amendments**

All proposals have been prepared in accordance with the RFP's instructions, with blind documents containing no identifying information. Media Rep Global Strategies agrees to the State's terms and conditions, including invoicing in arrears as outlined in Section 1.11 of the RFP.

Please confirm receipt of this submission at your earliest convenience.
Thank you for the opportunity to partner with the Office of the State Treasurer in advancing its communications and public engagement initiatives.

Warm regards,

Jason Pack | Chief Executive Officer
Media Rep Global Strategies

(571) 420-1811
jpack@mediarep.us
www.mediarep.us

From:	Jason Thompson
To:	Theresa Abadie
Subject:	Re: Communications and Marketing Consultants Proposal - RFP #3120003221
Date:	Friday, October 31, 2025 3:17:39 PM
Attachments:	image001.png Fahrenheit Creative Group - Mississippi Office of the State Treasurer Communications and Marketing Consultants RFP# 3120003221 Management Proposal 10312025.pdf Fahrenheit Creative Group - Mississippi Office of the State Treasurer Communications and Marketing Consultants RFP# 3120003221 Technical Proposal 10312025.pdf Fahrenheit Creative Group - Mississippi Office of the State Treasurer Communications and Marketing Consultants RFP# 3120003221 Cost Proposal 10312025.pdf

---

Theresa,

I am pleased to submit our amended proposal in response to the revised RFP #3120003221. As per Section 1.5 of the RFP, I have attached three separate proposals along with the required appendices. These documents can also be accessed in this Google Drive folder.

Fahrenheit Creative Group, LLC Proposal for RFP #3120003221 | Google Drive Folder

With justice and equity in mind,

--

Jason Thompson
Principal
Fahrenheit Creative Group, LLC
O: 601.371.8003
C: 601.940.7059

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Date: Tuesday, October 14, 2025 at 10:46 AM
To: Jason Thompson <jthompson@fcgworks.com>
Subject: RE: Communications and Marketing Consultants Proposal - RFP #3120003221

Good Morning,
I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once. My intent is to have the amendment posted no later than today, with a new deadline for submissions 14 days afterward.
Another note, new submission standards no longer require blind submissions for cost, technical, or management.
Thank you for your interest!

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Jason Thompson <jthompson@fcgworks.com>
Sent: Tuesday, October 14, 2025 10:35 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Communications and Marketing Consultants Proposal - RFP #3120003221

Ms. Abadie,

We are pleased to submit a proposal for the Mississippi Office of the State Treasurer's Communications and Marketing Consultants RFP #3120003221. Per Section 1.5 of the RFP, I have attached three separate proposals and the required appendices. These documents can also be accessed in this Google Drive folder.

Please let me know if you have any issues accessing the files or need any additional information.

Fahrenheit Creative Group, LLC Proposal for RFP #3120003221 | Google Drive Folder

With justice and equity in mind,

--
Jason Thompson
Principal
Fahrenheit Creative Group, LLC
O: 601.371.8003
C: 601.940.7059

Creative that Works.
www.fcgworks.com

From: Jason Thompson
To: Theresa Abadie
Subject: Re: RFx 3120003221 Amendment #1
Date: Wednesday, October 15, 2025 4:37:48 PM

Ms. Abadie,

Thank you for sharing the amended RFP. We plan to submit an updated proposal that more closely aligns with the most recent version of the RFP.

We will follow up with any questions by 3 pm CT on Friday.

With justice and equity in mind,

--

Jason Thompson
Principal
Fahrenheit Creative Group, LLC
O: 601.371.8003
C: 601.940.7059

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Date: Wednesday, October 15, 2025 at 3:37 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RFx 3120003221 Amendment #1

Good Afternoon,

The Office of the State Treasurer has issued RFx 3120003221 Amendment #1. Amendment #1 repeals the previously issued RFP. It is replaced with the Amended RFP attached hereto. The RFP was revised to include a question and answer period, revise the timeline, and to revise clauses to be in compliance with OPSCR Rules and Regulations. Any bids that were submitted in accordance with the original RFP schedule remain unopened. Bidders are advised that they should review the Amended RFP and confirm by sending an email to Theresa Abadie, theresa.abadie@treasury.com, whether they wish to keep the bid previously submitted or submit a new bid. All previously submitted bids will remain unopened until the new bid submission date if the bidder wishes to use the previously submitted bid or will remain in the agency file unopened if the bidder wishes to submit a new bid by the new submission deadline.

Questions regarding the solicitation must be received by October 17 at 3:00pm (CDT). If you have previously sent questions, I have already made note of those. Answers to all questions

will be posted on October 20 at 3:00pm (CDT). Proposals must be received by November 3 at 3:00pm (CST). (Please note the change to Central Standard Time on November 3.)

Please acknowledge receipt of this email and the attached Amendment #1.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From:	Jason Thompson
To:	Theresa Abadie
Subject:	Re: Communications and Marketing Consultants Proposal - RFP #3120003221
Date:	Tuesday, October 14, 2025 11:43:43 AM
Attachments:	image001.png

Thanks for letting me know. We'll be on the lookout for the amendment.

Have a great day!

With justice and equity in mind,

--

Jason Thompson
Principal
Fahrenheit Creative Group, LLC
O: 601.371.8003
C: 601.940.7059

From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Date: Tuesday, October 14, 2025 at 10:46 AM
To: Jason Thompson <jthompson@fcgworks.com>
Subject: RE: Communications and Marketing Consultants Proposal - RFP #3120003221

Good Morning,
I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once. My intent is to have the amendment posted no later than today, with a new deadline for submissions 14 days afterward.
Another note, new submission standards no longer require blind submissions for cost, technical, or management.
Thank you for your interest!

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From:	Jason Thompson
To:	Theresa Abadie
Subject:	Communications and Marketing Consultants Proposal - RFP #3120003221
Date:	Tuesday, October 14, 2025 10:38:39 AM
Attachments:	image001.png Fahrenheit Creative Group - Mississippi Office of the State Treasurer Communications and Marketing Consultants RFP# 3120003221 Management Proposal.pdf Fahrenheit Creative Group - Mississippi Office of the State Treasurer Communications and Marketing Consultants RFP# 3120003221 Technical Proposal.pdf Fahrenheit Creative Group - Mississippi Office of the State Treasurer Communications and Marketing Consultants RFP# 3120003221 Cost Proposal.pdf FCG - OST RFP #3120003221 Appendix.pdf

---

Ms. Abadie,

We are pleased to submit a proposal for the Mississippi Office of the State Treasurer's Communications and Marketing Consultants RFP #3120003221. Per Section 1.5 of the RFP, I have attached three separate proposals and the required appendices. These documents can also be accessed in this Google Drive folder.

Please let me know if you have any issues accessing the files or need any additional information.

Fahrenheit Creative Group, LLC Proposal for RFP #3120003221 | Google Drive Folder

With justice and equity in mind,

--

Jason Thompson
Principal
Fahrenheit Creative Group, LLC
O: 601.371.8003
C: 601.940.7059

Creative that Works.
www.fcgworks.com

From: Christian Hulen
To: Theresa Abadie
Subject: RFP for Communications & Marketing RFx 3120003221
Date: Friday, October 31, 2025 2:55:03 PM
Attachments: MS_StateTreasurer_RFP_BlindCost_v2.pdf
MS_StateTreasurer_RFP_BlindTechnical.pdf
VE_8.5x11_MS_StateTreasurer_RFP_v3.pdf

Hi Theresa,

I hope you are having a wonderful Friday.

Attached you will find our RFP submission for "Communications & Marketing RFx 3120003221." It is split into three separate documents, and we have signed and acknowledged all amendments.

Please let me know if there is anything else we can provide you or the Treasury team.

Best regards,
Christian
--
--

Christian Hulen
Partner & CDO
Mobile: 573-489-1096
VictoryEnterprises.com

From:	Michael Oppenheimer
To:	Theresa Abadie
Subject:	RFP# 3120003221 Management Proposal
Date:	Thursday, October 30, 2025 4:02:26 PM
Attachments:	Mississippi Office of the State Treasurer - Management Proposal.pptx Mississippi Treasurer RFP Management Proposal.docx Beautiful.ai - Mississippi Office of the State Treasurer - Marketing Campaign Proposal (1).pptx

---

Michael Oppenheimer
Director of Business Development

cdmginc.com
615.933.4647
1313 4th Ave N
Nashville, TN 37208

creative
direct marketing group

The art of marketing
meets the science of sales

From:	Michael Oppenheimer
To:	Theresa Abadie
Subject:	RFP# 3120003221 Cost Proposal
Date:	Thursday, October 30, 2025 4:02:38 PM
Attachments:	Mississippi Office of the State Treasurer - Cost Proposal.pptx

---

Michael Oppenheimer
Director of Business Development

cdmginc.com
615.933.4647
1313 4th Ave N
Nashville, TN 37208

creative
direct marketing group

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meets the **science** of sales

From:	Michael Oppenheimer
To:	Theresa Abadie
Subject:	RFP# 3120003221 - Technical Proposal
Date:	Thursday, October 30, 2025 4:03:38 PM
Attachments:	Mississippi Office of the State Treasurer - Technical Proposal.pptx

---

Michael Oppenheimer
Director of Business Development

cdmginc.com
615.933.4647
1313 4th Ave N
Nashville, TN 37208

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direct marketing group

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meets the **science** of sales

Theresa Abadie

From: Theresa Abadie
Sent: Thursday, October 2, 2025 4:47 PM
To: 'Michael Oppenheimer'
Subject: RE: RFP 3120003221

Good Afternoon,

I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once.

My intent is to have the amendment posted no later than October 14, with a new deadline for submissions 14 days afterward.

Another note, new submission standards no longer require blind submissions for cost, technical, or management.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Michael Oppenheimer <moppenheimer@cdmginc.com>
Sent: Tuesday, September 16, 2025 1:22 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RE: RFP 3120003221

Thanks for the quick response!

Michael Oppenheimer
Director of Business Development

cdmginc.com
615.933.4647
1313 4th Ave N
Nashville, TN 37208

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direct marketing group

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From: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Sent: Tuesday, September 16, 2025 1:08 PM
To: Michael Oppenheimer <moppenheimer@cdmginc.com>
Subject: RE: RFP 3120003221

Michael,

Over the last five years, we have spent approximately $685,000 for all communications and marketing. We hope to stay within this range.

Let me know if you have any other questions.

Thanks,

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Michael Oppenheimer <moppenheimer@cdmginc.com>
Sent: Tuesday, September 16, 2025 12:25 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RFP 3120003221

Theresa,

Is there a budget or budget range for this RFP?

Thank you.

Michael Oppenheimer
Director of Business Development

cdmginc.com
615.933.4647
1313 4th Ave N
Nashville, TN 37208

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From: Hovhannes Simonyan
To: Theresa Abadie
Subject: Re: FW: RFx 3120003221 Amendment #1
Date: Tuesday, October 28, 2025 3:26:04 PM
Attachments: image001.png
1 RFP Communications Marketing Amended_signed (1).pdf
badges-1.png

Thank you Theresa, attached is the update. Please let us know if anything else is needed from our end. We appreciate your communication throughout this process.

On Tue, Oct 28, 2025 at 12:46 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> Thank you, Hovhannes. Regarding Attachment D, it only references your acknowledgement of Amendment #1 (the updated RFP). You will also need to acknowledge Amendment #2, which is the Questions & Answers. (It can be included on the same acknowledgement with Amendment #1).

Theresa Abadie

Comptroller

Office of State Treasurer David McRae

Theresa.Abadie@treasury.ms.gov

601-359-2523

www.treasury.ms.gov

From: Hovhannes Simonyan <hovhannes@davelcreative.com>
Sent: Monday, October 27, 2025 6:08 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: FW: RFx 3120003221 Amendment #1

Dear Theresa,

The updated Appendix B, Appendix C, and Appendix D are attached below:

Please let us know if you have any questions or need any additional information from Davel Creative Agency.

On Thu, Oct 23, 2025 at 11:37 AM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> Hovhannes,
>
> I have received your email.
>
> Please note the following – An updated Appendix B, Appendix C, and Appendix D will need to be submitted, even if you choose to keep/submit your original proposal.

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.

Thanks,

Theresa Abadie

Comptroller

Office of State Treasurer David McRae

Theresa.Abadie@treasury.ms.gov

601-359-2523

www.treasury.ms.gov

From: Hovhannes Simonyan <hovhannes@davelcreative.com>
Sent: Wednesday, October 22, 2025 12:04 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: Re: FW: RFx 3120003221 Amendment #1

Dear Theresa,

I am acknowledging receipt of this email and the attached amendment 1. We would like to keep our original submission. Please confirm with me that you have received our decision at your convenience. Thank you!

On Thu, Oct 16, 2025 at 9:11 AM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> Good Afternoon,
>
> The Office of the State Treasurer has issued RFx 3120003221 Amendment #1. Amendment #1 repeals the previously issued RFP. It is replaced with the Amended RFP attached hereto. The RFP was revised to include a question and answer period, revise the timeline, and to revise clauses to be in compliance with OPSCR Rules and Regulations. Any bids that were submitted in accordance with the original RFP schedule remain unopened. Bidders are advised that they should review the Amended RFP and confirm by sending an email to Theresa Abadie, theresa.abadie@treasury.com, whether they wish to keep the bid previously submitted or submit a new bid. All previously submitted bids will remain unopened until the new bid submission date if the bidder wishes to use the previously submitted bid or will remain in the agency file unopened if the bidder wishes to submit a new bid by the new submission deadline.
>
> Questions regarding the solicitation must be received by October 17 at 3:00pm (CDT). If you have previously sent questions, I have already made note of those. Answers to all questions will be posted on October 20 at 3:00pm (CDT). Proposals must be received by November 3 at 3:00pm (CST). (Please note the change to Central Standard Time on November 3.)
>
> Please acknowledge receipt of this email and the attached Amendment #1.
>
> **Theresa Abadie**
>
> *Comptroller*
>
> *Office of State Treasurer David McRae*
>
> Theresa.Abadie@treasury.ms.gov
>
> *601-359-2523*

www.treasury.ms.gov

--

Best Regards,
Hovhannes Simonyan | Business Development Manager

Glendale Plaza

655 North Central Ave,

17th floor, Suite 1727

Glendale, 91203, CA

+1 (818) 873-1739
www.davelcreative.com

We have been featured on **Forbes** Click here to check out

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Best Regards,
Hovhannes Simonyan | Business Development Manager

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Best Regards,
Hovhannes Simonyan | Business Development Manager

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www.davelcreative.com

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From: Hovhannes Simonyan
To: Theresa Abadie
Subject: Re: Proposal Submission – RFP #3120003221 | Communications & Marketing Consultants
Date: Tuesday, October 14, 2025 3:57:56 PM
Attachments: badges-1.png
badges-1.png

Thank you very much!

On Tue, Oct 14, 2025 at 1:56 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:

> It will be emailed to you as well as posted to our websites.
>
> Sent from my Galaxy
>
> -------- Original message --------
> From: Hovhannes Simonyan <hovhannes@davelcreative.com>
> Date: 10/14/25 3:54 PM (GMT-06:00)
> To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
> Subject: Re: Proposal Submission – RFP #3120003221 | Communications & Marketing Consultants
>
> Dear Theresa,
>
> Thank you for the update! May I know where the amendment will be posted so our team at Davel Creative Agency can ensure we're referencing the most current version?
>
> On Tue, Oct 14, 2025 at 12:37 PM Theresa Abadie <Theresa.Abadie@treasury.ms.gov> wrote:
>
>> Good Afternoon,
>>
>> I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once. My intent is to have the amendment posted no later than tomorrow, with a new deadline for submissions 14 days afterward.
>>
>> Another note, new submission standards no longer require blind submissions for cost, technical, or management.
>>
>> Thank you for your interest!
>>
>> **Theresa Abadie**
>>
>> *Comptroller*
>>
>> *Office of State Treasurer David McRae*
>>
>> Theresa.Abadie@treasury.ms.gov
>>
>> *601-359-2523*
>>
>> www.treasury.ms.gov
>>
>> Sent from my Galaxy
>>
>> -------- Original message --------
>> From: Hovhannes Simonyan <hovhannes@davelcreative.com>
>> Date: 10/14/25 2:36 PM (GMT-06:00)
>> To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
>> Subject: Proposal Submission – RFP #3120003221 | Communications & Marketing Consultants
>>
>> Dear Theresa,
>>
>> Attached are Davel Creative Agency's three proposal documents submitted in response to RFP #3120003221 – *Communications and Marketing Consultants* for the Mississippi Office of the State Treasurer:
>>
>> - **Technical Proposal (anonymous)**
>> - **Management Proposal**
>> - **Cost Proposal (anonymous)**

Please confirm receipt when convenient. If any additional information or forms are required, we'd be happy to provide them promptly.

Thank you for the opportunity, our team is very enthusiastic about this project and looks forward to the next steps.

--
Best Regards,
Hovhannes Simonyan | Business Development Manager

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17th floor, Suite 1727
Glendale, 91203, CA
+1 (818) 873-1739
www.davelcreative.com

We have been featured on **Forbes** Click here to check out

--
Best Regards,
Hovhannes Simonyan | Business Development Manager

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--
Best Regards,
Hovhannes Simonyan | Business Development Manager

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www.davelcreative.com

We have been featured on **Forbes** Click here to check out

From: Hovhannes Simonyan
To: Theresa Abadie
Subject: Proposal Submission – RFP #3120003221 | Communications & Marketing Consultants
Date: Tuesday, October 14, 2025 2:36:25 PM
Attachments: Technical-Proposal-Mississippi-Office-of-the-State-Treasurer.pdf
Cost Proposal - Mississippi Office of the State Treasurer.pdf
Management-Proposal-Mississippi-Office-of-the-State-Treasurer.pdf
badges-1.png

Dear Theresa,

Attached are Davel Creative Agency's three proposal documents submitted in response to RFP #3120003221 – *Communications and Marketing Consultants* for the Mississippi Office of the State Treasurer:

- **Technical Proposal (anonymous)**
- **Management Proposal**
- **Cost Proposal (anonymous)**

Please confirm receipt when convenient. If any additional information or forms are required, we'd be happy to provide them promptly.

Thank you for the opportunity, our team is very enthusiastic about this project and looks forward to the next steps.

--
Best Regards,
Hovhannes Simonyan | Business Development Manager

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Glendale, 91203, CA
+1 (818) 873-1739
www.davelcreative.com

We have been featured on **Forbes** Click here to check out

From: Theresa Abadie
To: "Alvaro Rosado"
Subject: RE: RFP #3120003221 – Communications & Marketing Consultants – Proposal Submission (RCG)
Date: Monday, October 13, 2025 8:36:00 AM

Good Morning,

I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once.

My intent is to have the amendment posted no later than October 14, with a new deadline for submissions 14 days afterward.

Further, contrary to the initial RFP blind submission requirements, new procedures allow all proposals sections (cost, technical, and management) to include identifying information.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Alvaro Rosado <alvaro.rosado@roadscg.com>
Sent: Friday, October 10, 2025 10:09 AM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: RFP #3120003221 – Communications & Marketing Consultants – Proposal Submission (RCG)

Dear Ms. Abadie,

On behalf of Roads Consulting Group, LLC, please find our complete proposal for **RFP #3120003221 – Communications & Marketing Consultants**.

We are submitting three separate electronic files in accordance with the RFP's blind-evaluation requirements:

1. **Volume 1 — Technical (Blind)**
2. **Volume 2 — Cost (Blind)**
3. **Volume 3 — Management**

If any item is missing or additional information is required, we will provide it promptly.

Kind Regards,

Alvaro Rosado

Sales and RFPs Specialist

Roads Consulting Group

RoadsCG

alvaro.rosado@roadscg.com 857.557.5138 roadscg.com Schedule a Meeting Leave us feedback!

"The information transmitted by this email is intended only for the person or entity to which it is addressed. This email may contain proprietary, business-confidential, and/or privileged material. If you are not the intended recipient of this message, be aware that any use, review, re-transmission, distribution, reproduction, or any action taken in reliance upon this message is strictly prohibited. If you received this in error, please contact the sender and delete the material from all computers. This email may contain viruses that could infect your computer. We strongly recommend using a malware scanner to check the contents of this email and its attachments, if there are any. Since emails can be lost, intercepted, or corrupted, Roads Consulting Group or any of their affiliates accept no liability for damages caused by viruses transmitted via this email. The contents of this email and its attached documents are for informational purposes only and not for the purpose of providing legal advice. You should contact your attorney to obtain advice with respect to any particular issue or problem. Use of and access to this Roads Consulting Group's Web site or any of the e-mail links contained within the site do not create an attorney-client relationship between Roads Consulting Group and the user or browser. The opinions expressed at or through this site are the opinions of the individual author and may not reflect the opinions of the firm or any individual attorney."

From: Alvaro Rosado
To: Theresa Abadie
Subject: RFP #3120003221 – Communications & Marketing Consultants – Proposal Submission (RCG)
Date: Friday, October 10, 2025 10:16:16 AM
Attachments: Volume 3 — Management.pdf
Volume 2— Cost (Blind).pdf
Volume 1 — Technical (Blind).pdf
Chelsea Case Study Sample-RoadsCG.pdf
Harris Case Study Sample-RoadsCGpdf.pdf

Dear Ms. Abadie,

On behalf of Roads Consulting Group, LLC, please find our complete proposal for **RFP #3120003221 – Communications & Marketing Consultants**.

We are submitting three separate electronic files in accordance with the RFP's blind-evaluation requirements:

1. **Volume 1 — Technical (Blind)**
2. **Volume 2 — Cost (Blind)**
3. **Volume 3 — Management**

If any item is missing or additional information is required, we will provide it promptly.

Kind Regards,

RoadsCG

Alvaro Rosado
Sales and RFPs Specialist
Roads Consulting Group

RoadsCG

alvaro.rosado@roadscg.com 857.557.5138 roadscg.com Schedule a Meeting Leave us feedback!

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From: Theresa Abadie
To: Precision Consulting
Subject: RE: proposal Submission – RFP #3120003221 – Communications and Marketing Consultants
Date: Thursday, October 2, 2025 4:15:00 PM

Good Afternoon,

I wanted to let you know that because we are getting many questions from potential bidders, I am going to issue an amended RFP and new submission deadline so I can provide answers to all questions at once.

My intent is to have the amendment posted no later than October 14, with a new deadline for submissions 14 days afterward.

Further, contrary to my statements below, your proposals (cost, technical, and management) may include identifying information. Therefore, you do not need to resubmit.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Theresa Abadie
Sent: Wednesday, September 24, 2025 9:33 AM
To: 'Precision Consulting' <governmentcontracts@precisionconsultingcompany.com>
Subject: RE: roposal Submission – RFP #3120003221 – Communications and Marketing Consultants

Good Morning,

We have received your submission for RFP 3120003221.

Please note, in accordance with Section 1.5.B of our RFP,

> Each respondent must submit three (3) separate electronic proposals: a technical proposal without any identifying information; a cost proposal without any identifying information; and a management proposal, which may contain identifying information. These three (3) proposals are due on or before October 14, 2025, at 3:00 PM (CDT).
>
> Identifying information includes, but is not limited to, any prior, current, and future names or addresses of the offeror, any names of incumbent staff, any prior, current and future logos, watermarks, and company colors, any information, which identifies the offeror as an incumbent, and any other information, which would affect the blind

evaluation of technical or cost factors.

Both your technical proposal and your cost proposal contain identifying information. Please remove all identifying information and resubmit.

Theresa Abadie
Comptroller
Office of State Treasurer David McRae
Theresa.Abadie@treasury.ms.gov
601-359-2523
www.treasury.ms.gov

From: Precision Consulting <governmentcontracts@precisionconsultingcompany.com>
Sent: Tuesday, September 23, 2025 6:26 PM
To: Theresa Abadie <Theresa.Abadie@treasury.ms.gov>
Subject: roposal Submission – RFP #3120003221 – Communications and Marketing Consultants

Hi Theresa,

Good evening. My name is Szamor, and I am the Chief Experience Officer at Precision Consulting. Attached, please find our proposal in response to the Mississippi Office of the State Treasurer Request for Proposals for Communications and Marketing Consultants (RFP #3120003221).

In accordance with the RFP instructions, we have included three separate PDF files: Technical Proposal, Cost Proposal, and Management Proposal, along with the required appendices and forms.

Please feel welcome to email or call me at (646) 553-4730 with any questions or clarifications. We appreciate your consideration and hope to have the opportunity to collaborate with your office in the near future.

Warm regards,

Szamor

Szamor Williams
Chief Experience Officer
Precision Consulting, LLC

From: Precision Consulting
To: Theresa Abadie
Subject: roposal Submission – RFP #3120003221 – Communications and Marketing Consultants
Date: Tuesday, September 23, 2025 6:33:04 PM
Attachments: RFP3120003221_Cost Proposal_Precision Consulting.pdf
RFP3120003221_Technical Proposal_Precision Consulting.pdf
RFP3120003221_Management Proposal_Precision Consulting.pdf

Hi Theresa,

Good evening. My name is Szamor, and I am the Chief Experience Officer at Precision Consulting. Attached, please find our proposal in response to the Mississippi Office of the State Treasurer Request for Proposals for Communications and Marketing Consultants (RFP #3120003221).

In accordance with the RFP instructions, we have included three separate PDF files: Technical Proposal, Cost Proposal, and Management Proposal, along with the required appendices and forms.

Please feel welcome to email or call me at (646) 553-4730 with any questions or clarifications. We appreciate your consideration and hope to have the opportunity to collaborate with your office in the near future.

Warm regards,

Szamor

Szamor Williams
Chief Experience Officer
Precision Consulting, LLC
1980 Festival Plaza Drive, Suite 300
Las Vegas, Nevada 89135
United States of America
Phone: +1 646-553-4730

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