

REQUEST FOR PROPOSALS

The Department of Agriculture and Markets' "Pride of New York" program.

INTRODUCTIONS

The New York State Department of Agriculture and Markets invites proposals to refine and implement an advertising, promotion, and marketing program to generate a greater demand for New York produced farm products, and New York State manufactured or processed food products.

The Department of Agriculture and Markets is responsible for promoting an expanded demand for the State's agricultural products and has the authority to conduct programs for the advertising, publicity and general promotion of agricultural and food products that are grown, processed, packed or otherwise made within New York State.

The Pride of New York program identifies food and other agricultural products that have been produced and food products that have been processed within the State of New York. Since 1996, an identifying logo has been utilized to help consumers recognize qualifying products. The logo can be used by participating producers, processors, and retailers directly on the product, its packaging and on point of sale material, business cards, company brochures and print and television advertising.

The strategy and plans developed as a result of this request will form the basis for future investment in advertising, promotion, and marketing efforts under the "Pride of New York" program.

I. PURPOSE

The purpose of the request for proposals is to retain an advertising and/or public relations agency to refine and implement an advertising, promotion and marketing program for the "Pride of New York." The proposal selected will include guidance on how to increase the use of the Pride logo by New York State

agricultural and food businesses, and to increase the attractiveness of the "Pride of New York" program and "Pride of New York" products to food retailers and consumers. The selected proposer will be responsible for providing the professional and technical services called for during the three (3) year period commencing October 1, 2004 and ending September 30, 2007, and the Department may, in its sole discretion, extend the contract for not more than two (2) additional years.

II. SCOPE OF SERVICES

The selected proposer shall execute a contract which will provide for the effective advertising, promotion, and marketing of the "Pride of New York" program and "Pride" products. The services provided shall include, but not be limited to, the following:

1. refinement of goals and objectives for the "Pride of New York" program;
2. development and implementation of program strategies related to consumer marketing, trade advertising, public relations, and member participation;
3. recommendation of the best use of financial and staff resources available to support the program;
4. design and preparation of creative materials;
5. guidance on the purchase and placement of advertising in selected media and markets;
6. facilitation of the production of appropriately targeted television and radio advertisements;
7. preparation of public relations materials and documents such as newsletters and press releases; and
8. assistance in planning and implementing special events and trade shows.

The selected proposer shall:

1. Obtain prior approval from the Department of all program goals and objectives; and
2. Conduct post-buy audits to ensure advertisement placement accuracy and effectiveness, including cost-effectiveness.

III. ADVERTISING BUDGET

A tentative budget of \$400,000.00 has been established for the period October 27, 2004 to October 26, 2005. This budget includes the cost of all design, creation, production, printing, placement, and other related costs and expenses for advertising, promoting, and marketing the "Pride of New York" program, as well as agency charges.

Budgets for the period beginning on October 27, 2005 and ending on October 26, 2006, and beginning on October 27, 2006 and ending on October 26, 2007, will be determined on or before April 1, 2005 and 2006, respectively. The selected proposer must submit for each subsequent year and each renewal year, if any, a proposed budget which shall conform to the requirements set forth in **VII. Proposal Content, Cost and Fee Component**. The Department will allow only increases in proposer's professional hourly charges and proposer's non-professional hourly charges for subsequent budget years, which shall not exceed the increase in the consumer price index for urban wage earners and clerical workers as announced by the United States Department of Labor in December of the preceding year. All commissions, whether fixed or a percentage, subcontract markups and material purchase markups shall remain fixed during the term of the contract and any renewal at the amounts and rates set forth in the proposer's response to this proposal.

IV. CONTRACT TERMS

The contract will be for a three (3) year period beginning on October 27, 2004 and ending on October 26, 2007. The contract will contain an option

allowing the Department to extend the contract for not more than two (2) additional years contingent upon the availability of funds and the contractor's agreement to such extension upon the same terms and conditions as set forth in the contract.

V. REPORTING REQUIREMENTS

The selected proposer shall meet with designated Department representatives in Albany, New York, upon award of the contract and at regular intervals as required by the Department.

VI. PROPOSAL SCHEDULE

A detailed written proposal must be submitted not later than September 27, 2004.

VII. PROPOSAL CONTENT

Proposals must, at a minimum, include:

Professional Services Component

1. A description of the proposer's understanding of the "Pride of New York" advertising, promotion, and marketing needs.
2. A description of a proposed strategy for the "Pride of New York" program. The strategy shall emphasize an increase in the use of the Pride logo by agricultural and food businesses in the state and an increase in awareness of "Pride of New York" products among retailers and consumers. The proposer shall also identify special strengths the proposer would contribute if selected.
3. A description of previous work experience in advertising, promoting, and marketing agricultural and food products and samples of relevant creative work.

4. (i) A complete description of the proposer's background, including but not limited to: principals, ownership, organizational makeup and number of employees; and
- (ii) A list of staff to be assigned to the project, an estimate of time to be spent by each, and resumes of their professional backgrounds.

Qualification Component

1. A current client list, current financial statement, and financial references which must include the proposer's bank or financial institution;
2. A list and description of previous consumer advertising targeted projects in the field of agricultural and food products that are grown, processed, packed or otherwise made within New York State successfully completed by the proposer that are indicative of the proposer's ability to successfully complete the work, including the dollar amount expended on each program;
3. The names of persons who may be contacted about the proposer's work; and
4. A description of any subcontractors which the proposer may utilize in providing services under the contract, including size of staff, areas of expertise, geographical location(s) and length of time in business.

Cost and Fee Component

You Must Complete and Submit the Cost and Fee Component Summary (attached to The Request for Proposal) in Addition to The Detailed Proposal Required by "VII. PROPOSAL CONTENT"

A proposed budget which shall allocate proposed expenditures by category as follows:

1. State the total number of professional service hours expected to be spent in the provision of services under the contract which shall identify each professional by name and title, the hourly charge for such person inclusive of salary, benefits and taxes and a description of the services each individual will provide together with the number of hours associated with that service.
2. State the number of non-professional service hours expected to be spent in the provision of services under the contract which shall identify each non-professional by name and title, the hourly charge for such person inclusive of salary, benefits and taxes and a description of the services each individual will provide together with the number of hours associated with that service.
3. State the total number of subcontracted service hours, professional and non-professional, including identification of each subcontractor, the service to be provided and the expected charge to the proposer for that service.
4. State the commission or amount, expressed as a percentage of the cost to the proposer from the provider, to be charged by the proposer on paid advertising placed by the proposer in and on newspapers, periodicals, television, radio and billboards.
5. State the commission or amount, expressed as a percentage of the cost to the proposer from the provider, to be charged by the proposer if the proposer elects to subcontract market research.
6. State the commission or amount, expressed as a percentage of the cost to the proposer from the provider, to be charged by the proposer, if the proposer elects to subcontract productions.
7. State the amount to be charged, expressed as a percentage of the cost, for materials purchased for the Department by the proposer, upon their prior written authorization, for artwork, layouts, engravings, electrotypes, plastic plates, typography, mats, photostats, photo prints, photography, retouching, printing, mechanical, transcriptions, storyboards, radio talent and all scripts, films from television shots.
8. Travel costs and expenses.

VIII. SUBMISSION DEADLINE

Submit your proposal in one complete package. In that package, in separate sealed envelopes, one marked "Professional Services and Qualifications," and the other marked "Cost and Fee," submit your professional services and qualifications, and your cost and fee.

Proposals, along with four (4) copies, must be received no later than 4:00 p.m., Monday, September 27, 2004 by:

Lucy Roberson, Director
Division of Fiscal Management
NYS Department of Agriculture and Markets
10B Airline Drive
Albany, NY 12235-0001

It is the responsibility of the proposer to ensure timely submission of its proposal. Proposals received after the scheduled date and time will not be accepted, and will be returned unopened. Proposals must be submitted in a sealed envelope that is marked "RFP-Pride of New York" with the due date and time.

IX. CONFIDENTIALITY OF PROPOSALS

The Department shall receive, accept and maintain as confidential information not subject to public disclosure that portion of each proposal which contains: (a) the proposer's current financial statement, financial references and banking or financial institution; (b) the proposer's current client list; and (c) the proposer's work product including, but not limited to, the proposer's advertising strategy and the approach taken to develop that strategy. All proposals will be returned to proposer after execution of the contract by the successful proposer.

X. OWNERSHIP OF MATERIAL

The Department shall have and retain ownership to all artwork layouts, engravings, plastic plates, typography, mats, photostats, photo prints, photography, retouching, printing, mechanicals, transcriptions, storyboards and advertisements, including radio, television print and billboard.

XI. FURTHER INFORMATION

Requests for further information shall be made in writing to Sue Santamarina, NYS Department of Agriculture and Markets, 10B Airline Drive, Albany, NY 12235; Tel. No. (518) 457-7229, or e-mail at Sue.Santamarina@agmkt.state.ny.us. Responses to all substantive questions will be provided to all proposers on our website.

XII. AUDIT

The Department and the State Comptroller reserve the right to audit the proposer's books and records relating to the performance of the contract during and up to six years after completion of the contract and any extension thereof.

XIII. SELECTION PROCESS

Selection of the successful proposer will be based upon an evaluation by a selection team comprised of Department staff. Proposals will be rated based on the following weighted factors:

Professional Services and Qualifications Component

1. 60% Quality and responsiveness of proposal demonstrating an understanding of the Pride of New York's promotional strategy and needs; samples and evaluation of previous work.
2. 20% Qualifications of proposers, including agency particulars: experience of proposed project staff, adequacy in numbers and variety of backgrounds of proposer's staff devoted to the project.

Cost and Fee Component

3. 20% Cost comparison among competing proposals. The maximum points are to be awarded to the lower cost proposal with the next lower cost proposal awarded proportionately less points based on their values relative to the lowest cost proposal.

All proposals must include sufficient information to allow the above factors to be evaluated. Only those proposals which contain complete information will be evaluated. Partial proposals will not be considered.

XIV. NOTIFICATION OF AWARD

The successful proposer will be selected and advised by letter. A contract, which will include this RFP and the successful proposer's proposal, will be developed by the Department.

Each proposer whose proposal is not chosen will be notified, in writing, by the Department.

XV. LIABILITY

The Department will not be held liable for any costs incurred by any proposer for work performed in the preparation of and production of a proposal or for any work performed prior to execution of a contract.

The Department reserves the right to:

1. Reject any or all proposals received in respect to this RFP;
2. Waive or modify minor irregularities in proposals received after prior notification and concurrence of the proposer;
3. Clarify the scope of this RFP with appropriate notice to all proposers, to best serve the interests of the State of New York; and
4. Amend the RFP after its release, with appropriate written notice to all interested parties.

XVI. MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISES

The Department recognizes the need to take affirmative action to ensure that minority and women-owned business enterprises are given the opportunity to participate in providing goods and services sought by this RFP. This opportunity for full participation in our free enterprise system by traditionally socially and economically disadvantaged persons is essential to obtain social and economic equality and improve the functioning of the State economy. Accordingly, it is the policy of the Department to foster and promote the full participation of such individuals and business firms in the Department's contracting program.

In accordance with Article 15-A of the Executive Law, the provisions of which are summarized in an attachment to this request for proposals, proposers must submit a plan showing how certified minority and women-owned

businesses will be utilized in carrying out a funded project. Any proposer or potential subcontractor who, for cause, wishes to be exempted from the Article 15-A requirements, may request a waiver to that effect as part of the project proposal. Such requests should include the reasons for requesting a waiver. Please read the attachment for a more detailed explanation.

It is a goal of the Department to award 1% of the contract dollar amount to minority business enterprises and 1% to women-owned business enterprises.

XVII. APPENDIX A

Appendix A, which is attached to this request for proposals, will be made a part of the agreement between the selected proposer and the Department.

August, 2004

**New York State Department of Agriculture and Markets
10B Airline Drive
Albany, New York 12235**

NOTICE

ALL PROPOSERS MUST COMPLETE AND SUBMIT
THIS COST AND FEE COMPONENT SUMMARY
IN ADDITION TO
THE DETAILED PROPOSAL
REQUIRED BY “VII. PROPOSAL CONTENT”

PROPOSAL

Advertising, promotion, and marketing of the “Pride of New York” program and products

Cost and Fee Component Summary

					<u>Total Cost</u>
1.	Professional Service				
		<u>Hours</u>	x	<u>Rate</u>	
2.	Non-professional service				
		<u>Hours</u>	x	<u>Rate</u>	
3.	Subcontracted services				
	Professional (cost)				
	Non-professional (cost)				
4.	Fee (% of cost) for placed advertising	<u>Amount</u>	<u>Fee</u>	<u>Total Cost</u>	
	Newspapers				
	Periodicals				
	Television				
	Radio				
	Billboard				

- | | | <u>Amount</u> | <u>Fee</u> | <u>Total Cost</u> |
|----|---|---------------|------------|-------------------|
| 5. | Commission (% of cost)
Subcontracted market research | | | |
| 6. | Commission (% of cost)
Subcontracted production | | | |
| 7. | Fee (% of cost) on material purchased for Department | | | |
| 8. | Travel | | | |