

ATTACHMENT A
SOLICITATION NO. 1600000056

This Solicitation is a Contract Document and is a request for proposal in connection with the Contract awarded by the Office of Management and Enterprise Services as more particularly described below. Any defined term used herein but not defined herein shall have the meaning ascribed in the General Terms or other Contract Document.

Purpose

This Contract is for implementation of the state of Oklahoma brand. Oklahoma Department of Commerce on behalf of the Lieutenant Governor's Office is awarding this contract to a vendor that will provide services for the implementation of the Oklahoma brand.

The Contract is awarded as an agency specific contract on behalf of the Oklahoma Department of Commerce on behalf of the Lieutenant Governor's Office.

1. Contract Term and Renewal Options

The initial Contract term, which begins on the effective date of the Contract through one (1) calendar year and there are two (2) additional one-year options to renew the Contract.

2. Obligations of Supplier:

Supplier shall provide the following services as needed by the agency as an a la carte item to be determined by the agency's need and budget for which items might be needed and when.

A. E-Commerce Website/Merchandise Catalog

A.1 Production and development of an e-commerce website featuring Oklahoma branded products such as apparel, drinkware, promotional products, etc.

A. 2. Production of all assets for website; to include, but not limited to: photography, video, graphics, product design, etc.

A.3 Identification of all vendors associated with website and product fulfillment; to potentially include, but not limited to product vendors, payment processing, fulfillment, etc.

A.4 Design and printing of a physical product catalog.

A.5 Earned media support for launch of website.

B. Stakeholder Engagement

B.1 Develop stakeholder engagement strategy for engaging statewide leaders in the private sector to support and promote Oklahoma as a destination for business and recreation, utilizing the state brand. This could include, but is not limited to, public art installations, business signage, retail merchandise production, employee engagement and general business marketing.

B.1 Execution of the (B.1) stakeholder engagement strategy.

C. Agency Art

C.1 Design physical artwork, in accordance with Exhibit One (1) to be displayed at state agency offices.

C.2 Production of physical artwork.

D. Brand Awareness/Media Placement

D.1 Media placement of existing assets. Media may include digital media, out-of-home, and other types of media.

i. Please note that video assets have already been produced.

D.2 Production of assets required for execution of proposed media plan.

D.3 Measurement plan for brand awareness.

E. Supplier shall adhere to Oklahoma Branding and Identity Guidelines (see exhibit titled Oklahoma Branding and Identity Guidelines)

F. Invoicing

F.1 Directly invoicing shall be submitted only by the awarded supplier. Submission of an invoice of bill from a subcontractor shall not be accepted

F.2 Supplier shall pass through subcontractor costs with no additional upcharge beyond billable hours. Supplier shall provide a copy of the subcontractor invoice for verification

F.3 Oklahoma cannot pay in advance for goods or services and invoicing shall be submitted only after work has been completed or milestones met for payment

F.4 Supplier shall not begin work on any project without written authorization from the agency of approved scope and hours nor shall supplier exceed hours and scope without additional approval from agency.