**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.

In February 2020, Lieutenant Governor Matt Pinnell launched a new brand for the State of Oklahoma. The logo is a diverse representation of Oklahoma’s land and people. The tagline, “Imagine That” is intended to invoke an element of surprise to those who may not be familiar with all that Oklahoma has to offer businesses, visitors and residents.

In the 2020 legislative session, the Legislature awarded the Department of Commerce a budget that is specifically intended for implementation of the state brand.

Priorities for the budget include permanence, visibility and efficiency. Expected outcomes are increased brand awareness, positive affinity towards Oklahoma and the brand from both in-state and out-of-state residents, and implementation of permanent brand executions statewide.

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

**1.** **Contract Term and Renewal Options**

The initial Contract term, which begins on the effective date of the Contract, is one year and there are two one-year options to renew the Contract.

**2.** **Contract Specifications**

Contextual information regarding the Contract is attached hereto and incorporated herein as Exhibit 1 titled Oklahoma Branding and Identity Guidelines.