

April 23, 2018

From: New Jersey Historic Trust
101 S. Broad Street, Trenton, NJ
(609) 984-0473

To Whom It May Concern:

The New Jersey Historic Trust is currently seeking proposals to develop and begin implementing an advertising plan, across all media, to increase the sales and renewals of the *Discover New Jersey History* license plates. Attached you will find a **Request for Proposal due by 4 pm on Thursday, May 10, 2018**. Research and a comprehensive marketing plan has been completed in prior phases. This request for development of advertising content, and launch of the ad campaign, is the third phase of NJHT's goal to successfully plan and fund future marketing efforts. This request is not seeking proposals to redesign the license plate.

The New Jersey Historic Trust is in but not of the Department of Community Affairs. Its mission is to advance historic preservation through education, stewardship and financial investment programs that save our heritage and strengthen our communities. In addition to its role as the primary provider of bricks and mortar grants to NJ's historic properties, the Trust also administers the heritage tourism grant program funded by the Discover NJ History License Plate sales.

If selected as the consultant for this RFP, you will be required to provide the following:

- A valid NJ Business Registration certificate
- Registration in NJSTART vendor system: www.njstart.gov
- A current NJ Certificate of Employee Information Report/Affirmative Action Certificate (or provide the State of NJ Employee Information Report and a \$150 check to the NJ Dept. of Treasury to attain a new certification)
- Complete DPA form packet
http://www.nj.gov/treasury/purchase/forms/DPA_Packet.pdf

Any questions on this proposal should be directed to Dorothy.guzzo@dca.nj.gov

Sincerely,



Dorothy P. Guzzo, Executive Director