

Police and Firemen's Retirement System of New Jersey  
State of New Jersey  
50 West State Street – 9<sup>th</sup> Floor  
P.O. Box 297  
Trenton, NJ 08625-0297

May 11, 2020

The effective date of this RFQ is May 11, 2020. The response to the RFQ is to be submitted on or before 5:00 p.m. on June 12, 2020. A firm will be selected based on the criteria set forth in the RFQ.

The PFRSNJ Chairman requests that interested firms submit a proposal in accordance with this RFQ.

The response should be marked as follows: Communications RFQ

Questions may be submitted no later than May 25, 2020 at 5:00 p.m. to PFRSNJ, Attention: Lisa Pointer, PFRSNJ Board Secretary, at the following address: [Lisa.Pointer@treas.nj.gov](mailto:Lisa.Pointer@treas.nj.gov)

Please note that the "subject" line of your email address must specifically reference the RFQ as follows: "Communications RFQ for PFRSNJ"

Sincerely yours,

Ed Donnelly  
PFRSNJ Board Chairperson

**Police and Firemen’s Retirement System of New Jersey**

**REQUEST FOR QUALIFICATIONS (“RFQ”) AND REQUEST FOR COMMUNICATIONS SPECIALTY FIRM (“RFP”)**

**Issue Date: May 11, 2020**

**I. General Information for the Bidder**

**A. Invitation to Submit Proposal**

The Board of Trustees (“Board”) for the Police and Firemen’s Retirement System (the System) is issuing this Request for Proposal (RFP) with the intent to select and hiring a Communications specialty firm (“Firm”). The Firm is to perform the following: (1) assist the Board with its public outreach and community involvement; (2) help develop the PFRS website. The Board expects to enter into a Master Services Agreement (“MSA”) with the selected Firm to last for two years.

**B. PFRSNJ Contact Person**

Direct all questions and correspondence regarding this RFP to:

Contact Person for All Matters Relating to this RFP	
<b>Name &amp; Title</b>	Lisa Pointer – Board Secretary
<b>Email</b>	<a href="mailto:Lisa.Pointer@treas.nj.gov">Lisa.Pointer@treas.nj.gov</a>
<b>Telephone</b>	609-777-4138
<b>Physical Address</b>	50 West State Street, 9 <sup>th</sup> Floor, Trenton, NJ 08625-0297
<b>Mailing Address</b>	P.O. Box 297, 50 West State Street, Trenton, NJ 08625-0297

Only written questions submitted by the question deadline in Section I.C. will be accepted. Written answers to such questions shall be sent to those Firms notifying the Board of its intent to bid.

From the date of the issuance of this RFP until the selection of a Firm is completed and announced, Firms that intend to submit a Proposal should not contact any PFRSNJ Staff or Board Trustee other than to submit written questions to the “Contact Person.” Communicating directly or indirectly with any other PFRSNJ staff or Board Trustee regarding the RFP process during this RFP process may result in immediate disqualification.

### C. Proposal Timetable

Proposals are due by **5:00 PM EST on June 12, 2020** marked to the attention of the Contact Person in Section 1.B. It is the responsibility of the Firm to ensure the proposal arrives on or before the time and date in the RFP Schedule below. The Board reserves the right to reject any or all proposals submitted. To be considered, Firms must meet the requirements as noted below.

RFP Schedule		
Deliverable	Date	Time
RFP Issued	May 11, 2020	
Firm Questions on RFP Due to PFRSNJ	May 25, 2020	5:00 pm EST
PFRSNJ Answers to RFP Questions Sent to Firms	May 25 through 29 <sup>th</sup> 2020. Can be extended as needed by the Board	
RFP Submission Due Date	June 12, 2020	5:00 pm EST
RFP Review Panel Selects Top Proposals	June 2020	
Firm On-site Presentation to Board's Internal Audit Committee	Tentative July Board Meeting	
Board Awards the Contract	Tentative July Board Meeting	
Engagement Letter Executed	Tentative July 2020	

### II. BACKGROUND

The PFRS is a public retirement system that provides retirement benefits and administration for the approximately 80,000 active and retired police and firemen in the State of New Jersey. In 2019, the PFRS was separated from the other state Pension Funds, under Chapter 55 of Public Law 2018. The mission of the PFRS is provide stable and secure retirements for the police and firemen who serve the public in the State of New Jersey.

### III. REQUEST FOR PROPOSAL (RFP)

This document constitutes a RFP in a competitive, sealed format, from qualified individuals and organizations to perform communication services. This request is an offer by the Board to purchase, in accordance with the terms and conditions of this RFP, the services proposed by the successful offeror(s), by contract, as needed. It is acceptable for up to two firms to partner to provide the services requested in this RFP. The Board shall have the ability to cancel at any time on 30 days notice once the agreement is

made. PFRS will only be responsible for the fees incurred up to that point. Any subcontractors must be approved by the Board.

The Board reserves the right to perform, manage and/or administer any function referenced within the Scope of Work (SOW) at any time during the resultant contract period. This may alter the amount of overall funds and projects administered by the contract and will be determined on a year-to-year basis.

The primary objective is to effectively partner with a firm to provide professional advertising, public relations, media planning and placement, and website development and maintenance, and overall communications strategy for the PFRSNJ program. The firm must be responsive to advertising effectiveness, tracking studies, drive social media efforts, and develop strategic plans. This RFP will provide marketing and communications services for a period of two (2) years.

### **1. Purpose**

The Board is interested in retaining an individual firm, or a team of firms, who will design, develop and implement strategic advertising and public relations campaigns that, in collaboration with PFRSNJ, will:

- 1.) Promote awareness of PFRSNJ programs throughout the State of New Jersey which includes:
  - Community outreach
  - Communications campaigns
  - Identification of key target audiences and tactics for each
- 2.) Increase PFRSNJ membership awareness of the program.
- 3.) Increase local awareness of the PFRSNJ programs with Employers
- 4.) Increase PFRSNJ outreach.
- 5.) Support a comprehensive brand strategy for PFRSNJ across key stakeholders including membership, and local and state employers.
- 6.) Support PFRSNJ website maintenance and enhance/re-design PFRSNJ website.

### **2. Scope of Work (SOW)**

The selected Firm(s) will be expected to service the marketing (advertising, public relations, etc.) needs of the PFRSNJ. The list below includes a sample of the required services.

#### Advertising/Marketing:

- Strategic research and plan development for various programs/services.
- Create coordinated advertising campaigns (print, broadcast, digital, online, email, etc.) to include written plan, including objectives, audience description, strategies, tactics and budgets.
- Creative strategy and design (collaterals, reports, advertising and visual display, broadcast or social media materials).
- Concept development, including quality graphic design.
- Develop original copy (text), copywriting and editing. This may also include Spanish marketing collateral.

- Media planning & buying: media negotiations, client meetings, phone calls and correspondence related to specific media plans.

#### Public Relations:

- Strategic planning.
- Build messaging that can be used in various channels including earned media, social media and paid traditional media to geo-target key audiences through timely/relevant channels to drive awareness, create an emotional connection and educate on key actions, and drive traffic to the website.
- Create messaging to drive interaction and build excitement through sharing relevant content and providing opportunities to interact with the programs/services.
- Develop a concrete social media strategy using tools like: Facebook, Twitter, LinkedIn and Instagram.
- Develop and pitch storylines and press releases, fact sheets and industry highlights to the media; coordinate media interviews & press conferences.
- Identify and submit the PFRS, its board of directors and/or employees for industry award opportunities.
- Support communication efforts (i.e. blog posts, monthly eNewsletters, etc.) as needed.
- Develop and maintain targeted media lists (local, trade, national and international).
- Strengthen relationships with community partners.
- Share the PFRSNJ's goals, aspirations and available programs with the public at large.
- Propose and develop database of users and providers for the public relations campaign.

#### Website development and maintenance:

- Maintain website for PFRSNJ to include enhancements and modifications.
- Build and design the PFRSNJ website to be engaging and unique, allow for more robust data analytics, and matching capabilities.
- PFRSNJ website requirements:
  - Develop and design a website to incorporate and refine the substantial amounts of existing content from old Division of Pensions and Benefits website to allow for an easily integrated, seamless transition to an enhanced web site to include increasing website speed and capacity to allow for concurrent users.
  - Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.
  - Fully integrate the content, collection, service, education and needs of our various stakeholders including membership industry/business partners, state and local governments, and the community at-large.
  - Disclosure of web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.
  - Include the functionality to build forms (contact us, event registration, internship/apprenticeship application, etc.)

- Use responsive design with the latest technologies to provide a consistent user interface across all devices, including App development – both Android and IOS.
- Reporting capabilities – site visitor interaction and engagement.
- Integration with SurveyMonkey for feedback forms.
- Allow visitors to sign up for email newsletters, using opt-in and opt out procedures.
- Ability to have intake of questions that can be answered by Division of Pensions and Benefits staff or PFRSNJ staff as needed.
- Support internal staff in use of web-based content management system (CMS) to update content using tools and templates.
- Provide site log reports to help measure and understand visitor behavior in order to improve web site performance and availability; including, but not limited to:
  - Web traffic analysis
  - Path analysis
  - Visitor trends
  - Page views

Account Management & Reporting:

- Meet with PFRSNJ staff as needed for the purposes of carrying out initiatives.
- Maintain internal procedures that ensure budget control, prompt billing and quality control, including but not limited to auditing invoices for space, time, preparation and services.
- Prepare cost schedules and project sheets for advertising expenditures and other related costs and secure PFRSNJ's approval of all expenditures with regard to authorized advertising by submitting preproduction estimates.
- Assign and aid in the prosecution, application, registration, and defense of all applicable intellectual property.
- Provide weekly status reports, or as otherwise requested, to the PFRSNJ updating the progress of all projects.
- Provide monthly, quarterly and annual performance cost analysis for investment.
- Develop analytical data reports in collaboration with PFRSNJ leadership to measure overall effectiveness and performance, and provide detailed reports monthly.

It should be noted that strategic plans, creative strategies and other strategic input will come in large part from the PFRSNJ in coordination with the selected Firm(s). In addition, the Firm(s) should be able to recommend strategies to expand the impact of advertising/marketing campaigns allowing for the broadest possible exposure to the target audiences within the available budget.

The selected Firm(s) must provide creative briefs before each campaign or individual project outlining the goals(s), objectives, audience, strategies, budget and measurement. The selected Firm(s) must demonstrate ability to strategically plan, integrate, manage and execute an assortment of marketing projects. New and emerging technology opportunities are consistently being introduced and the selected Firm(s) must be able to identify, evaluate, recommend, develop and execute, and/or manage the execution of these opportunities.

#### IV. INDEMNIFICATION

If selected to provide the services described in this RFP, Firm(s) shall be required to comply with the indemnification requirements set forth below:

FIRM(S) covenants and agrees to FULLY INDEMNIFY, DEFEND and HOLD HARMLESS, the PFRSNJ and employees, officers, directors, board members and representatives of the PFRSNJ, individually and collectively, from and against any and all costs, claims, liens, damages, losses, expenses, fees, fines, penalties, proceedings, actions, demands, causes of action, liability and suits of any kind and nature, including but not limited to, personal or bodily injury, death and property damage, made upon the PFRSNJ directly or indirectly arising out of, resulting from or related to FIRM(S)' activities under this Agreement, including any acts or omissions of FIRM(S), any agent, officer, director, representative, employee, consultant or subcontractor of FIRM(S), and their respective officers, agents employees, directors and representatives while in the exercise of the rights or performance of the duties under this Agreement. The indemnity provided for in this paragraph shall not apply to any liability resulting from the negligence of the PFRSNJ, its officers or employees, in instances where such negligence causes personal injury, death, or property damage. IN THE EVENT FIRM(S) AND PFRSNJ ARE FOUND JOINTLY LIABLE BY A COURT OF COMPETENT JURISDICTION, LIABILITY SHALL BE APPORTIONED COMPARATIVELY IN ACCORDANCE WITH THE LAWS FOR THE STATE OF New Jersey, WITHOUT, HOWEVER, WAIVING ANY GOVERNMENTAL IMMUNITY AVAILABLE TO THE PFRSNJ UNDER New Jersey LAW AND WITHOUT WAIVING ANY DEFENSES OF THE PARTIES UNDER New Jersey LAW.

The provisions of this INDEMNITY are solely for the benefit of the parties hereto and not intended to create or grant any rights, contractual or otherwise, to any other person or entity. FIRM(S) shall advise the PFRSNJ in writing within 24 hours of any claim or demand against the PFRSNJ or FIRM(S) known to FIRM(S) related to or arising out of FIRM'S activities under this AGREEMENT and shall see to the investigation and defense of such claim or demand at FIRM'S cost. The PFRSNJ shall have the right, at its option and at its own expense, to participate in such defense without relieving FIRM(S) of any of its obligations under this paragraph.

Defense Counsel - PFRSNJ shall have the right to select or to approve defense counsel to be retained by FIRM(S) in fulfilling its obligation hereunder to defend and indemnify PFRSNJ, unless such right is expressly waived by PFRSNJ in writing. FIRM(S) shall retain PFRSNJ approved defense counsel within seven (7) business days of PFRSNJ's written notice that PFRSNJ is invoking its right to indemnification under this Contract. If FIRM(S) fails to retain Counsel within such time period, PFRSNJ shall have the right to retain defense counsel on its own behalf, and FIRM(S) shall be liable for all costs incurred by the PFRSNJ. PFRSNJ shall also have the right, at its option, to be represented by advisory council of its own selection and at its own expense, without waiving the foregoing.

Employee Litigation - In any and all claims against any party indemnified hereunder by any employee

of FIRM(S), any subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, the indemnification obligation herein provided shall not be limited in any way by any limitation on the amount or type of damages, compensation or benefits payable by or for FIRM(S) or any subcontractor under worker's compensation or other employee benefit acts.

## **V. PROFESSIONAL LIABILITY INSURANCE**

The firm must provide evidence of professional liability insurance - \$1,000,000 per claim, to pay on behalf of the insured all sums which the insured shall become legally obligated to pay as damages by reason of any act, malpractice, error, or omission in professional services.

## **VI. PERIOD OF AGREEMENT**

The term of the agreement will be for a period of two (2) years with the possibility of an extension. Extension of the agreement will be based on satisfactory performance as determined by PFRSNJ leadership. This agreement is expected to commence on or after June 2020 and end June 2022, unless an extension(s) is approved by the PFRSNJ leadership. PFRS shall have the ability to terminate the agreement on 30 days' notice. Any fees incurred up to that date will be paid, but no additional liability will attach after the cancellation occurs.

## **VII. CONTRACT TERMS**

PFRSNJ will negotiate contract terms upon selection, and will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. However, at the inception it is known that if the firm needs to subcontract, that it must get the approval of the Board before subcontracting any work of this agreement.

## **VIII. RESPONSE REQUIREMENTS**

The Firm's proposal shall include the following items in the following sequence, noted with the appropriate heading as indicated below. If Firm is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

### TABLE OF CONTENTS

EXECUTIVE SUMMARY: Should be **limited to (2) pages** and shall include a statement of:

- Firm's understanding of the scope of work to be accomplished,
- Firm(s) proposal to accomplish and perform these services,
- Description of Firm's strategic process on how they might best publically advertise the PFRSNJ, and
- Description of Firm's process and staffing capacity to serve both the needs of the PFRSNJ, including any partner or subcontractor relationship and how the agencies plan to work together.

RESPONDENT QUESTIONNAIRE: Use the Form found in this RFP as Attachment A.

REFERENCES FORM: Use the Form found in this RFP as Attachment B.



RFP CRITERIA: Sections to respond to are listed below and found in this RFP as Attachment C.

- BACKGROUND & QUALIFICATIONS: Attachment C-1.
- STRATEGIC PLANNING: Attachment C-2.
- RELEVANT EXPERIENCE: Attachment C-3.
- CREATIVITY: Attachment C-4.
- DIGITAL: Attachment C-5.
- MEDIA: Attachment C-6.
- PUBLIC RELATIONS: Attachment C-7.
- COST/PRICING: Attachment C-8.

PROOF OF INSURABILITY: Submit a letter from insurance provider stating provider's commitment to insure the Firm(s) for the types of coverages and at the levels specified in this RFP if awarded a contract in response to this RFP. Respondent may submit a copy of their current insurance certificate if the requirements are already in place.

SIGNATURE PAGE: Firm(s) must complete, sign and submit the Signature Page found in this RFP as Attachment D. The Signature Page must be signed by a person, or persons, authorized to bind the entity, or entities, submitting the proposal. Proposals signed by a person other than an officer of the corporate firm or partner of partnership firm shall be accompanied by evidence of authority.

Firm(s) is/are expected to examine this RFP carefully, understand the terms and conditions for providing the services listed herein and respond completely. FAILURE TO COMPLETE AND PROVIDE ANY OF THESE PROPOSAL REQUIREMENTS MAY RESULT IN THE FIRM(S)' PROPOSAL BEING DEEMED NON-RESPONSIVE AND THEREFORE DISQUALIFIED FROM CONSIDERATION.

## **IX. RFP CONDITIONS**

This RFP does not commit PFRSNJ to award a contract. PFRSNJ reserves the right to accept or reject any or all proposals, if PFRSNJ determines it is in the best interest of PFRSNJ to do so. PFRSNJ will notify Firm(s) in writing if it rejects all proposals or cancels the RFP process. PFRSNJ reserves the right to issue amendments to this RFP.

### *A. Incurred Costs*

This RFP does not commit PFRSNJ to pay any costs incurred by Firm(s) in the preparation of a proposal in response to this request and Proposers agree that all costs incurred by Proposers in developing this proposal are the Proposer's responsibility.

### *B. Negotiations*

PFRSNJ may require the potential Firm(s) selected to participate in negotiations and submit a price, technical, or other revisions of their proposal as may result from negotiations.

### *C. Acceptance or Rejection of Proposals*

Proposals shall remain open, valid and subject to acceptance anytime within 60 days after the proposal opening.

### *D. Ownership of Documents*

All documents, data, products, graphics, computer programs, and reports prepared by the Firm(s) pursuant to this Contract shall be considered property of PFRSNJ upon payment of product / services. All such items shall be delivered to PFRSNJ at the completion of work / contract.

## **X. EVALUATION OF CRITERIA**

The Board will conduct a comprehensive, fair and impartial evaluation of all Proposals received in response to this RFP. The PFRSNJ may appoint a selection committee to perform the evaluation. Each Proposal will be analyzed to determine overall responsiveness and qualifications under the RFP.

Criteria to be evaluated may include the items listed below. Additional information may be requested from Firms at any time prior to final approval of a selected Firm(s). The PFRSNJ reserves the right to select one, or more, or none of the Firms to provide services.

### ***Evaluation criteria:***

- Background & Qualifications
- Relevant Experience
- Strategic Planning
- Creativity
- Public Relations
- Digital/Website
- Cost

## **XI. SUBMISSION OF PROPOSALS**

Firm(s) shall submit one original, signed in ink, and one copy of the proposal on USB drive containing an Adobe PDF version of the entire proposal clearly marked with “**Marketing/Communication Services RFP**” on the front. An additional flash drive may be included to feature samples of electronic or broadcast work (spots/video, websites, animating banner ads, etc.).

**Proposal materials relating to this RFP must be received by PFRSNJ on or before June 12, 2020 by 5:00 p.m.** Proposals submitted after the due date will not be considered, no exceptions. Information provided will not be returned, do not send original or one-of-a-kind materials. Questions regarding the contents of this RFP must be submitted via email by May 25, 2020 to [lisa.pointer@treas.nj.gov](mailto:lisa.pointer@treas.nj.gov).

**RFP ATTACHMENT A**  
**RESPONDENT QUESTIONNAIRE**

**General Information and References**

1. **Firm(s) Information:** Provide the following information regarding the Firm(s). (NOTE: If this proposal includes two firms, provide the required information in this attachment for each Firm by attaching a separate page. Sub-contractors are not considered partnering firms.)

Respondent Name: \_\_\_\_\_

(NOTE: Give exact legal name as it will appear on the contract, if awarded.)

Principal Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Fax No: \_\_\_\_\_

Website address: \_\_\_\_\_

Year established: \_\_\_\_\_ Provide number of years in business under present name: \_\_\_\_\_

Business Structure: Check the box that indicates the business structure of the Respondent.

Individual or Sole Proprietorship (List Assumed Name, if any: \_\_\_\_\_)

Corporation If selected, check one:  For-Profit  Nonprofit

Also, check one:  Domestic  Foreign

Partnership  Other: If checked, list business structure: \_\_\_\_\_

Printed Name of Contract Signatory: \_\_\_\_\_

Job Title: \_\_\_\_\_

Provide address of primary office from which this project would be managed:

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Fax No: \_\_\_\_\_

Annual Revenue: \$ \_\_\_\_\_

Total Number of Employees: \_\_\_\_\_

Total Number of Current Clients/Customers: \_\_\_\_\_

2. **Contact Information:** List the one person who the Board or its staff may contact concerning your proposal or setting dates for meetings.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Fax No: \_\_\_\_\_

Email: \_\_\_\_\_

3. Does Respondent anticipate any mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months?

Yes  No

4. Is Respondent (or partnering firm) considered any of the following categories?

Small business  Veteran-owned  Minority  Woman-owned

5. **Bankruptcy Information:** Has the Respondent ever been declared bankrupt or filed for protection from creditors under state or federal proceedings?

Yes  No

Elaborate on the response if desired:

\_\_\_\_\_  
\_\_\_\_\_

6. **Citations or Legal Action:** Has the Respondent ever received any citations, notices of violation, legal proceedings, disciplinary action, or any pending disciplinary action, from any regulatory bodies or professional organizations? If "Yes", state the name of the regulatory body or professional organization, date and reason for action. If there are no violations, provide a statement of such.

\_\_\_\_\_  
\_\_\_\_\_

7. **Previous Contracts:**

Has the Respondent or officer or partner ever failed to complete any contract awarded?

Yes  No

If "Yes", state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

\_\_\_\_\_  
\_\_\_\_\_

**RFP ATTACHMENT B**  
**REFERENCES**

Provide three (3) references, that the firm has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided.

**Reference No. 1:**

Firm/Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Email: \_\_\_\_\_

Date and Type of Service(s) Provided: \_\_\_\_\_

\_\_\_\_\_

**Reference No. 2:**

Firm/Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Email: \_\_\_\_\_

Date and Type of Service(s) Provided: \_\_\_\_\_

**Reference No. 3:**

Firm/Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Code: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Email: \_\_\_\_\_

Date and Type of Service(s) Provided: \_\_\_\_\_

**RFP ATTACHMENT C**  
**RFP CRITERIA**

**RFP ATTACHMENT C-1**

**BACKGROUND & QUALIFICATIONS**

Prepare and submit responses to the following items.

**Firm Facts** - Please provide the following basic facts about your firm:

1. Gross billings for 2019, 2018, and 2017 and a forecast for this year (2020). Note: If unable to share the exact information at this time, please provide ranges.
2. Identify your firm's departments and specify whether the functions are performed in-house or outsourced. Also, include the number of full-time personnel and breakdown according to function.
3. Describe your firm's unique point-of-difference within the following:
  - a. position in the marketplace
  - b. strongest capabilities or service niches
4. Active client list.
5. Identify your firm's current distribution of work product by media type (cable TV, spot TV, radio, outdoor, newspaper, trade publication, direct response, online, digital, mobile, other non-traditional). Provide rough spend figures and percentages by media type.

**Other:**

1. What is your firm's billing policy regarding:-\*
  - a. Frequency of billing to the client
  - b. Terms of payment (media, productions, fees)
  - c. Account for proof of performance
  - d. Billing time increments less than one hour (e.g., 15 minutes, 30 minutes)
  - e. Billing cost per hour for various marketing services (account management, copywriting, art direction, etc.)
2. Describe your accounting and internal auditing procedures.
3. Outline the process through which agency resources are drawn upon and coordinated to create integrated advertising campaigns across agency disciplines (including traditional advertising, as well as direct, promotions and interactive). Indicate who is responsible for this coordination and how the effort is implemented.
4. Identify any additional skills, experiences, qualifications, and/or other relevant information about the Firm's qualifications.
5. List any third-party resources utilized to develop client reporting or measure engagement (i.e. media monitoring, activity reporting, etc.).

## **RFP ATTACHMENT C-2**

### **STRATEGIC PLANNING & EVALUATION**

1. Describe your agency's approach to strategic planning and the evaluation measures that are imposed during the process to ensure that the thinking generated and solutions presented best serve the interests of the client. (Limit to one page)
2. Provide an explanation of how your agency measures/determines the effectiveness of advertising/marketing programs and campaigns including return on investment (ROI). (Limit to one page)

## **RFP ATTACHMENT C-3**

### **RELEVANT EXPERIENCE**

Prepare and submit responses to the following items.

1. Describe 2-3 examples of your agency's experience in marketing a product or service that translates well into public relations campaign for the Police and Firemen's Retirement System. For each listing, highlight your agency's ability to generate relevant strategy and effective communications that speaks to relevant audiences, particularly as it relates to your understanding of the "sweet spot" of various offerings in terms of the core constituents.
2. Describe in what way you are familiar with the Board's roles and responsibilities with the PFRS system.
3. Explain your community outreach and interactions with core stakeholders.
4. Describe 2-3 examples of your agency's experience in marketing the same product, service or program across multiple stakeholders and your ability to generate effective communications for each to create awareness and a call to action leading to engagement. Preferably within the context of a community involvement.
5. Provide samples of the following work completed by your agency. You may provide samples in electronic format (e.g. CD or Flash Drive).
  - a. Trade print
  - b. Newspaper (FSI)
  - c. Digital/Online/Website
  - d. Broadcast
  - e. Direct
  - f. Collateral
  - g. Video

## **RFP ATTACHMENT C-4**

### **CREATIVITY**

Prepare and submit responses to the following items.

1. Describe your creative process to include providing several examples of work that best exemplifies your agency's branding skills.
2. Provide examples of your agency's creative work that cover an integration of communications efforts across a spectrum of disciplines and consumer touch points. You may provide samples in electronic format (e.g. CD or Flash Drive).

## **RFP ATTACHMENT C-5**

### **DIGITAL/WEBSITE**

Prepare and submit responses to the following items.

From an interactive perspective, describe your agency's strengths.

1. Describe your agency's services, including online media and planning capabilities/ experience, and the length of time you've been providing these services.
2. Describe how your agency has aligned an interactive strategy with other traditional offline channels.
3. Describe your approach to integrate channels in order to improve the customer experience while maintaining brand consistency.
4. Describe your two most innovative interactive programs and show your work. You may provide samples in electronic format (e.g. CD or FlashDrive).
5. Describe your experience and approach to website maintenance. Provide examples of other companies who you have partnered with on website support.
6. Related to the PFRSNJ website, describe your approach to redesign/rebuild the existing site to meet the needs as detailed in Section II, under Scope of Work (SOW).



## **RFP ATTACHMENT C-6**

### **MEDIA**

Prepare and submit responses to the following items.

1. Briefly outline your agency's overall media capabilities (traditional and non-traditional), e.g., media data/intelligence resources, planning, buying, implementation, monitoring, evaluation and overall stewardship of your client's funds. If all or a certain portion of your clients' media is not planned or purchased by your agency, please indicate with whom your agency works in this regard.
2. Detail your agency's approach for identifying key or target markets/audiences and the process for determining and buying the appropriate media to reach those audiences. (Limit to one page)
3. List all syndicated media/market research to which you subscribe as well as any proprietary research tools that aid you in your planning/buying processes. Describe the types of tools/services used to optimize the client's media investment and indicate items that are proprietary to your organization.
4. Describe your historical success in negotiating media below "Rate Card" for both magazine and newspaper.
5. Describe your historical success in negotiating Value-Added media and how your agency measures the effectiveness.

## **RFP ATTACHMENT C-7**

### **PUBLIC RELATIONS**

Prepare and submit responses to the following items.

1. Describe your agency's in-house division to handle non-traditional programs, if any, to include media relations and public relations (PR).
2. Provide a list of your agency's most current clients receiving said services.
3. Outline a successful PR campaign your agency has implemented. (Limit response to one page)
4. Describe your approach in utilizing PR to draw attention to PFRSNJ's mission and relation with core stake holders. (Limit response to one page)

## **RFP ATTACHMENT C-8**

### **COST/PRICING**

Prepare and submit your best pricing offer and cost sheet.

1. Pricing may be provided in the most suitable format and may be presented in either:
  - a) Monthly retainer breakdown PFRSNJ
  - b) Hourly rates based on work performed (menu pricing)
  
2. Pricing should include, but not limited to, the following categories:
  - Strategic Planning
  - Media Planning, Negotiation, Buying
  - Public Relations
  - Social Media
  - Content Creation
  - Creative Development
  - Digital Management
  - Website Maintenance – PFRSNJ
  - Website Building - PFRSNJ
  - Production (including video production for website content)
  - Branding
  
3. The price(s) quoted should be inclusive.
  
4. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
  
5. If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.

**RFP ATTACHMENT D**

By submitting a proposal, whether electronically or by paper, Firm(s) represents that:

If awarded a contract in response to this RFP, Firm(s) will be able and willing to execute a contract in the form shown in the RFP, as attached and set out in RFP Section II, with the understanding that the scope and compensation provisions will be negotiated and included in the final document.

If Firm(s) is a corporation, Firm(s) will be required to provide a certified copy of the resolution evidencing authority to enter into the contract, if other than an officer will be signing the contract.

If awarded a contract in response to this RFP, Firm(s) will be able and willing to comply with the insurance and indemnification requirements set out in RFP Sections IV and V.

If awarded a contract in response to this RFP, Firm(s) will be able and willing to comply with all representations made by Firm(s) in the proposal and during Proposal process.

Firm(s) agrees to fully and truthfully submit the Respondent Questionnaire form and understands that failure to fully disclose requested information may result in disqualification of proposal from consideration or termination of contract, once awarded.

(S)he is authorized to submit this proposal on behalf of the entity.

\_\_\_\_\_  
Firm(s) Entity Name

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

*(NOTE: If proposal is submitted by Co-Respondents, an authorized signature from a representative of each Co-Respondent is required.)*

\_\_\_\_\_  
Co-Respondent Entity Name

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_