

Request for Quotes with Proposals Advertising Consulting Services



Due: January 19, 2016 @ 2:00 PM, Local Time

Pensacola State College hereby extends an invitation to quote for the above referenced project for Pensacola State College, as specified in this quotation request. All terms and conditions, included hereafter, are part of this quotation request. Any quotation failing to comply with all of these terms and conditions may not be accepted. Rights are reserved to reject any and all quotations and to waive any and all technicalities.

Directions for submitting quotations include the following:

1. All quotations must be emailed to the attention of the Director of Purchasing and Auxiliary Services, at cboatwright@pensacolastate.edu no later than the date and time indicated above and shall be clearly marked in the subject line indicating the above referenced Request for Quote.
2. Quotations may be awarded or rejected at the discretion of Pensacola State College.
3. All quotations shall be submitted on the quotation form, herein included, and shall be properly signed by an authorized representative of the firm or entity submitting the quotation in order to be considered. Attach all amplifying instructions and documents to this quotation form.
4. All Pensacola State College Terms and Conditions are incorporated herein and to any future purchase orders resulting from this request for quotes.
5. This is based upon a single advertising campaign project as defined within the Scope.

SCOPE OF SERVICES

Pensacola State College is interested in obtaining quotes with proposals for Advertising Consulting Services.

Collaboration with the College's Marketing Department to develop an integrated marketing plan to position the College as the institution of first choice for target audiences and as an educational leader in Escambia and Santa Rosa Counties.

Image assessment and enhancement, brand promise clarification and effective communication of coordinated, consistent brand execution messages.

Development of strategic plans for media advertising and placement to effectively reach target audiences and allocate limited advertising funds, with regular follow-up assessment and evaluation of the effectiveness of these plans.

Development, production and placement of innovative, effective advertisements (print, broadcast and digital media) and/or collateral pieces that accomplish marketing goals.

Consultation in marketing and communications—utilizing research data, maximizing budgets, improving recruitment and advertising strategies, exploring different and creative media options and exploring new corporate and public partnerships for joint promotion.

Occasional representation of the agency at College meetings designed to present marketing plans and/or increase faculty, staff or student involvement in those plans.

Regular meetings with College Relations and Marketing staff to discuss marketing plans, strategies and design consistencies.

The purpose of the advertising project is to work closely with the College to develop an integrated marketing plan to position the College as the institution of first choice for target audiences and their influencers and as an educational leader in Escambia and Santa Rosa Counties. Components of this plan include clarifying our brand promise, determining appropriate marketing messages, developing advertising concepts and ad purchasing mix and developing and/or enhancing marketing materials, in order to:

- Draw community, regional, state and national recognition for Pensacola State College educational programs.
- Attract and recruit students to sustain appropriate increases in enrollment to serve our diverse community's educational needs.
- Raise awareness and encourage greater engagement from alumni, friends, foundations, corporations and government agencies that might financially support College programs.

Quotes should include a proposal for the scope outlined above with and marketing materials and/or other samples to establish the vendor's ability to meet the scope specified above.

Include Pricing Information with Proposal for the Scope Provided.

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Corporate Name		DBA Name (if applicable)	
Purchasing Address	Street/PO Box		City
	State		Zip
	Email Address		
Remit to Address	Street/PO Box		City
	State		Zip
	Email Address		
Contact Person	Name		Phone #
	Email Address		
Address of Parent Company (if applicable)	Street/PO Box		City
	State		Zip
<p>Check applicable boxes for ownership of company</p> <p> <input type="checkbox"/> Black American <input type="checkbox"/> Hispanic American <input type="checkbox"/> Asian Pacific American <input type="checkbox"/> Asian Indian American <input type="checkbox"/> Native American <input type="checkbox"/> Woman-Owned <input type="checkbox"/> Disabled Veteran </p> <p>Attach current MBE/WBE Certifications</p>			
<p>_____</p> <p>Authorized Agent Name</p>			
<p>_____</p> <p>Signature</p>		<p>_____</p> <p>Date</p>	

REFERENCES

1. _____
COMPANY NAME CONTACT PERSON

EMAIL ADDRESS PHONE NUMBER

DATE OF LAST SERVICE PROVIDED

2. _____
COMPANY NAME CONTACT PERSON

EMAIL ADDRESS PHONE NUMBER

DATE OF LAST SERVICE PROVIDED

3. _____
COMPANY NAME CONTACT PERSON

EMAIL ADDRESS PHONE NUMBER

DATE OF LAST SERVICE PROVIDED