

MISSISSIPPI DEPARTMENT OF AGRICULTURE AND COMMERCE
ADVERTISING CONSULTING SERVICES
REQUEST FOR PROPOSALS # 1401-15-R-RFPR-00002
RFx # 3120000260

A. INTRODUCTION

The Mississippi Department of Agriculture and Commerce herein after referred to as (“Department or MDAC”) is soliciting proposals from all persons interested in entering into a contract with the Department to develop creative marketing programs, and develop a relevant brand to identify products that are made, grown, processed and/or manufactured in Mississippi in order to encourage economic development through promotion of Mississippi’s agricultural and manufactured products.

MDAC has determined that this proposal should include:

1. Rebranding the Make Mine Mississippi (MMM) program with updated, simple yet sophisticated logos, artwork, photos, potential print ads and style guides.
2. Rebuilding the MMM website into a new user-friendly, consumer oriented website, capable of displaying and promoting the unique businesses within the state.

MDAC will award this contract to the person or entity submitting the proposal that is most advantageous to MDAC and the State of Mississippi.

B. BACKGROUND INFORMATION

The Make Mine Mississippi (MMM) program was created in 1999 as a means to promote and advertise products that are grown, made, manufactured or processed in Mississippi. The program’s goals are to unify the promotion of all Mississippi-made products, promote a positive image of those products and indirectly the state, and help Mississippi companies market, promote, and sell their products.

Companies can register and participate in the MMM program if at least 51% of their product is made, manufactured, grown or processed in Mississippi. This voluntary logo identification program originally had 30 categories of different Mississippi products ranging from agriculture; to arts and crafts; to manufacturing. Member companies and businesses are then entitled to use the MMM logo on the labels of their products, or as stickers on their products. The original logo stated that the product was a “Make Mine Mississippi Product Registered” from the Mississippi Department of Agriculture and Commerce (MDAC). The MMM program is also free of fees, dues and/or charges.

Member companies are also listed on a searchable database available at: www.makeminemississippi.com and www.makeminemississippi.org which brings the user to the MDAC Market Development page in which they can go to the database link. The profile of each member company which includes address, phone number, email, website link (if available), brands and products; and they are searchable by category and county. Currently, there are 509 companies registered with MMM. Most registered companies cite adding value by demonstrating “localness”, and promoting a positive image of the state as their main reasons for being part of this program.

C. SERVICES TO BE PERFORMED

The MDAC Marketing Division envisions using the new Make Mine Mississippi program as an umbrella program to manage and promote the various diverse agriculture businesses and products that encompass the following: agricultural products grown and /or raised in Mississippi; made products (e.g. specialty foods, crafts such as pottery, jewelry and clothing, and cosmetic products such as soaps); manufactured products (e.g. furniture, outdoor equipment, and electronics); service industries (e.g. restaurants and retail that specialize in the use of MS products); as well as the established Mississippi Certified Farmer’s Market Program; the Agritourism Program; and the Farm-to-School Program.

The Marketing Division of MDAC is open to any and all ideas outside of the above approach.

The successful proposer will perform the following services for The Mississippi Department of Agriculture and Commerce.

Phase 1. Rebranding of the Make Mine Mississippi Program

- Design of new Make Mine Mississippi logo and advertising tagline / slogan.
- Design of Sub logo’s for Make Mine Mississippi.
- Design of Advertising Concepts and Templates.
- Provide resource package, including all various digital format files for designs developed.
- Style and Color Guides for brand implementation.
- Photos and/or artwork illustrations of product categories.
- Release of all Copyright Rights and or Trademarks granting ownership of all designs to Client (MDAC).
- Design of Print Material such as (producer brochure, consumer poster, etc.)

The successful proposer will give a presentation of concepts and ideas including mockup of logo’s and artwork to designated personnel of The Mississippi Department of Agriculture and Commerce for approval.

Phase 1. Implementation to be completed by June 1, 2015.

Phase 2. Web Design

- Develop new Web Site Design for MMM program using the rebranding developed in Phase 1.
- Design and develop a web site that has the following abilities and characteristic's:
 - Website must have a strong User Interface (UI) and comply with MDAC security standards.
 - Website must have a strong and easy User Experience (UX)
 - Website must have website architecture.
 - Website must have a responsive design.
 - Website must have member level control (WordPress Site) in Microsoft ISS computer environment.
 - Website must have ability for analytics with real time data.
 - Website must have ability to create company profiles through database management system and using single and / or multiple categories.
 - Website must have ability to upload company profiles and display company logos, MMM category logos, brands, and photos of products.
 - Website must have ability to locate business using mapping.
 - Website must have ability to link with MMM business partner website.
 - Website must have ability to link and/or integrate current and future MDAC programs such as Farmers Market, Agritourism, Farm to School Programs, etc.
 - Website must be searchable using various criteria.
 - Website to be housed on MDAC servers.
 - Successful proposer must be willing to include designated MDAC Marketing and Information Technology Division employees in the web site design process.

The successful proposer will give a presentation of the conceptual design of the web site including mockup of logo's and artwork to designated personnel of The Mississippi Department of Agriculture and Commerce for approval.

Phase 2. Implementation to be completed by September 30, 2015.

D. EQUIPMENT AND PERSONNEL

The successful proposer shall provide all equipment and personnel needed to perform the services described in Section C "Services to be performed".

Proposer/Seller also represents and warrants that it will ensure its compliance with the Mississippi Employment Protection Act (Senate Bill 2988 from the 2008 Regular Legislative Session) and will register and participate in the status verification system for all newly hired employees. The term "employee" as used herein means any person that is

hired to perform work within the State of Mississippi. As used herein, “status verification system” means the Illegal Immigration Reform and Immigration Responsibility Act of 1996 that is operated by the United States Department of Homeland Security, also known as the E-Verify Program, or any other successor electronic verification system replacing the E-Verify Program. Proposer/Seller agrees to maintain records of such compliance and, upon request of the State, to provide a copy of each such verification to the State. Proposer/Seller further represents and warrants that any person assigned to perform services hereunder meets the employment eligibility requirements of all immigration laws of the State of Mississippi. Proposer/Seller understands and agrees that any breach of these warranties may subject Proposer/Seller to the following: (a) termination of this Agreement and ineligibility for any state or public contract in Mississippi for up to three (3) years, with notice of such cancellations/termination being made public, or (b) the loss of any license, permit, certification or other document granted to Proposer/Seller by an agency, department or governmental entity for the right to do business in Mississippi for up to one (1) year, or (c) both. In the event of such termination/cancellation, Proposer/Seller would also be liable for any additional costs incurred by the State due to contract cancellation or loss of license or permit.

E. FEES

Each proposer should set forth in their proposal the fees & hours they propose to charge for their services according to the following:

1. Package Price for Initial Services and Deliverables outlined in Section C “Services to be Performed” for Phase 1.
2. Each of the above Services and Deliverables outlined in Section C Phase 1 “Services to be Performed” must include the following if appropriate.
 - Price Per Hour For Consulting
 - Approximate # of hours to complete phase 1 broken down between Consulting and Graphic Design.
 - Price Per Hour For Graphic Design
 - Monthly Retainer Fee To Include Consulting Price Per Hour And / Or A Listing Of What Is Included.
3. Package Price for Initial Services and Deliverables outlined in Section C “Services to be Performed” for Phase 2.
4. Each of the above Services and Deliverables outlined in Section C Phase 2 “Services to be Performed” must include the following if appropriate
 - Price Per Hour For Consulting

- Approximate # of hours to complete phase 2 broken down between Consulting and Web Site Design.
- Price Per Hour For Web Site Design
- Monthly Retainer Fee To Include Consulting Price Per Hour And / Or A Listing Of What Is Included.

F. TERM

The contract described herein will have a term of nine (9) months from contract execution date.

G. EXPERIENCE AND QUALIFICATIONS

Each proposer should set forth in his proposal any experience they have had in, and any special qualifications they may have for performing advertising and web site design services.

Each proposer must provide a copy of its articles of incorporation or partnership agreement and the state in which it was incorporated or formed, if applicable. With regard to each of its officers, directors and employees working on MDAC project, the proposer must provide such person's name, address, telephone number, criminal record and, for the officers and directors, his place of employment. The MDAC staff may ban from the MDAC facility any employees that it considers to be a security or safety risk. Each proposer must submit the names and telephone numbers of at least three (3) references of clients with a similar budget and scope of services requested in the proposal.

H. CONFIDENTIALITY

Each proposer may designate those portions of his proposal which contain trade secrets or other proprietary data which may remain confidential in accordance with Miss. Code of 1972, Sec. 25-61-9 and 79-23-1.

I. REPRESENTATION REGARDING CONTINGENCY FEES

The proposer represents that it has not retained a person to solicit or secure a state contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except as disclosed in the proposer's bid or proposal.

J. REPRESENTATION REGARDING GRATUITIES

The proposer represents that it has not violated, is not violating, and promises that it will not violate the prohibition against gratuities set forth in Section 7-204 (Gratuities) of the Mississippi Personal Service Contract Procurement Regulations.

K. CERTIFICATION OF INDEPENDENT PRICE DETERMINATION

By submitting a proposal, the proposer thereby certifies that the prices submitted in response to the solicitation have been arrived at independently and without any consultation, communication or agreement with any other proposer or competitor relating to his prices or proposal.

L. CONTENT OF PROPOSAL

Each proposal shall be written and must contain the following information at a minimum:

1. The name of the proposer and the location of its principal place of business. The proposer must submit its articles of incorporation, references and other documents described in Section G "Experience and Qualifications".
2. The job descriptions and number of your personnel that will be assigned to perform this contract, as well as their experience and training.
3. A listing of other contracts under which services similar in scope, size or discipline to the required services were performed or undertaken within the last three (3) years.
4. A written plan giving as much detail as is practical explaining how the services will be performed.
5. The proposer's fees for each of the services required. (See Section E, Fees)
6. The abilities, qualifications and experience of all persons who would be assigned to provide the required services.
7. A description of the equipment and facilities owned by, or under the control of, offeror that will be used to perform the contract.

Discussions may be conducted with proposers who submit proposals determined to be reasonably susceptible of being selected for award, but proposals may be accepted without such discussions.

M. CONTRACT PROVISIONS

The contract will contain the following provisions, among others:

1. Availability of Funds.

It is expressly understood and agreed that the obligation of the Mississippi Department of Agriculture and Commerce to proceed under this Agreement is conditioned upon the appropriation of funds by the Mississippi State Legislature and the receipt of state *and/or* federal funds. If the funds anticipated for the continuing fulfillment of the agreement are, at any time, not forthcoming or insufficient, either through the failure of the federal

government to provide funds or of the State of Mississippi to appropriate funds or the discontinuance or material alteration of the program under which funds were provided or if funds are not otherwise available to the Department, the Department shall have the right upon ten (10) working days written notice to the Contractor, to terminate this Agreement without damage, penalty, cost or expenses to the Department of any kind whatsoever. The effective date of termination shall be as specified in the notice of termination. (MCA Section 27-104-25(3)). The Department shall have the sole right to determine whether funds are available for the payments or performances due under this Contract.

2. Applicable Law.

The contract shall be governed by and construed in accordance with the laws of the State of Mississippi, excluding its conflicts of laws provisions, and venue for resolution of any dispute shall be Jackson, Hinds County, Mississippi. The Contractor shall comply with applicable federal, state, and local laws and regulations. Contractor expressly agrees that under no circumstances shall the Department be obligated to pay an attorney's fee, prejudgment interest or the cost of legal action to Contractor. Further, nothing in this Contract shall affect any statutory rights that the Department may have and such rights cannot be waived or limited by contract.

3. Indemnification

To the fullest extent allowed by law, the Contractor shall indemnify, defend, save and hold harmless, protect, and exonerate The Mississippi Department of Agriculture and Commerce, its Commissioner, officers, employees, agents, and representatives, and the State of Mississippi from and against all claims, demands, liabilities, suits, actions damages, losses, and costs of every kind and nature whatsoever, including, without limitation, court costs, investigative fees and expenses, and attorneys' fees, arising out of or caused by the Contractor and/or its partners, principals, agents, employees and/or Subcontractors in the performance of or failure to perform this agreement. In the State's sole discretion, the Contractor may be allowed to control the defense of any such claim, suit, etc. In the event the Contractor defends said claim, suit, etc., the Contractor shall use legal counsel acceptable to the State; the Contractor shall be solely responsible for all costs and/or expenses associated with such defense, and the State shall be entitled to participate in said defense. The Contractor shall not settle any claim, suit, etc. without the State's concurrence, which the State shall not unreasonably withhold.

4. Authority to Contract

Contractor warrants (a) that it is a validly organized business with valid authority to enter into this agreement; (b) that it is qualified to do business and in good standing in the State of Mississippi; (c) that entry into and performance under this agreement is not restricted or prohibited by any loan, security, financing, contractual, or other agreement of any kind, and (d) notwithstanding any other provision of this

agreement to the contrary, that there are no existing legal proceedings or prospective legal proceedings, either voluntary or otherwise, which may adversely affect its ability to perform its obligations under this agreement.

5. Assignment.

The Contractor shall not assign, subcontract or otherwise transfer in whole or in part, its rights or obligations under this Contract without prior written consent of the Department. Any attempted assignment or transfer without said consent shall be void and of no effect but subcontracting with other advertising mediums (i.e. television, radio, magazines, newspapers, etc.) is allowed.

6. Independent Contractor Status

The Contractor shall, at all times, be regarded as an independent contractor and shall at no time act as an agent for the Department. Nothing contained herein shall be deemed or construed by the Department the Contractor, or any third party as creating the relationship of principal and agent, master and servant, partners, joint venturers, employer and employee, or any similar such relationship between the Department and the Contractor. Neither the method of computation of fees or other charges, nor any other provision contained herein, nor any acts of the Department or the Contractor hereunder, creates or shall be deemed to create a relationship other than the independent relationship of the Department and the Contractor.

Contractor's personnel shall not be deemed in any way, directly or indirectly, expressly or by implication, to be employees of the State. Neither the Contractor nor its employees shall, under any circumstances, be considered servants, agents or employees of the Department; and the Department shall be at no time legally responsible for any negligence or other wrongdoing by the Contractor, its servants, agents, or employees. The Department shall not withhold from the contract payments to the Contractor any federal or State unemployment taxes, federal or State income taxes, Social Security tax, or any other amounts for benefits to the Contractor. Further, the Department shall not provide to the Contractor any insurance coverage or other benefits, including Workers' Compensation, normally provided by the State for its employees.

7. State Property

Contractor will be responsible for the proper custody and care of any State-owned property furnished for Contractor's use in connection with the performance of this agreement. Contractor will reimburse the State for any loss or damage, normal wear and tear excepted.

8. E-Payment & E-Invoicing.

The State requires the Contractor to submit invoices electronically throughout the term of the agreement. Vendor invoices shall be submitted to the state agency using the processes and procedures identified by the State. Payments by state agencies

using the Statewide Automated Accounting System (SAAS), or any specific successor system (MAGIC) shall be made and remittance information provided electronically as directed by the State. These payments shall be deposited into the bank account of the Contractor's choice. Contractor understands and agrees that the State is exempt from the payment of taxes. All payments shall be in United States currency.

9. Ownership of Documents and Work Papers.

The Department shall own all documents, files, reports, work papers and working documentation, electronic or otherwise, whether completed or in progress, created in connection with the Project which is the subject of this agreement, except for the contractor's internal administrative and quality assurance files and internal project correspondence. The contractor shall deliver such documents and work papers to the Department upon termination or completion of the agreement. The foregoing notwithstanding, the Contractor shall be entitled to retain a set of such work papers for its files. The Contractor shall be entitled to use such work papers only after receiving written permission from the Department and subject to any copyright protections.

10. Copyrights. Contractor agrees that Department shall determine the disposition of the title to and the rights under any copyright or trademark or otherwise protected material by contractor or employees or copyrightable or trademarked or otherwise protected material first produced or composed under this agreement. Further, contractor hereby grants to the Department a royalty-free, nonexclusive, irrevocable license to reproduce, translate, publish, use and dispose of, and to authorize others to do so, all copyrighted (or copyrightable) work and/or all trademarked work not first produced or composed by contractor in the performance of this agreement, but which is incorporated in the material furnished under the agreement. This grant is provided that such license shall be only to the extent contractor now has, or prior to the completion of full final settlement of agreement may acquire, the right to grant such license without becoming liable to pay compensation to others solely because of such grant.

11. Confidential Information.

Contractor shall treat all Department data and information to which it has access by its performance under this Contract as confidential and shall not disclose such data or information to a third party without specific written consent of Department. This Article shall survive termination or completion of this Contract and shall continue in full force and effect and shall be binding upon the Contractor and its agents, employees, successors, assigns, subcontractors or any party or entity claiming an interest in this Contract on behalf of, or under the rights of the Contractor following any termination or completion of this Contract.

12. Third Party Action Notification.

The Contractor shall notify the Department in writing within five (5) business days of its receipt of liquidation or receivership proceedings or within five (5) business days of its receipt of notification of any action or

suit being filed or any claim being made against Contractor or the Department by any entity that may result in litigation related in any way to this Contract and or which may affect the Contractor's performance under this Contract. Failure of the Contractor to provide such written notice to the Department shall be considered a material breach of this Contract and the Department may, at its sole discretion, pursue its rights as set forth in the Termination clauses herein and any other remedies it may have at law or in equity.

13. Severability.

If any term or provision of this Contract is prohibited by the laws of this State of Mississippi or declared invalid or void by a court of competent jurisdiction, the remainder of this Contract shall not be affected thereby and each term and provision of this Contract shall be valid and enforceable to the fullest extent permitted by law.

14. Conflict of Interest.

Contractor shall notify the Department of any potential conflict of interest resulting from the representation of or service to other clients. If such conflict cannot be resolved to the Department's satisfaction, the Department reserves the right to terminate this Contract.

15. Sovereign Immunity.

By entering into this Contract with Contractor, the State of Mississippi does, in no way, waive its sovereign immunities or defenses, as provided by law.

16. Failure to Deliver.

In the event of failure of the Contractor to deliver services in accordance with the contract terms and conditions, the Department after due oral or written notice, may procure the services from other sources and hold the Contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies that the Department may have.

17. Force Majeure

Each party shall be excused from performance for any period and to the extent that it is prevented from performing any obligation or service, in whole or in part, as a result of causes beyond the reasonable control and without the fault or negligence of such party and/or its Subcontractors. Such acts shall include without limitation acts of God, strikes, lockouts, riots, acts of war, epidemics, governmental regulations superimposed after the fact, fire, earthquakes, floods, or other natural disasters (the "Force Majeure Events"). When such a cause arises, the Contractor shall notify the Department immediately in writing of the cause of its inability to perform; how it affects its performance, and the anticipated duration of the inability to perform. Delays in delivery or in meeting completion dates due to Force Majeure Events shall automatically extend such dates for a period equal to the duration of the delay

caused by such events, unless the Department determines it to be in its best interest to terminate the agreement.

18. Termination.

The Department may terminate this Contract with or without cause upon sixty (60) days written notice to the Contractor. The Contractor may terminate this Contract with cause upon sixty (60) days written notice to the Department.

19. Unsatisfactory Work

If at any time during the contract term, the service performed or work done by the Contractor is considered by Department to create a condition that threatens the health, safety, or welfare of the citizens and/or employees of the State of Mississippi, the Contractor shall, on being notified by Department, immediately correct such deficient service or work. In the event the Contractor fails, after notice, to correct the deficient service or work immediately, The Department shall have the right to order the correction of the deficiency by separate contract or with its own resources at the expense of the Contractor.

20. Contractor Personnel

The Department shall, throughout the life of the contract, have the right of reasonable rejection and approval of staff or Subcontractors assigned to the work by the Contractor. If the Department reasonably rejects staff or Subcontractors, the Contractor must provide replacement staff or Subcontractors satisfactory to the Department in a timely manner and at no additional cost to the Department. The day-to-day supervision and control of the Contractor's employees and Subcontractors is the sole responsibility of the Contractor.

21. Waiver

No delay or omission by either party to this agreement in exercising any right, power, or remedy hereunder or otherwise afforded by contract, at law, or in equity shall constitute an acquiescence therein, impair any other right, power or remedy hereunder or otherwise afforded by any means, or operate as a waiver of such right, power, or remedy. No waiver by either party to this agreement shall be valid unless set forth in writing by the party making said waiver. No waiver of or modification to any term or condition of this agreement will void, waive, or change any other term or condition. No waiver by one party to this agreement of a default by the other party will imply, be construed as or require waiver of future or other defaults.

22. Transparency

In accordance with the Mississippi Accountability and Transparency Act of 2008, 27-104-151, et seq., of the Mississippi Code of 1972, as Amended, the American Accountability and Transparency Act of 2009 (P.L. 111-5), where applicable, and 31-7-13, of the Mississippi Code of 1972, as amended, where applicable, a fully executed copy of this agreement shall be posted to the State of Mississippi's accountability website at: <https://merlin.state.ms.us>.

23. Notices.

All notices required or permitted to be given under this Contract must be in writing and personally delivered or sent by facsimile provided that the original of such notice is sent by certified United States mail postage prepaid, return receipt requested, or overnight courier with signed receipt, to the party to whom the notice should be given at the address set forth below. Notice shall be deemed given when actually received or when refused. The parties agree to promptly notify each other in writing of any change of address.

For the Department: Paige Manning
121 North Jefferson Street
Jackson, MS 39201

For the Contractor

N. INSURANCE COVERAGE

Contractor shall obtain and keep in full force and effect throughout the term of this contract a policy of public liability insurance in the amount of \$1,000,000.00 for all claims for bodily injury, death or property damage arising out of any acts or omissions occurring as a result of Contractor's operations hereunder, and insuring the Department as an additional named insured. Contractor shall also maintain workers' compensation insurance in full force and effect covering all of Contractor's employees. Contractor shall furnish to the Department an insurer's certificate as evidence of the existence of said policies on the day this contract is made.

O. OFFICE CLOSURE NOTICE

If the Department is closed for any reason, including but not limited to: acts of God, strikes, lockouts, riots, acts of war, epidemics, governmental regulations superimposed after the fact, fire, earthquakes, floods, or other natural disasters (the "Force Majeure Events"), which closure prevents the opening of bids / RFP's at the advertised date and time, all bids / RFP's received shall be publicly opened and read aloud on the next business day that the Department shall be open and at the previously advertised time. The new date and time of the bid opening, as determined in accordance with this paragraph,

shall not be advertised, and all Vendors/Contractors, upon submission of a bid proposal, shall be deemed to have knowledge of and shall have agreed to the provisions of this paragraph. Bids / RFP's shall be received by the Department until the new date and time of the bid opening as set forth herein. **The Department shall not be held responsible for the receipt of any bids / RFP's for which the delivery was attempted and failed due to the closure of the Department as a result of a Force Majeure Event.** Each Vendor/Contractor shall be required to ensure the delivery and receipt of its bid by the Department prior to the new date and time of the bid / RFP opening.

P. EVALUATION CRITERIA

Each proposal will be evaluated based upon certain specific criteria and the weight assigned to each such criterion as set forth below:

1. The plan for performing the required services – 30%
2. The ability to perform the services as reflected by technical training and education, general experience, specific experience in providing the required services and the qualifications and abilities of contractor's personnel to perform the services – 20%
3. The personnel, equipment and facilities to perform the services currently available or demonstrated to be made available at the time of the contracting – 15%
4. A record of past performance of similar work – 5%
5. The Contractor's fees – 30%

Q. PROPOSAL SUBMISSIONS

All proposals shall be submitted in writing or through the MAGIC system on forms specified by the Department on or before 10:00 a.m. on Wednesday March 11, 2015 to the Mississippi Department of Agriculture and Commerce no facsimile copies allowed, Attn: Hewitt Pittman, 121 North Jefferson Street, Jackson, Mississippi 39201.

Please direct any and all questions in writing concerning the advertising services proposal to The Mississippi Department of Agriculture & Commerce, Office of Purchasing P. O. Box 1609 Jackson, MS 39215-1609, phone number (601) 359-1100. The Department will choose the best proposal as set forth in section P. The Department and the chosen party will enter into negotiations for the purpose of creating a contract providing for advertising and web site design services for the Department. If the parties are not able to agree on a contract, the Department will choose the next best proposal and enter into negotiations with that contractor.

THE MISSISSIPPI DEPARTMENT OF AGRICULTURE AND COMMERCE
DEPARTMENT HAS THE RIGHT TO REJECT ANY AND/OR ALL PROPOSALS.

MISSISSIPPI DEPARTMENT OF AGRICULTURE AND COMMERCE
ADVERTISING CONSULTING SERVICES
REQUEST FOR PROPOSALS FORM
RFP # 1401-15-R-RFPR-00002
RFx # 3120000260

FEES

Phase 1. Rebranding Make Mine Mississippi Program

1. AD-Price Per Hour For Consulting _____
2. Approximate # of hours to complete phase 1 broken down between Consulting and Graphic Design. _____
3. Price Per Hour For Graphic Design _____
4. Monthly Retainer Fee To Include Consulting Price Per Hour And / Or A Listing of what Is Included. _____
5. Total Price for Phase 1 implementation. _____

Phase 2. Web Site Design

6. AD-Price Per Hour For Consulting _____
7. Approximate # of hours to complete phase 2 broken down between Consulting and Web Site Design. _____
8. Price Per Hour For Web Site Design _____
9. Monthly Retainer Fee To Include Consulting Price Per Hour And / Or A Listing of what Is Included. _____
10. Total Price for Phase 2 implementation. _____
11. **Total Price of the Project (Line 5 + Line 10)** _____

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 ADVERTISING CONSULTING SERVICES
 REQUEST FOR PROPOSALS FORM
 RFP # 1401-15-R-RFPR-00002
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NAME OF COMPANY	
COMPLETE ADDRESS	
TOTAL PRICE	
CONTACT PERSON	
CONTACT PERSON TITLE	
TELEPHONE NUMBER	
FAX NUMBER	
E-MAIL	
*SIGNATURE OF CONTRACTOR	

*ALL PROPOSALS MUST BE SIGNED