

Pre-Proposal Conference: R25-004 Strategic Marketing and Media Placement



Radford
UNIVERSITY

All questions or concerns should be
addressed to:

Procurement Officer:

Austin Eads, CUPO
PO Box 6885
Radford, VA 24142-6885
Phone: (540)831-5634
Email: ateads@Radford.edu



Purpose of RFP:



- The intent and purpose of this Request for Proposal (RFP) is to establish a contract through competitive negotiations for Strategic Marketing and Media Placement for Radford University located at 801 East Main Street, Radford, Virginia 24142, an agency of the Commonwealth of Virginia.
- Term of Contract: The term of this contract is for one year, or as negotiated. There will be an option for four (4) one-year renewals, or as mutually negotiated.

Important Dates:



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- **May 7, 2025 by 3:00 PM**: Deadline to submit Requests for Information (RFI). RFIs should be submitted in writing and directed to ateads@radford.edu.
- **May 21, 2025 by 4:30 PM**: Deadline to post Addendum in eVA, in response to all RFI's received.
- **June 4, 2025 by 3:00 PM**: SEALED proposals must be received by Procurement & Contracts no later than 3:00 PM. Late proposals will not be accepted.
- Radford University Procurement and Contracts Business Hours are M-F, 8:00 AM – 4:30 PM





E-Virginia Electronic Procurement System:



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- Radford utilizes eVA for all our business transactions.
- Vendors must be registered with eVA to do business with Radford University.
- Vendors can register with eVA at:
<https://eva.virginia.gov/register-now.html>.
- If you have any questions/concerns about registration, you may contact me or reach out to the eVA Customer Care team:
eVACustomerCare@DGS.Virginia.gov.

VASCUPP Cooperative Contract:

(Virginia Association of State College & University Purchasing Professionals)



- Radford is making this contract cooperative.
- Participation with other schools is strictly voluntary.
- Attachment C is the Zone Map and shows all the VASCUPP schools and their Zones. Radford University is in Zone 8.

Statement of Needs:

(See [Section 9.A. – 10.D.](#) of the RFP)



It is the responsibility of the vendor to fully research and understand the [Section 9. Statement of Needs](#) and [Section 10. Specific Requirements](#). The needs discussed here are an overview and should not be considered all-inclusive:

- Radford University seeks a full-service marketing entity to serve as a strategic partner for the Office of Marketing and Communication. The firm will develop and execute a comprehensive, multimedia marketing and advertising plan that will support the University's annual recruiting efforts for undergraduate, graduate and continuing education programs (in-person, hybrid and online), as well as ongoing brand-building activities across key external stakeholder groups.
- The plan should encompass media planning, media buy and media placement for an appropriate mix of platforms, which could include:
 - a. • Traditional out-of-home (OOH), digital and social media channels.
 - b. • Event sponsorships.
 - c. • Grassroots marketing opportunities.
 - d. • Terrestrial and streaming radio; and
 - e. • Broadcast, cable and streaming TV.

Statement of Needs Cont'd :

(See [Section 9.A. – 10.D.](#) of the RFP)



- In addition, the plan should include design, creation and delivery of creative assets across all platforms, as well as brand consulting, design and perception measurement (including brand perception surveys).
- Primary audiences include:
 - a. Traditional prospective students and their families (first year and transfer students);
 - b. First-generation and Pell-eligible prospective students.
 - c. Non-traditional prospective students (working professionals, individuals ages 25 and older); and
 - d. Military-affiliated prospective students (active-duty, retired, spouses and dependents) throughout Virginia and in select areas in contiguous states.
- Secondary audiences include alumni and donors around the world, as well as strategic partners, elected officials, business leaders, community members and media throughout Virginia.

Proposals Must Include:

(See [Section 9.A. – 10.D.](#) of the RFP)



Specific Requirements:

Proposals should be as thorough and detailed as possible so that Radford University may properly evaluate your capabilities to provide the required goods or services. Offerors are required to submit the following information/items as a complete proposal:

- **Plan or Methodology for Delivery of Services:** Provide your plan for providing Strategic Marketing and Media Placement for Radford University. Offeror should provide information addressing all requirements as stated in the Statement of Needs above to include:
 - a. A description of what specific services the Offeror proposes to provide the manpower needed, when services shall be performed, by whom, and the anticipated time durations for typical services.
 - b. 2. A description of any reports, certifications, or deliverables in the performance of the work included in this solicitation. Please include copies of all standard certifications, business licenses, resumes of key employees, reports, example receipts, and tracking tools.
 - c. 3. Identify a projected timeline for delivery of services relative to the award date of the contract.

Proposals Must Include:

(See [Section 9.A. – 10.D.](#) of the RFP)



Specific Requirements

- **Experience and Qualifications:** Please provide a written narrative outlining the experience of the firm in providing the services described.
 - a. Provide names, qualifications and experience of personnel to be assigned to the project, including an organization chart, individual qualifications and duties.
 - b. Resumes of key employees to be assigned to the project.
- **References:** Provide four (4) references, either educational (preferred) or governmental, for those who you have provided the type of services described here. Include the date(s) services were furnished, the client's name, address, and the name and phone number of the individual Radford University has your permission to contact. See Attachment D.

Selection Criteria and Award:



Proposals will be evaluated by Radford University using the following weighted evaluation criteria.

	Evaluation Criteria	Percentage of Points
1	Qualifications and experience of Offeror in providing the goods/services.	25%
2	Quality of products/services offered and suitability for the intended purposes.	25%
3	Specific plans or methodology to be used to provide the products/services.	20%
4	Financial (Cost)	20%
5	Participation of Small, Women-Owned and Minority-Owned (SWaM) Businesses.	10%
	TOTAL	100%

Submission of Proposal:



Radford University now has three options for submitting a proposal:

<u>In Person</u>	<u>Mail or Courier</u>	<u>Electronically through eVA</u>
<u>Deliver proposal to:</u> Radford University David E. Armstrong Complex 501 Stockton Street Radford, VA 24142	<u>Mailing Address:</u> Radford University ATTN: Austin Eads Procurement and Contracts PO Box 6885 Radford, VA 24142-6885	<u>Electronic Submissions:</u> A PDF of your proposal may be submitted through eVA's Virginia Business Opportunities (<u>VBO</u>) site. See Attachment F for more details.

In Person or Mail/Courier Proposal Submission Process



IN PERSON or MAIL/COURIER RFP Responses: In order to be considered for selection, Offerors shall submit a complete response to this RFP to include.

- **One (1) original paper copy of the entire proposal, INCLUSIVE OF ALL ATTACHMENTS.**
- **One (1) electronic copy** in WORD format or searchable PDF (USB/Flash Drive) of the entire proposal as one document, **INCLUSIVE OF ALL ATTACHMENTS.**
- Should the proposal contain **proprietary information**, provide **one (1) redacted** electronic copy in WORD format or searchable PDF (USB/Flash Drive) of the entire document **INCLUSIVE OF ALL ATTACHMENTS. All identified proprietary information should be blacked out.** This USB/Flash Drive should be marked ***“Redacted Copy.”***

In Person or Mail/Courier Proposal Submission Process Cont'd



- If you mail your proposal, place your proposal in a sealed envelope inside the delivery envelope. Include this information on the outside of the sealed Proposal (also included in Attachment A, Section II):

From

Name of Offeror	Due Date	Time Due
Street or Box Number		Solicitation Number
City, State, Zip Code		Solicitation Title

Name of Procurement Officer: _____

In Person or Mail/Courier Proposal Submission Process Cont'd



- The mailing address for proposal submission is:

RADFORD UNIVERSITY

Attn: Austin Eads

Procurement and Contracts Department

P.O. Box 6885

501 Stockton Street

Radford, Virginia 24142

- Allow plenty of time when mailing. All mail goes to the Post Office on campus, which is then picked up and delivered to the University Warehouse. It can take time to get delivered to Procurement. Late proposals will not be accepted or considered.

Electronic Proposal Submission Process:



ELECTRONIC SUBMISSION via eVA VBO RFP Responses: In order to be considered for selection, Offerors shall submit a complete response to this RFP. Use of electronic submission REQUIRES registration as an eVA vendor. If you wish to submit electronically and are not already a registered vendor with eVA, we encourage you to get registration completed well in advance of the deadline outlined in the solicitation.

***IMPORTANT* On the date and time indicated for proposal submission within the solicitation, eVA will no longer allow submissions from vendors.**

The University is not responsible for delays, miscommunications, or transmission errors that may occur during the electronic submission process. This includes but is not limited to issues related to internet connectivity, email servers, or other technical malfunctions.

More information for responding to an electronic submission can be found in the eVA Supplier Training Resources site: <https://eva.virginia.gov/supplier-training-materials.html>.

Electronic Proposal Submission Process Cont'd:



ELECTRONIC SUBMISSION via eVA VBO RFP Responses: Vendor will upload the following:

- **One (1) electronic copy** in WORD format or searchable PDF (USB/Flash Drive) of the entire proposal as one document, **INCLUSIVE OF ALL ATTACHMENTS.**
- Should the proposal contain **proprietary information**, provide **one (1) redacted** electronic copy in WORD format or searchable PDF of the entire document **INCLUSIVE OF ALL ATTACHMENTS. All identified proprietary information should be blacked out.** This file should be clearly labeled or marked ***“Redacted Copy.”***

Please note the size limit per supplier attachment is 80 MB. This may require the submission of separate files during the process.

Submission of Proposal cont'd:

- Return all requested documents with your proposal:
 - Complete and sign page 4 of the RFP.
- Carefully review all documents to be returned and confirm all documents have been completed and signed before submission. Failure to sign documents can result in the proposal being deemed disqualified/non-responsive.
- Ensure you include requested license numbers (DPOR/State Corp. Commission, certifications) where requested. This information will be verified after the proposal deadline has passed.
 - Licensing should be in good standing. Radford cannot award a contract to a vendor not properly licensed to do business in Virginia.



Review the Terms and Conditions

- Terms and Conditions (Attachment A)
- General Terms & Conditions - Mandatory and standard in every state issued solicitation.
- Additional Terms & Conditions - Specific to Radford University's business practices.
- Special Terms & Conditions – Contract specific to Radford solicited services.

Be sure to read and understand the terms and conditions relative with the contract and address any questions you may have before the deadline date for RFI.

Questions pertaining to the RFP process??

