

# Digital Marketing Campaign for CCIA

RFP No. 3400

Sr. Buyer: Minerva Alvarado

<b>Proposal Evaluation</b>	<b>Bell Media LLC</b>	<b>BQR Advertising and Public Relations, Inc.</b>	<b>Kiii-TV</b>	<b>Sinclair Digital-Compulse Integrated Marketing</b>	<b>Sky Synergy</b>
<b>MINIMUM QUALIFICATIONS (PASS/FAIL)</b>					
Google Premier Partner	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>	<b>Pass</b>
Required five year in business					
No outstanding lawsuits during last 5 years or current litigation with the City during last 5 years					
No Outstanding regulatory issues last 5 years					
References Provided for firm					
<b>TECHNICAL PROPOSAL (80 PTS)</b>	<b>74</b>	<b>56</b>	<b>14</b>	<b>25</b>	<b>50</b>
Creative Process for Building Campaign					
Team's Experience					
Understanding of Project Scope					
<b>PRICING (20 PTS)</b>	<b>20</b>	<b>14</b>	<b>13</b>	<b>nonresponsive</b>	<b>nonresponsive</b>
<b>Total</b>	<b>94</b>	<b>70</b>	<b>27</b>		

Nonresponsive=Used wrong Price Form