

ADVERTISING AGENCY SELECTION 2011
Written Proposals Evaluation

OFFEROR: _____ EVALUATOR CODE: _____

Part A: Experience and Qualifications (30%)
RFP Section 5.1

1. CONTRACTOR DATA SHEET (RFP Section 5.1a: Attachment A)

_____ Meets Qualifications for DRED Account

_____ Does not meet Qualifications for DRED Account (REJECTED)

Explanation:

SCALE: 1 = LESS QUALIFIED
 5 = MORE QUALIFIED

2. OFFEROR'S EXPERIENCE IN SCOPE OF WORK (RFP Section 5.1b):

1----2----3----4----5 x 2 = POINTS _____

3. PERSONNEL EXPERIENCE (RFP Section 5.1b):

1----2----3----4----5 x 2 = POINTS _____

4. DESCRIPTION OF FINANCIAL STABILITY (RFP Section 5.1b):

1----2----3----4----5 x 2 = POINTS _____

TOTAL POINTS FOR PART A = _____
(Maximum 30 Points)

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Part B: Marketing Strategy and Methodology (50%)

RFP Section 5.1c & 5.4

1. GOALS & OBJECTIVES

1----2----3----4----5 x 2 = POINTS _____

2. STRATEGIES & TACTICS

1----2----3----4----5 x 4 = POINTS _____

3. BUDGET INFORMATION

1----2----3----4----5 x 2 = POINTS _____

4. RESEARCH

1----2----3----4----5 x 2 = POINTS _____

TOTAL POINTS FOR PART B = _____
(Maximum 50 Points)

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Part C: Marketing Financial Terms (20%)

RFP Section 5.3

1. HOURLY RATES SCHEDULE (ATTACHMENT B-PART 1)

1----2----3----4----5 x 2 = POINTS _____

2. AGENCY FEE STRUCTURE (ATTACHMENT B-PART 2)

1----2----3----4----5 x 2 = POINTS _____

TOTAL POINTS FOR PART C = _____
(Maximum 20 Points)

Overall Impression

TOTAL COMBINED SCOPE (A-C) = _____ FINAL SCORE
(Maximum Score = 100)

