

PROPOSAL SCORE SHEET

FOR DRED USE ONLY: Company _____
 Reviewer _____
 Date _____

| | Max Points | Score |
|--|------------|-------|
| 1. <u>Tactical Plan</u> Proposal reflects a creative approach to stated goals and objectives in <i>Section 4 – Scope of Work</i> ; strategies and tactics to be utilized to meet objectives; rationale and research; quality of proposed publication(s); scheduling/work plan Notes: | 20 | () |
| 2. <u>Advertising Sales Plan</u> Detailed advertising and statewide sales plan for NH Visitors Guide(s), State Parks Guide, and websites; ability to develop media kit and marketing materials; ability to manage billing and collections; effectiveness and suitability to bring in advertising support Notes: | 20 | () |
| 3. <u>Experience</u> Offeror’s prior experience, and how it relates to this project; demonstrated ability to bring in advertising support; assessment of publication examples provided; ability to work with DTTD Lead Ad Agency; knowledge of the New England traveler and New Hampshire tourism assets. Notes: | 20 | () |

| | Max Points | Score |
|---|------------|-------|
| 4. <u>Capabilities</u> Personnel/subcontractor experience; ability to absorb project into current workflow; ability to balance DTTD publication(s) development and sales with the development and sales of other, potentially competing projects Notes: | 20 | () |
| 5. <u>Financial Plan</u> Proposed cost to develop NH Visitors Guide(s) and NH State Parks Guide; revenue generation forecast; state's share of income; plan for cost of publications to be self-liquidating and at no charge to DTTD Notes: | 20 | () |
| TOTAL (MAXIMUM 100) | | _____ |
| 6. <u>Oral Presentation</u> Offerors may be required to make creative presentations, if requested. | 20 | () |
| GRAND TOTAL (MAXIMUM 120) | | _____ |

Scoring Grid

| SCORE | RATING |
|--------------|---------------|
| 16-20 | Excellent |
| 11-15 | Good |
| 6-10 | Fair |
| 0-5 | Poor |