

Exhibit D

PROPOSAL SCORE SHEET

FOR DRED USE ONLY: Company _____
 Reviewer _____
 Date _____

	Max Points	Score
1. <u>Overall Strategy</u> Proposal reflects a creative approach to stated goals and objectives in <i>Section 4 – Scope of Services</i> ; strategies and tactics to be utilized to meet objectives; rationale and research and plan for New York market.	45	()
2. <u>Cost of Services</u> The proposal shall include all pricing information relative to performing the scope of services described in this RFP.	10	()
3. <u>Experience/Qualifications</u> Personnel/subcontractor experience; ability to absorb project into current workflow; demonstrated ability to secure press coverage of New Hampshire; ability to work with DTTD and its partners; knowledge of the New England traveler and New Hampshire tourism assets.	30	()
4. <u>References</u>	15	()
TOTAL (MAXIMUM 100)		_____
5. <u>Oral Presentation</u> Offerors may be required to make creative presentations, if requested.	20	()
GRAND TOTAL (MAXIMUM 120)		_____