



NEBRASKA DEPARTMENT OF HEALTH AND HUMAN SERVICES

Tobacco Free Nebraska Youth Empowerment Movement – No Limits

RFP 5317 Z1 | Opening Date 6/16/2016

1201 Infinity Court
Lincoln, NE 68512
402.437.0000

1515 South 75th Street
Omaha, NE 68124
402.930.0000

295 West Broadway
Council Bluffs, IA 51503
712.322.2679

firespring.com



June 16, 2016

Dear Selection Team,

Thank you for your consideration of our continued partnership with the Nebraska Department of Health and Human Services and its Tobacco Free Nebraska Youth Empowerment Movement (No Limits). We truly value our relationship with the program and the opportunity to assist youth in tobacco prevention efforts.

Firespring fully understands tobacco's negative impact on our state and how the multibillion-dollar tobacco industry continues to target Nebraska youth with its deadly and addictive products. We also know through firsthand experience that youth empowerment initiatives and strategies can have a positive effect on reducing tobacco use among young people.

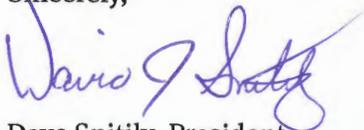
Over the past 11 years, we have built strong connections with the youth involved in No Limits and have become familiar with their tastes and trends. We have enjoyed getting to know the members and helping them discover their abilities as leaders, organizers and creative thinkers. We have learned much from them—the importance of being with friends and having fun—and we've been impressed by their capacity for compassion and their drive to enact social change.

Our ties to several other Nebraska youth-oriented organizations have given us the knowledge needed to market to this audience. We have a long history of working collaboratively with tobacco-free coalitions and organizations on both statewide and national levels—Tobacco Free Nebraska, the No Limits Youth Advisory Board, Campaign for Tobacco Free Kids, Truth Initiative and the Youth Engagement Alliance. And we are actively involved in mentoring other states (New York, Iowa and Kansas) as they develop their own youth-led tobacco prevention movements. These efforts, combined with our youth empowerment experience, innovative resources and passion for the cause, make us ideally suited to be your partner.

As you can tell, our work for No Limits means a lot to us, which is why we're looking to the future and determining how we can best provide the services you need. This proposal outlines those recommendations. The specific components of the plan will, as always, be determined by the Youth Board. You'll notice that we are suggesting going back to having a full-time (rather than part-time) project assistant position. We believe two full-time staff are needed to successfully sustain and grow the program because it will allow more time for partnership development with state agencies, recruitment of new members and sponsors and planning and implementation of statewide events. We understand this change has a cost related to it, so we will work with TFN once a budget is approved to identify program components and next steps.

Please let me know if you have any questions regarding our proposal. We appreciate the trust placed in us thus far, and we look forward to our continued partnership.

Sincerely,



Dave Snitily, President

dave.snitily@firespring.com

402.437.0187

Table of Contents

SUMMARY OF QUALIFICATIONS

1. Youth Empowerment Experience	3
2. Media Advocacy Experience	4
3. Marketing and Promotional Experience With Teen Market	4-5
4. Tobacco Control Experience	5
5. Ability to Collaborate With Statewide Youth Advisory Board	6
6. Experience With Diverse Youth	6
7. Organizational Capacity and Strategic Planning	7
8. Project Plans	7-9

A. TECHNICAL PROPOSAL

1. Request for Proposal Form	1-2
2. Corporate Overview	
a. Bidder Identification and Information	10-11
b. Financial Statements	11-12
c. Change of Ownership	12
d. Office Location	13
e. Relationships With the State	13-15
f. Bidder's Employee Relations to the State	15
g. Contract Performance	15
h. Summary of Bidder's Corporate Experience	15-39
i. Summary of Bidder's Proposed Personnel/Management Approach	40-46
j. Subcontractors	46
3. Technical Approach	
a. Understanding of the Project Requirements	47-48
b. Proposed Development Approach	48-54
c. Technical Considerations	54
d. Detailed Project Work Plan	54-62
e. Deliverables and Due Dates	62-63

B. COST PROPOSAL REQUIREMENTS

1. Pricing Summary	64-65
2. Prices	66

C. PAYMENT SCHEDULE 67

APPENDICES

1. Form A Bidder Contact Sheet	68
2. Form C Project Rates	69
3. Cost Proposal	70-71
4. Terms and Conditions	72-95
5. Evidence of Insurance Coverage	96

**State of Nebraska (State Purchasing Bureau)
REQUEST FOR PROPOSAL FOR CONTRACTUAL
SERVICES FORM**

RETURN TO:
State Purchasing Bureau
1526 K Street, Suite 130
Lincoln, Nebraska 68508
Phone: 402-471-6500
Fax: 402-471-2089

SOLICITATION NUMBER	RELEASE DATE
RFP 5317 Z1	May 12, 2016
OPENING DATE AND TIME	PROCUREMENT CONTACT
June 16, 2016 2:00 p.m. Central Time	Teresa Fleming/Annette Walton

This form is part of the specification package and must be signed in ink and returned, along with proposal documents, by the opening date and time specified.

PLEASE READ CAREFULLY!

SCOPE OF SERVICE

The State of Nebraska, Administrative Services (AS), Materiel Division, State Purchasing Bureau, is issuing this Request for Proposal, RFP Number 5317 Z1 for the purpose of selecting a qualified contractor to provide organization, communication, training and leadership for Nebraska's tobacco prevention youth empowerment movement.

Written questions are due no later than May 25, 2016, and should be submitted via e-mail to as.materielpurchasing@nebraska.gov. Written questions may also be sent by facsimile to (402) 471-2089.

Bidder should submit one (1) original of the entire proposal. Proposals must be submitted by the proposal due date and time.

PROPOSALS MUST MEET THE REQUIREMENTS OUTLINED IN THIS REQUEST FOR PROPOSAL TO BE CONSIDERED VALID. PROPOSALS WILL BE REJECTED IF NOT IN COMPLIANCE WITH THESE REQUIREMENTS.

1. Sealed proposals must be received in State Purchasing Bureau by the date and time of proposal opening per the schedule of events. No late proposals will be accepted. No electronic, e-mail, fax, voice, or telephone proposals will be accepted.
2. This form "REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES" MUST be manually signed, in ink, and returned by the proposal opening date and time along with bidder's proposal and any other requirements as specified in the Request for Proposal in order for a bidder's proposal to be evaluated.
3. It is the responsibility of the bidder to check the website for all information relevant to this solicitation to include addenda and/or amendments issued prior to the opening date. Website address is as follows: <http://das.nebraska.gov/materiel/purchasing.html>

IMPORTANT NOTICE: Pursuant to Neb. Rev. Stat. § 84-602.02, all State contracts in effect as of January 1, 2014, and all contracts entered into thereafter, will be posted to a public website. Beginning July 1, 2014, all contracts will be posted to a public website managed by the Department of Administrative Services.

In addition, all responses to Requests for Proposals will be posted to the Department of Administrative Services public website. The public posting will include figures, illustrations, photographs, charts, or other supplementary material. Proprietary information identified and marked according to state law is exempt from posting. To exempt proprietary information you must submit a written showing that the release of the information would give an advantage to named business competitor(s) and show that the named business competitor(s) will gain a demonstrated advantage by disclosure of information. The mere assertion that information is proprietary is not sufficient. (Attorney General Opinion No. 92068, April 27, 1992) The agency will then determine if the interests served by nondisclosure outweigh any public purpose served by disclosure. Cost proposals will not be considered proprietary.

To facilitate such public postings, the State of Nebraska reserves a royalty-free, nonexclusive, and irrevocable right to copy, reproduce, publish, post to a website, or otherwise use any contract or response to this RFP for any purpose, and to authorize others to use the documents. Any individual or entity awarded a contract, or who submits a response to this RFP, specifically waives any copyright or other protection the contract or response to the RFP may have; and, acknowledge that they have the ability and authority to enter into such waiver. This reservation and waiver is a prerequisite for submitting a response to this RFP and award of the contract. Failure to agree to the reservation and waiver of protection will result in the response to the RFP being non-conforming and rejected.

Any entity awarded a contract or submitting a RFP agrees not to sue, file a claim, or make a demand of any kind, and will indemnify, hold, and save harmless the State and its employees, volunteers, agents, and its elected and appointed officials from and against any and all claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses ("the claims"), sustained or asserted against the State, arising out of, resulting from, or attributable to the posting of contracts, RFPs and related documents.

BIDDER MUST COMPLETE THE FOLLOWING

By signing this Request for Proposal for Contractual Services form, the bidder guarantees compliance with the provisions stated in this Request for Proposal, agrees to the terms and conditions unless otherwise agreed to (see Section III) and certifies that bidder maintains a drug free work place environment.

Per Nebraska's Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

_____**NEBRASKA CONTRACTOR AFFIDAVIT:** Bidder hereby attests that bidder is a Nebraska Contractor. "Nebraska Contractor" shall mean any bidder who has maintained a bona fide place of business and at least one employee within this state for at least the six (6) months immediately preceding the posting date of this RFP.

_____ I hereby certify that I am a **Resident disabled veteran or business located in a designated enterprise zone** in accordance with Neb. Rev. Stat. § 73-107 and wish to have preference, if applicable, considered in the award of this contract.

FIRM: Firespring

COMPLETE ADDRESS: 1201 Infinity Court, Lincoln NE 68512

TELEPHONE NUMBER: 402.437.0000 FAX NUMBER: 402.437.0101

SIGNATURE: *Dave Snitily* DATE: 6/16/16

TYPED NAME & TITLE OF SIGNER: Dave Snitily, President, Creative



SUMMARY OF QUALIFICATIONS

SUMMARY OF QUALIFICATIONS

From day one of our work with Tobacco Free Nebraska and the No Limits Youth Empowerment Movement, we have focused our efforts on results. Therefore, every tactic, every activity and every form of outreach with the youth, sponsors and communities has been geared toward enabling students to mobilize and achieve the program's core mission and goals.

We realize the importance of empowering youth versus merely directing them. After all, this is their program, and we are here to provide support to help and guide them. We realize we're not alone and have embraced the collaborative relationship with Tobacco Free Nebraska, coalitions and other organizations. Success will only be accomplished through our collective efforts.

The attributes presented in our proposal include our experience serving the No Limits program along with our social marketing and tobacco prevention expertise, technical capabilities, solid relationships and team of veteran communications professionals.

In short, we are confident that Firespring offers the right people, experience, partnership and process to achieve results.

1. Youth Empowerment Experience

Experience and plans to organize and empower teens to speak for themselves and advocate for their issues. Experience or working knowledge of other successful state youth empowerment movements.

Firespring, formerly known as Snitily Carr, has been the agency of record for Tobacco Free Nebraska's youth empowerment movement since January 2005. With more than a decade of experience providing daily support, knowledge and tools to the No Limits team, we have empowered thousands of youth in Nebraska communities to stand up against Big Tobacco.

Approximately 1,300 youth are currently receiving email blasts about upcoming No Limits events. This includes youth board members and youth who have attended events, participated in activities and signed up to receive information through the No Limits website, at an informational booth or via a presentation over the past four years. No Limits' social media reach has significantly grown across all platforms (Instagram, Twitter, Facebook) over the past 12 months. These are just a few of the methods we use to organize statewide youth.

With Firespring's assistance, No Limits has developed leaders who participate in local and national activism events (Philip Morris International, Philip Morris USA and R.J. Reynolds Shareholder meetings and protests; Campaign for Tobacco Free Kids Youth Symposium; and the National Summit on Smokeless and Spit Tobacco), with several students earning national awards and fellowships. These No Limits leaders are actively educating, motivating and empowering their peers so they too may continue the movement.

2. Media Advocacy Experience

Experience in the strategic use of the media to counter the tobacco industry and mobilize youth in their local communities.

Firespring employs a comprehensive media relations strategy to advance No Limits objectives. This strategy includes pre-event publicity, preparation for news media interviews and proactive media relations to encourage coverage of No Limits events and leaders.

Annual media training sessions have prepared No Limits Youth Board members to develop and effectively deliver key anti-tobacco messages through traditional news media. These training sessions include mock interviews critiqued by professional journalists.

Proactive media relations tactics have been used to generate awareness and coverage of No Limits events. News releases about No Limits opportunities and events are typically published in print and online by numerous media outlets throughout Nebraska. Photos of participants at events such as Kick Butts Day are often shared with local media.

Kick Butts Day and No Limits Summits are frequently covered by local television stations with statewide reach thanks to efforts by Firespring's public relations professionals. Other media opportunities created by Firespring include live television and radio interviews, feature stories about No Limits leaders and coverage of local activism events.

3. Marketing and Promotional Experience With Teen Market

Experience developing promotional campaigns and marketing strategies for the teen market, including promotional gear and incentives. Examples of past marketing/promotional materials used as incentives including t-shirts, water bottles, pens, Frisbees, and flashlights.

Firespring has a strong background in marketing to youth audiences. In addition to working with No Limits, we have partnered with Tobacco Free Nebraska to develop multiple youth campaigns. We also have collaborated with several higher education institutions and youth-led organizations such as Leadership Lincoln and the state FFA and FCCLA Leadership Conferences.

A variety of promotional incentives have been developed to more effectively reach the No Limits youth audience. These incentives include customized event T-shirts, water bottles and pens. More recently, Firespring collaborated with the No Limits youth leadership team to develop new promotional incentives such as beanie hats, personal audio speakers, flash drives, smooch balls, cell phone accessories and drawstring backpacks.

Even though utilizing online social media platforms, customizing promotional gear and facilitating peer-to-peer communication are currently the most effective ways to connect with youth, trends are constantly changing. Therefore, we work closely with the No Limits Youth Advisory Board members and follow their lead on how to most effectively resonate with this audience.

4. Tobacco Control Experience

Knowledge of tobacco control research and plans to work with teens to put that knowledge to work in communities. Also, knowledge and/or experience working with Nebraska tobacco prevention and control movement.

Firespring has extensive experience working with state and coalition-led tobacco prevention programs, including Metro Omaha Tobacco Action Coalition, Tobacco Free Cass County, Tobacco Free Sarpy County and Tobacco Free Lancaster County, along with multiple health departments across the state. Because of these partnerships, we are in a unique position to bring various groups together for a united cause.

Continuing education on the latest tobacco trends, relevant national studies (Centers for Disease Control, Truth Initiative, Campaign for Tobacco Free Kids) and prevention marketing are integral components of our strategy and the team's success in reaching Nebraska youth. In addition, our project coordinator and assistant are active members of the Youth Engagement Alliance and regularly seek webinars and listservs to expand their knowledge.

We also search out and gather information on a local level from the Youth Risk Behavior Study as well as from focus groups, online surveys and polls within the No Limits program. To enhance this local knowledge, we regularly attend statewide coalition meetings and maintain ongoing communication with Tobacco Free Nebraska and tobacco prevention partners and advocates.

Our team is deeply invested in the goals of the Tobacco Free Nebraska and the No Limits programs. We are proud to be a part of this movement and value our partnership in improving the health and wellness of Nebraskans.

5. Ability To Collaborate With Statewide Youth Advisory Board

Experience and plans to facilitate and mobilize a state youth advisory board for the development and implementation of the youth empowerment movement.

More than 100 statewide youth have served on the No Limits Youth Advisory Board—with many returning for multiple terms—over the course of our partnership. Recruiting from a diverse group of traditional and nontraditional youth leaders (urban, rural, lower socioeconomic status, Native American and current or former tobacco users) has helped us develop a representative statewide youth board.

No Limits is a youth-led movement where students are the program’s guiding body, supported by the adults sponsors. The No Limits Youth Advisory Board is crucial to the success of the youth empowerment movement. To develop a strong board, Firespring has created an application process that allows Nebraska youth to demonstrate their individual talents and level of passion for the No Limits Youth Empowerment Movement. As past youth board members, our No Limits project coordinator and assistant, have firsthand knowledge about how to coach youth leadership members in developing the next, up-and-coming generation of leaders in the tobacco-free movement.

6. Experience With Diverse Youth

Knowledge of and experience in working with communities and populations encompassing all racial, ethnic and cultural populations, particularly youth outside traditional leadership groups.

It is vital we increase program participation from a diverse group of youth including those who are minorities, have a lower socioeconomic background and are former tobacco users. We have in-depth experience tailoring events to meet the needs of diverse audiences, with the goal of recruiting nontraditional youth leaders. In fact, we expanded event messaging to strategically include smokeless tobacco talking points during the Start Smart Retreat and North Central District Health Department’s Youth Leadership Summits because the attendees came from communities with higher smokeless tobacco product usage. We have a proven ability to reach underserved populations, averaging 45 percent hispanic, latino and other ethnicities attending most of our events.

Reaching broad ethnicities, including LGBTQ youth and underserved populations also is important, as these youth are heavily targeted by the tobacco industry. No Limits partners with groups and events such as MOTAC, Good Life in My Moccasins and Pride to reach these groups.

7. Organizational Capacity and Strategic Planning

Administrative, organization and fiscal capacity, including plans to efficiently complete and integrate proposed tasks and evaluate results.

Firespring has a structure in place that allows us to efficiently and effectively support the No Limits program. Our organizational capacity currently includes employing two staff (one full-time and one part-time) who exclusively serve No Limits. However, as we evaluate the ongoing needs of the program, we recommend transitioning to two full-time positions. This will allow the project coordinator to focus on building relationships with Nebraska tobacco control partners, coalitions, school systems and youth organizations and spend more time traveling the state to bolster group and sponsor recruitment through presentations to schools and organizations. The project assistant can then remain focused on facilitating outreach events, maintaining a social media presence and coordinating with the youth advisory board.

Our No Limits project coordinator has been working with the program since 2005. All of her efforts are dedicated to No Limits. In addition, the Account Services Director, who oversees the No Limits staff, has more than seven years of experience serving No Limits and working directly with youth empowerment and tobacco prevention initiatives.

8. Project Plans

Bidders should review and build on the effective concepts and principles of the current youth empowerment movement as well as other successful state youth empowerment movements, youth advocacy networks, and youth anti-tobacco promotions.

The No Limits movement has made significant strides in reducing youth tobacco use, while providing education and empowerment to statewide youth over the past 15 years. Despite this notable victory, the fight isn't over. The tobacco industry is still aggressively targeting youth. And, there is no perfect solution. However, Firespring's strategic, flexible and multi-faceted approach to reaching Nebraska youth has proven successful in paving the way for a sustainable program into the future.

No Limits' youth leaders continue to be the most critical and effective agents for change. These leaders truly develop each campaign from the ground up. From the program's annual theme and messaging to its logo design, color palette and event strategy, the youth determine the most effective ways to broaden statewide reach. In addition, youth advisory board members serve on committees, create and give event presentations and school speeches, speak to media reporters and search for ways to grow and improve No Limits. While the youth advisory board should continue as the movement's guiding body, we recommend encouraging more youth from communities throughout the state to take ownership of the program. The events will not happen or be as successful without broader support from school and community groups.

The program's core processes must remain flexible to the changing times and trends. Our exact plans (styles of regional trainings, timing of summit, etc.) or specific focus (policy change, recruitment, etc.) may change from year to year.

We recommend developing several, specific strategies to address youth turnover and recruitment to enhance the success and sustainability of No Limits. Firespring understands the importance of focusing on quality over quantity in youth recruitment. The team will benefit from finding youth already passionate about tobacco prevention and eager to educate and empower others. Diversity also is important to program success, so part of the focus will be centered on recruiting minority groups, former and current tobacco users and underserved populations. Our team will host multiple outreach and recruitment events. A few examples that are detailed in the work plan include regional recruitment events, a recruitment challenge, partnership events and coalition outreach. When focusing on diversity recruitment, No Limits will continue to develop partnerships with diverse organizations and maintain a presence at multicultural events across the state.

Recruitment of adult sponsors is also important. Several tactics currently being used for this include a sponsor website, listserv and brochure tailored to sponsors. Last year, we created and completed phase one of a plan to recruit sponsors and start groups. This phase consisted of compiling a database of at least three potential contacts from every middle school, junior high and high school in the state to help recruit youth or become a group sponsor. We are ready to begin phase two of prioritizing which schools to call first. Once selected, we will educate schools about the program and how their youth can be involved. We also plan to learn how similar organizations recruit and engage adult sponsors.

The successful implementation of this multifaceted approach is key to reaching the maximum number of youth. No Limits staff and Youth Advisory Board members currently use social media to communicate with thousands of youth across the state. Other electronic methods include email blasts, quarterly e-newsletters, listservs and the No Limits and sponsor websites. We implement earned media strategies, including news releases and media alerts published in local newspapers. Team members may recruit volunteers face-to-face during school presentations, coalition meetings, community organizations and conferences. Word of mouth is an additional tactic we recommend and is outlined in the work plan.

Once youth and sponsors are recruited, a variety of methods will be incorporated to educate and empower those involved in the movement. As mentioned earlier, reviewing and adjusting these processes along the way enables us to stay ahead of the ever-changing climate. The two largest events, the Activism Summit and Kick Butts Day, provide the best education opportunities to activate our youth. Regional trainings and other outreach events, such as partnering with coalitions or community organizations to spread the anti-tobacco message, are also implemented. Inspiring activism during these events produces tremendous exposure for No Limits.

Activated groups make it possible for Firespring to continue the mini-grant program. Mini-grants enable groups to host activism events in their communities to fight back year round against tobacco companies.

We recommend adjusting the mini-grant program to allow teams with and without group sponsors to create their own event or use one outlined in the activism guide. If approved, groups with a sponsor will receive a gift card to purchase needed supplies. This year, we would like to allow students who don't have a group sponsor but attended a mini-grant training, to also apply for a grant. These individuals will select the "activism package" option. The supplies for those activities will be delivered to them instead of them receiving a card to purchase the supplies.

Even though our current efforts have proven to be successful in reaching youth, we continue researching and learning from other state youth empowerment movements, youth advocacy networks and youth anti-tobacco promotions. The No Limits staff and Youth Advisory Board are very serious about networking. Building and maintaining partnerships with community groups, schools, organizations and county coalitions is a priority. We partner with other tobacco free coalitions to spread No Limits' message at community events and celebrate success when any tobacco-free related policy change is made. Our project coordinator and assistant are both passionate about growing No Limits' national presence. They are connected to the national Campaign for Tobacco Free Kids and Truth Initiative movements and ensure a Nebraska youth advocate represents the program.

Our team partners with other state programs for events, such as the Philip Morris USA Shareholders Meeting Rally, as well as mentors other states, such as Kansas, that are trying to start up a youth-led tobacco prevention movement. We share our knowledge and resources while also learning from these entities.



TECHNICAL PROPOSAL

A. TECHNICAL PROPOSAL

1. Request for Proposal Form

Submitted on pages 1–2.

2. Corporate Overview

a. Bidder Identification and Information

Company Name | Firespring

Federal Employer Identification Number | 47-0797827

Address | 1201 Infinity Court, Lincoln, NE 68512

Primary Contact | Dave Snitily

Phone | 402.437.0000

Fax | 402.437.0101

Email | dave.snitily@firespring.com

Website | firespring.com

With more than 240 team members in Lincoln and Omaha, Firespring is one of the largest providers of marketing services and products in the Midwest. We offer an unmatched range of integrated print, creative and technology solutions in addition to subscription-based software, cloud IT services and turnkey marketing tools. Firespring's highest priority is to create an abundance of positive social impact. And we use the greatest resources we have to leverage our company as a force for good—our technology, our money and our people.

Firespring opened for business on August 3, 1992, as an AlphaGraphics Print Shop in downtown Lincoln, Nebraska. In 1996, we launched an Internet services division called Level100 Communications and started building websites for local businesses. In 2001, we left the AlphaGraphics franchise network and became Cornerstone Print & Marketing and then created a spinoff company called Digital IMS. It was during 2001 that the company was incorporated as a C Corporation.

In 2007, we changed our name to Firespring. As a result of our team-centered culture, we were featured in *Inc.* magazine in 2011 as one of the Top 50 Small Company Workplaces. In 2012, Firespring moved into its current headquarters at 1201 Infinity Court in Lincoln, Nebraska.

In December 2013, we merged with Floor99, a cloud computing application services provider. This merger catapulted Firespring to 100-plus team members for the first time. In July 2014, we became the first Certified B Corporation in Nebraska, joining TOMS Shoes, Ben & Jerry's, Warby Parker, Patagonia and more than 1,000 other companies leading a global movement to redefine success in business.

On June 1, 2015, Firespring joined forces with Cornerstone Print & Marketing, 42 and Snitily Carr. The merger has enabled us to offer an unmatched range of integrated print, creative and technology solutions. On June 29, we announced the consolidation of our Omaha printing and mail marketing operations into one location. Until this time, the Omaha division had operated as Cornerstone Print & Marketing, which had acquired Minuteman, Copycat, United Enterprises and Mail Marketing in recent years. All companies now operate under the Firespring brand.

From our humble beginnings to the present day, Firespring's leadership has placed a premium on fostering a unique, employee-centered culture built on the idea that you can produce great work and have fun doing it. We firmly believe that, if you take great care of your employees, they will in turn take great care of your clients. Despite our substantial growth, we haven't sacrificed the culture that was first established when we were a fledgling company of less than 10 people. Staying true to the original company vision has contributed heavily to the level of success we've achieved over the years. Staying true to the original company vision has contributed heavily to the level of success we've achieved over the years.

b. Financial Statements

Firespring has been a privately held company for 23 years. We currently have more than 240 full-time employees and are financially strong with more than \$25 million in annual revenue. We have a solid track record of making timely payments to vendors and providing payroll to employees.

Our current client base totals more than 7,000 across five continents. Our work for these clients ranges from print and web projects to marketing strategy, branding and comprehensive campaigns.

Firespring's spectrum of services all under one roof is unique from most communications firms and provides significant benefits—responsiveness, enhanced communication, greater efficiency and superior value—to our clients. Our areas of specialization and expertise are included on the following page.

Creative	branding, identity, campaign development, copywriting and design
Strategy	research, account planning and marketing plan development
Public Relations	corporate communications, press releases, event planning, media training, guerilla marketing, social media content development, media tours, media relations and crisis management
Media	planning, placement, trafficking and management
Digital	web, 2-D and 3-D animation, application development, podcasts, online games, mobile marketing, social media, SEO and SEM
Traditional Marketing	broadcast, print and photography
Printing	offset, digital, variable data, large-format and digital print on demand
Mailing	mail preparation, shipping and bulk mail handling and variable data mailing
Tradeshow	modular, pop-up and tabletop displays, retractable banners and stands, workstations, signage, islands and tradeshow management
Cloud IT	managed IT services and cloud-based solutions

Banking Reference | Union Bank & Trust Company
 Todd Furasek
 4243 Pioneer Woods Drive, Lincoln, NE 68501
 402.323.1795
 todd.furaske@ubt.com

Firespring has no judgments, litigation or other real or potential financial reversals pending.

c. Change of Ownership

Firespring does not anticipate any change in ownership or control of the company during the 12-month period following this proposal due date. Firespring merged with Cornerstone Print & Marketing, 42 and Snitily Carr on April 1, 2015. All companies began using the Firespring brand on June 1, 2015.

d. Office Location

Firespring's corporate office is located at 1201 Infinity Court, Lincoln, NE 68512. Our Omaha office is located at 10913 E Circle, Omaha, NE 68137 and our Council Bluffs office is located at 295 West Broadway, Council Bluffs, IA 51503.

e. Relationships With the State

Firespring has had and continues to have many positive relationships with the State of Nebraska. We are proud to submit some of the State of Nebraska contracts we have had within the last three years:

Nebraska Department of Health & Human Services – Tobacco Free Nebraska (SCA-0204)

Firespring (at time, Snitily Carr) began serving as the agency of record for the Tobacco Free Nebraska program in 2001. In this role, we provide strategic planning, focus group facilitation, media buying, creative development and several production services (including print, television, radio and interactive).

Nebraska Department of Health & Human Services – Tobacco Free Nebraska: Youth Empowerment Movement (SCA-9639)

In January 2005, Firespring (at time, Snitily Carr) became the agency of record for Tobacco Free Nebraska's Youth Empowerment/Prevention program—No Limits. As such, we have provided staffing as well as strategic and creative implementation, branding and web services to support the efforts of the program.

Nebraska Department of Health & Human Services – Gamblers Assistance Program (SCA-51849)

In April of 2012, Firespring (at time, Snitily Carr) was awarded the contract to develop and implement Nebraska's problem gambling public awareness campaign. Activities included strategic planning, creative development, focus group research, media planning and placement, production services, website development and public relations. In 2013, an independent Commission on Problem Gambling began administering the Gambling Assistance Program through the Nebraska Department of Revenue. Firespring began serving the Nebraska Commission on Problem Gambling later that year, providing creative, strategic and web services. In 2015, Firespring began a new contract with the Nebraska Commission on Problem Gambling to provide development of campaign materials for Nebraska treatment providers. The campaign included creative development and production of digital, print and collateral materials.

Nebraska Tourism Commission (SCA-0166)

Firespring (at time, Snitily Carr) worked with the Nebraska Tourism Commission for 17 years beginning in 1996. For the first four of those years, we fulfilled audio and video production needs. In January 2000, Firespring was named advertising agency of record for the Commission and began

providing comprehensive advertising and marketing services including audience research; strategic planning; public relations; media planning and buying; interactive development; social media; creative and message development; and production of print ads, publications, television, outdoor and radio for both in-state and out-of-state audiences. In 2013, Firespring (at time, 42) began serving as the development and technology subcontractor to the Commission's agency to develop the entirety of VisitNebraska.org/.com and all associated digital and interactive services therein. In this role, we provided strategic interactive planning, development/programming, media production, creative development, email management, technical support and a robust, fully customized content management system (CMS).

Nebraska Game and Parks Commission (No contract number is available.)

Firespring (at time, Snitily Carr) worked with NGPC for 13 years beginning in 2001. Initially, we supplied strategic planning, media placement and specific media campaigns for the Reel in Rewards program. In 2009, our role expanded to include strategic and media planning; creative and message development; and print, television and radio production for a variety of landowner and consumer programs.

Nebraska Department of Education (No contract number is available.)

In July 2014, Firespring (at time, Snitily Carr) began working with the Nebraska Department of Education to provide strategic marketing services to help educate audiences about the new accountability system—AQuESTT. Our work included development of a marketing plan, key messaging and positioning for a variety of audiences, branding elements, a creative campaign and promotional materials.

University of Nebraska State Museum (No contract number is available.)

Firespring (at time, Snitily Carr) began working with the museum in 2014 to provide a comprehensive strategic marketing plan and then develop the creative assets needed to implement the plan. The process included identification of goals, objectives and target audience; a communications audit; and development of key messaging. We also provided media planning services as well as creative concepting for a campaign implemented through outdoor marketing, online banner ads, exterior signage and the museum's website.

Nebraska Department of Economic Development (No contract number is available.)

Firespring (at time, Snitily Carr) began working with the Department in 1996 to help foster the department's business development activities. Our activities have included research, branding, copywriting, media planning and placement, video production, graphic design and website development services for a variety of projects and campaigns.

Nebraska State Health Improvement Plan (No contract number is available)

In April 2015, Firespring (at time, Snitily Carr) began working with the Nebraska Department of Health and Human Services, Division of Public Health Community and Rural Health Planning

Unit to provide strategic and branding services. The project includes development of a logo, design elements, key messaging, brand standards guidelines and branded materials to promote the State Health Improvement Plan.

Nebraska Educational Telecommunications (No contract number is available.)

Firespring (at time, 42) began working with NET in 2012 to develop a user-friendly, fully customizable website and 3D virtual tour of the Nebraska capitol. The 3D characters become visible from the murals and facades of the Capitol itself and act as tour guides for the users of the site. (This is set to be complete by the end of 2016.)

f. Bidder's Employee Relations to the State

No Firespring employee named in this proposal is or has been an employee of the State within the past twelve months.

g. Contract Performance

Firespring has never had a contract terminated for default, nor has it had a contract terminated for convenience, nonperformance, nonallocation of funds or any other reason.

h. Summary of Bidder's Corporate Experience

Firespring offers a tremendous amount of expertise relative to the industry background and project scope requirements of this RFP, the most obvious of which is our experience as the agency of record for No Limits for the past 11 years.

Summary Matrix

A matrix of projects demonstrating our expertise with clients relevant to this RFP is included on the following page.

Summary Matrix

	Tobacco Prevention	Youth Marketing	Social Marketing	Nonprofit	Multicultural Audiences	Government
College Savings Plan on Alabama		X		X	X	X
College Savings Plan of Illinois		X		X	X	X
College Savings Plan of Nebraska		X		X	X	X
Community Connections	X	X	X	X	X	
Creighton University – Omaha College Consortium		X	X	X	X	
DHHS Adolescent / Lifespan Health Services		X	X	X	X	X
DHHS Every Woman Matters Program			X	X	X	X
DHHS Gamblers Assistance Program		X	X	X	X	X
DHHS Organ & Tissue Donation Awareness				X	X	X
Douglas County Health Department			X		X	X
EducationQuest Foundation		X		X	X	
Falls City Edge			X	X		X
Gage County MAPS		X	X	X		X
Grace University		X		X	X	
Heartland Family Services		X	X	X	X	
Lancaster County Crusade Against Colon Cancer			X	X	X	X
Lancaster County Health Department – Diabetes Prevention		X	X	X	X	X
Lancaster County Health Department – Safe Teen Travel		X	X	X		X
Leadership Lincoln		X	X	X	X	
Lincoln Community Blood Bank			X	X	X	
Lincoln Council on Alcoholism and Drugs	X	X	X	X	X	
LiveWise		X	X	X	X	
Metro Omaha Tobacco Action Coalition	X		X	X	X	
Nebraska Attorney General Internet Safety Program		X	X	X	X	X
Nebraska Department of Economic Development			X	X	X	X
Nebraska Department of Roads – Safe Routes		X	X	X	X	X
Nebraska Secretary of State Youth Voting		X	X	X	X	X
Nebraska State College System		X		X	X	
Partnership for a Healthy Lincoln		X	X	X	X	
Ponca Tribe of Nebraska	X	X	X	X	X	
Substance Abuse Action Coalition		X	X	X	X	
Tobacco Free Buffalo County	X		X	X	X	
Tobacco Free Cass County	X		X	X	X	
Tobacco Free Sarpy County	X		X	X	X	
Tobacco Free Lancaster County	X	X	X	X	X	
Tobacco Free Nebraska – Media	X	X	X	X	X	X
Tobacco Free Nebraska – Youth Empowerment	X	X	X	X	X	X
Tobacco Free Platte County	X		X	X		
Tri-County Media Coalition	X		X	X	X	
University of Nebraska at Omaha		X	X	X	X	
Wayne State College		X		X	X	



Defy the Lie. Fight Big Tobacco.

Tobacco Free Nebraska – Youth Empowerment Movement

Time period of project | 2005 to present

Scheduled completion date | 2005 to present

Actual completion date | Campaign is currently running as scheduled

Scheduled budget | Averages \$319,880 per year

Actual budget | Averages \$319,880 per year

Prime contractor | Firespring (Snitily Carr through May 2015)

Subcontractor | N/A

Reference | Amanda Mortensen

Program Manager, Nebraska Department of Health and Human Services

Division of Public Health – Tobacco Free Nebraska

301 Centennial Mall South

Lincoln, NE 68509

402.471.9270 phone

402.471.6446 fax

amanda.mortensen@dhhs.ne.gov

In 2005, Firespring (at time, Snitily Carr) was awarded the contract to provide organization, communication, training and leadership services for the Tobacco Free Nebraska Youth Empowerment Movement (No Limits). The statewide program seeks to control tobacco use among those aged 12–17 through youth-led efforts.

No Limits is a grassroots initiative with few dollars dedicated to marketing efforts for traditional advertising. In addition, traditional prevention advertising to the 12- to 17-year-old audience is largely ineffective; therefore, a youth empowerment model has been adopted to leverage the rebellious nature of youth. By exposing the manipulative tactics of the tobacco industry and empowering youth to oppose the industry, strides have been made in tobacco prevention efforts among Nebraska's youth.

Program objectives include preventing initiation of tobacco use among Nebraska's youth. The program also plays a role in meeting the goals of eliminating exposure to secondhand smoke and identifying and eliminating disparities related to tobacco use and its effects on different population groups.

For the initial contract, we partnered with the American Cancer Society. In 2006, we became the sole contractor, providing all management and organizational aspects of the project. To fulfill these services, we hired a project coordinator and an assistant project coordinator devoted exclusively to No Limits activities.

Strategy

The target audience for the program is a diverse group of youth aged 12–17. This multifaceted demographic represents students in a wide age and developmental range: youth living in both rural and urban areas, those in underserved populations and minority groups, individuals who have never used tobacco and former and current tobacco users.

The methods aggressively used by the tobacco industry in targeting youth to become addicted to its deadly products was one of the biggest obstacles we faced. Our first strategy was determining how to most effectively reach and empower youth involvement. Because the program is youth-led, it was imperative to find both traditional and nontraditional youth leaders capable of taking ownership of the program. Getting youth involved can be difficult because they lead active lives and are involved in many activities. Competing for their time, energy and enthusiasm (as well as that of the adult sponsors) can be tough.

While the initiative seeks to reverse traditional roles of adult and youth decision makers, structure for the overall program was still needed. The structure, however, needed to allow for customization based on local needs and involvement. The custom approach also was important in creating an empowering youth environment. Developing messages and creative tactics also were a challenge. In order to have maximum youth impact, we needed to make sure both messaging and materials resonated while conforming to government requirements.

Empowering youth to take ownership of the program by making foundational decisions, then creating an efficient program infrastructure, has proven to be a successful strategy. In addition, to the infrastructure, developing a sustainable organizational model that educates, empowers and activates youth was the cornerstone of this strategic approach.

To reach youth, we had to be where they were. We needed to create a strong online presence, take part in social networking, sponsor events, visit schools and become involved in community groups and faith-based communities in order to create strong peer-to-peer communication about tobacco prevention.

To ensure we were reaching minority groups, we developed relationships with leaders and youth in Hispanic, African American and Native American communities; at rural health departments; and in other organizations already reaching out to these populations. We also targeted recruitment efforts to minority and underserved populations, giving them multiple opportunities to participate. Extra efforts were also made to reach out to youth who were current or former tobacco users.

Creative Approach

All creative messaging was spearheaded, tested, reviewed and approved by No Limits' youth. In 2005, the youth initiated a program rebrand including new logo development and color selections. We supported these efforts.

In 2006, the Youth Advisory Board worked with Firespring to develop the new tagline, "Defy the Lie. Fight Big Tobacco." This tagline has become the program's mantra on all materials, as it clearly identifies No Limits as a tobacco prevention and empowerment program.

The creative process begins as Youth Advisory Board members identify new initiatives based on current tobacco trends. Creative messaging is then developed in ways that will reach and resonate with the youth. Some of the creative concepts have included: "Knock Out Big Tobacco;" "People Over Profit;" "New Mask, Same Villain, Unmask Big Tobacco;" "Take a Stand Against Big Tobacco;" and "We Don't Want to Hear It," all of which focused on the Tobacco Industry's lies. "Bring On the Change" and "I'm Ready. Are you?" emphasized policy change, and "Fun. Fresh. Free. Smoke-Free Parks" and "Join the Clean-Air Revolution" promoted smoke-free parks.

Because the target audience is extremely web savvy, every promotional piece features a call to action to the No Limits Nebraska website. This information portal contains relevant statistics and facts about tobacco, activism toolkits, event details, board member listings, interesting links and more. The website is continually updated, providing current information on activities and serving as a resource to the group.

Our messaging strategy is to position the tobacco industry as an organization Nebraska youth should rebel against. Unlike the traditional, standard health messages, placing blame squarely on the tobacco industry gives youth a place to focus their passion and energy, which is more motivating and, ultimately, more effective.

Marketing Activities

The creation of large statewide Activism Summits is one of our most effective marketing activities. These events provide youth with valuable training so they can return to their communities and spread the message against the tobacco industry through activism. At the summit, they learn how to develop an overall program structure to fit the needs of each individual community, create partnerships with existing local groups and share information with other state youth prevention programs.

Mini-grants also are an important part of the No Limits program. During recruitment, summit or activism training events, participants are taken through an application process to obtain grant money to fund local tobacco-prevention programs and activism events. These grants allow youth to take tailored activism to their communities.

More recently, we expanded our activities to include a variety of tactics such as new gear, a branded website, social media (Facebook, Twitter and Instagram), newsletters and email blasts and alerts. In addition, we conducted statewide research with youth in the form of an online survey and focus groups to ensure that messaging resonated with the youth and delivered a strong call to action to participate. We also facilitated adult focus groups to ensure we were effectively reaching out to sponsors. Adult sponsors are important as they influence the youth's level of involvement and follow-through. As we proceed, we are constantly monitoring new tactics such as texting and gaming to determine how they might fit into the marketing strategy.

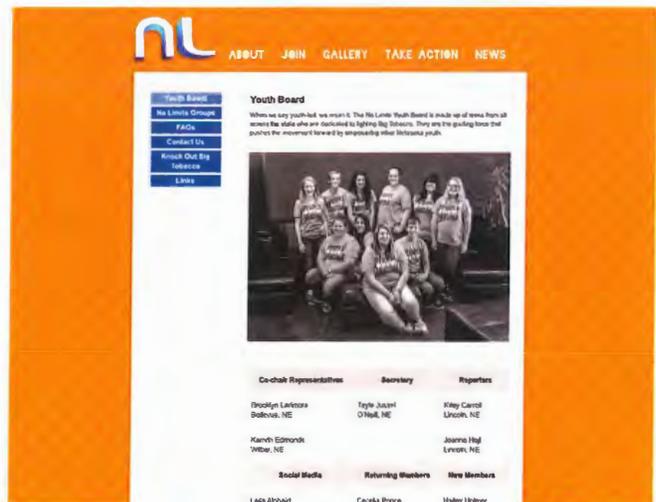
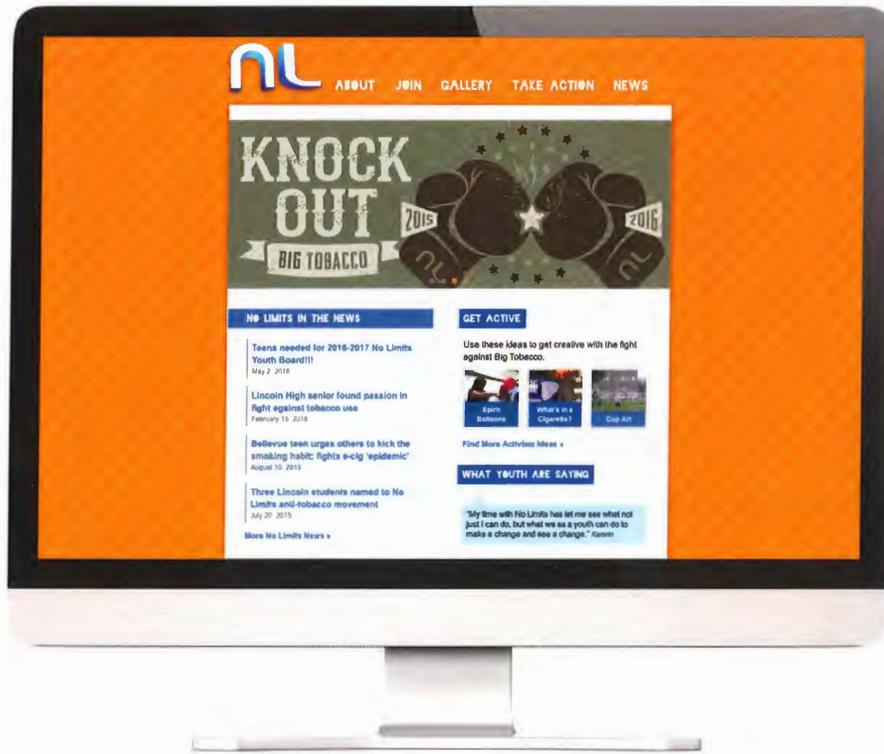
Other activities and activism events include Kick Butts Day youth rallies, Through With Chew Week training, World No Tobacco Day promotions, statewide recruitment events and attendance at legislative hearings involving tobacco issues and tobacco industry shareholder meetings. Tobacco education presentations to schools and other youth-based organizations, public relations events and other outreach activities are consistently part of No Limits marketing.

Results

The No Limits program has been extremely successful in engaging youth in educational and activism activities. Since its inception, thousands of teens have registered in the program with nearly 100 holding leadership roles on the Youth Advisory Board. Many of these board members, which include Native Americans, LGBT youth, former smokers and rural and urban youth, have served multiple terms.

Other indications of success in the Youth Empowerment Movement include the following:

- Since 2005, more than 1,300 youth have attended Activism Summits.
- Since 2006, 120 adults have participated in Activism Summits.
- On average, 26 different communities have been represented each year at Activism Summits.
- Since 2005, 114 groups have held 435 activism activities reaching nearly 290,000 people as a result of the mini-grant process.
- Since 2005, more than 6,100 youth have participated in non-summit activities led by the Youth Advisory Board.
- Since 2005, No Limits has received print media exposure from 46 Nebraska news outlets, equating to \$33,520 in earned media. Additional earned media includes multiple television and radio broadcasts as well as online content.



Gear | No Limits



2016 KICK BUTTS DAY AND SUMMIT T-SHIRT DESIGNS



2016 SUMMIT GEAR



PAST KICK BUTTS DAY AND SUMMIT GEAR

Event Photos | No Limits



2015 PHILLIP MORRIS INTERNATIONAL ANNUAL MEETING ACTIVISM EVENT IN NEW YORK CITY



SUMMIT ACTIVISM EVENT



KICK BUTTS DAY TV COVERAGE



KICK BUTTS DAY RALLY

Wilber-Clatonia students take part in 'Kick Butts Day' event

More than 100 Nebraska teens gathered at the State Capitol March 16 for a Kick Butts Day rally against Big Tobacco. The event was organized by No Limits, Nebraska's youth-led anti-tobacco movement, as part of the nationwide Kick Butts Day tobacco awareness campaign.

Attending the event from Wilber-Clatonia High School were Hector Amaya, Kallyn Antoliz, Kennedy Boysen, Lucero Garcia, Lizzie Kubick, Trisha Maly, Jaguiline Mills, Sami Odovoy, Kelly Ortiz, Mariana Salvador, Liz Sandoval and Shebbie Sukovaty, as well as local No Limits board members Maria Basilio and Kamrin Edmunds.

No Limits Youth Board member Brooklyn Larimore of Bellevue spoke about the challenge of e-cigarette use among Nebraska teens during the rally. Larimore compared the marketing tactics tobacco companies use to promote e-cigarettes to those aimed at attracting youth smokers.

"The fact that they know their product is deadly, yet they continue to market it towards youth is appalling," Larimore said. "Big Tobacco puts their profits over people, and I'm not going to stand for it. It's time to knock tobacco out of the lives of youth for good."

Students from 26 Nebraska cities and towns participated in the rally, which is the largest single Kick Butts Day event in the nation.

"Kick Butts Day is a ca-



No Limits members from Wilber-Clatonia and Crete include, front row from left, Marlene Salvador, Kelly Ortiz, Samantha Odovoy, Lisa Almaza and Liz Sandoval; middle row, Hector Amaya, Kallyn Antoliz, Lizzie Kubick, Shebbie Sukovaty, Jaguilyn Mills and Maria Basilio; back row, Kamrin Edmunds, Lucero Garcia, Bronna Wade, Kennedy Boysen, Trisha Maly and Francisco Martinez.

No Limits is open to all Nebraska youth in grades 7-12. To learn more about upcoming events and opportunities, visit NoLimitsNebraska.com or contact Molly Kincaid at 866-394-8336 or info@nolimitsnebraska.com.

Kick Butts Day is a nationwide event.

For young people to take the fight against Big Tobacco to their hometowns," said Molly Kincaid, No Limits program coordinator. "They know tobacco companies target youth, and through No Limits they can help others resist Big Tobacco's marketing."

Before the rally, participants split into small groups to meet individually with state senators to discuss tobacco issues affecting youth in Nebraska. At the rally, State Sen. Mike Gloor of Grand Island encouraged the students to continue working to raise awareness of tobacco-related issues.

PHOTO PROVIDED BY NO LIMITS NEBRASKA

Kearney High student takes action for tobacco prevention

By JESSICA KOKESH
KHS Regional Editor

KEARNEY — A Kearney High School senior had a hand in planning an anti-tobacco summit at the University of Nebraska at Kearney this week. Sheri Crosier, 17, is co-chair of the youth board of No Limits Nebraska, a youth-led and youth-driven tobacco-prevention organization. This is her second year on the youth board.

"My parents both smoke, so I've seen what it does firsthand," Crosier said. "With my generation, I want that to stop. I really like (No Limits') message. We're not against the smokers, we're against the tobacco companies targeting teens."

Crosier just finished her junior year at KHS and is the daughter of William and Linda Crosier.

She joined the Kearney chapter of No Limits Nebraska as a freshman. She applied for a position on No Limits' youth board, which has 10 youths from across the state. The board members participate in a conference call with each other once a month and have quarterly board meetings. As co-chair of the board, Crosier said she's responsible for helping other board members plan No Limits' activities and going the extra mile to get things done.

"It's a lot of responsibility," she said. The youth board has been planning No Limits' annual summer summit since November, Crosier said. Thirty-one students are slated to attend the summer summit, which will be Thursday to Saturday at UNK, and will listen to presentations

CROSIER, PAGE 2A



Courtesy: No Limits Nebraska

SHERI CROSIER of Kearney High School is the co-chair of No Limits Nebraska, a youth-led and youth-driven tobacco prevention group. Crosier recently went to New York City to participate in a protest at Philip Morris International's annual shareholder meeting.

YANKTON DAILY PRESS & DAKOTAN

Hartington Teen Puts Out Tobacco Myths

By RANDY DOCKENDORF
randy.dockendorf@yankton.com



PHOTO COURTESY NO LIMITS NEBRASKA
Hartington, Neb., teenager Addison Peltz (center, with "Occupation" sign) joins dozens of other activists who picketed and spoke with investors during a recent New York City shareholders' meeting for a tobacco company. Peltz remains active in the No Limits anti-tobacco youth movement for Nebraska teens.

HARTINGTON, Neb. — Addison Peltz went to New York City, but she didn't play tourist.

Instead, she protested. The Hartington Public High School student, along with dozens of teens from

across the country, recently demonstrated outside a tobacco company's shareholder meeting. The teens were protesting the worldwide increase of death and disease brought on by the company's products.

While only 15 years old, Peltz already sees tobacco's harm on her friends.

"I have no interest in smoking, but a lot of kids in Hartington use tobacco," she said. "They smoke cigarettes and use smokeless tobacco."

Peltz is no stranger to activism. She has participated for two years in the local chapter of No Limits, Nebraska's first youth-led tobacco prevention movement.

"For one project, we put up '6's' all over school. Everyone was asking what it meant," she said. "We finally told everyone that the 6 represents that one person dies every six seconds (worldwide) from tobacco use."

Besides local projects, she has participated in "Kick Butts Day" where Nebraska teens protest outside the capital building in Lincoln.

When she learned of the NYC demonstration, Peltz focused her activism on the very people financially supporting the tobacco industry. She applied for a spot with the group headed for NYC, writing an essay on her goals if she was chosen and the extent of her involvement in the No Limits organization.

She was selected for the Nebraska dele-

gation, joining fellow teen activists Madison Larimore of Bellevue and Claudia Millan of Schuyler, along with other No Limits members.

"I was surprised that I was chosen, because of my age and because I didn't know how many were going," Peltz said.

Peltz spent three days in New York City: traveling the first day, taking part in training the second day and participating in the demonstration on the third day.

The goal was to raise awareness of the tobacco company's increased marketing emphasis on developing countries, said No Limits project coordinator Jessi Huenink. A worldwide increase of death and disease has resulted from the promotion and sale of its products to youth around the world.

"In the United States alone, the tobacco industry spends \$1 million every minute marketing its products," Huenink said.

"Madison, Claudia and Addison have been fighting tobacco's influence in Nebraska — and we're excited to have them on our team to take this fight to the national and international level. It will take action and hard work to reverse the global tobacco crisis,

Youths to use State Fair to speak out against tobacco

By Harold Reutter
harold.reutter@theindependent.com

While Deb Fischer and Bob Kerrey will be debating the best public policy for the United States at the Nebraska State Fair on Saturday afternoon, 11 young people from around the state will be focusing on public policy regarding smoking.

One of those people will be Jackie Christensen, a senior at Grand Island Senior High, who will be joining other students from No Limits in creating "human billboards" and in doing a very quick survey on smoking in state parks.

Christensen said some students will station themselves along South Locust Street near the entrance to the Nebraska State Fair to hold up informational signs about smoking's harmful effects on people. She said some of those signs may also focus on the harms of secondhand smoke.

It's because of the harm from secondhand smoke that No Limits would like the Nebraska Legislature to pass a law prohibiting people from smoking in state parks, Christensen said.

She said some of the students from No Limits will

gather at the dropoff and pickup area for people who are using the State Fair shuttle bus system. Those students will be trying to conduct a very short survey on whether people would be in favor of banning smoking at state parks.

Christensen said the survey also will ask people's opinions on whether smoking should be prohibited at the Nebraska State Fair grounds when the fair is in session. She said the Nebraska State Fair, like the state parks, is a family-friendly venue that brings many adults and children to the same location at the same time.

Christensen said the times for the No Limits living billboards and survey likely will be from 2:30 to 4 p.m. on Saturday.

No Limits Nebraska describes itself as a "youth-led movement that takes a stand against Big Tobacco."

The No Limits website has news about Grand Island area communities that are either moving toward making city parks smoke-free or that have passed non-binding resolutions to encourage people not to smoke while in their city's parks.

Bellevue teen's fight against tobacco takes her to D.C.

By KRISTAN GRAY
WORLD-HERALD NEWS SERVICE

Madison Larimore recently returned from the 12th annual Youth Advocacy Symposium in Washington, D.C., as the Youth Advocate of the Year of the Tobacco-Free Kids' central region.

The 2015 Bellevue West High School graduate received the title in May (and again in Washington) for her leadership in the fight against tobacco.

Larimore, who lost a great-aunt who smoked to emphysema, serves on the youth board of No Limits, Nebraska's youth-led anti-tobacco group.

"We're the generation that will either continue the current smoking trends or take a stand and change the social norm," Larimore said.

She visited Capitol Hill with 25 other youth advocates from 20 states.

"We showed legislators e-cigarette and cigarillo products to point out how cheap they are, pictures taken from our hometowns to show how accessible to youth they are and how ridiculous the flavoring is — flavors and packaging look similar to candy: fruit punch, watermelon and even



Madison Larimore, center, with Tobacco-Free Kids President Matthew L. Myers and Executive Director Susan M. Liss in Washington, D.C.

gummy bear. My gas station down the street had some named Unicorn Poop, Devil's Dessert and Sinful Seduction," Larimore said.

The youth advocates asked legislators to not undermine the Food and Drug Administration's ability to regulate e-cigarettes and cigarillos.

Traditional tobacco product use has declined, she said, but e-cigarettes are the question mark of her generation.



Schuyler youths take part in an anti-tobacco rally March 19 near the Capitol in Lincoln.

Courtesy photo

Local teens rally against tobacco

Special to the Sun

LINCOLN — Nearly 100 Nebraska teens marched to the State Capitol in Lincoln March 19 to rally against the marketing tactics of tobacco companies as part of a nationwide event known as Kick Butts Day.

The rally was organized by No Limits, Nebraska's

youth-led anti-tobacco movement.

The mission of No Limits is to oppose an industry that creates and markets addictive and deadly products.

The No Limits group began the day by meeting with state senators to discuss tobacco issues affecting youths.

"Tobacco companies continue to come up with new products and packaging that appeal to young people," said Molly Kincaid, No Limits program coordinator. "We're going to import youth tobacco products against their lives."

The following Schuyler youths participated in the rally in Lincoln: Jacqueline Lopez, Nixel Ortiz, Mayra Pelico, Marisol Velez, Elena Ramon, Maddy Wolfe, Dalia

YOUTH NOTES Representatives

LINCOLN — The Truth Initiative, a non-profit public health organization dedicated to reducing tobacco use, has selected two Nebraskans for its Youth Activism Fellowship program.

Chosen were Crofton native Olivia

Monaghan, a 20-year-old University of Nebraska-Lincoln student, and Joanna Hejl, a 17-year-old senior at Lincoln High School. They were selected for the group of 30 young leaders from 20 states.

Both are leaders in No Limits, Nebraska's youth-led tobacco prevention movement. Monaghan joined No Limits seven years ago and now serves as the project assistant, setting up youth events and leadership opportunities. No Limits is open to all Nebraska youths in grades seven through 12. To learn more, visit NoLimitsNebraska.com.

The Youth Activism Fellowship is a 12-month program designed to train young leaders on tobacco control, activism and social justice. The program challenges participants to develop local projects to address tobacco use in their communities.



Monaghan

When it comes to tobacco use Teen says best resolution is not to start

A week into the New Year, many people might still be trying to stick with their New Year's resolutions, while others may have already given up on the ideas, which initially sounded good.

The resolution to quit smoking is one many people tackle with varying degrees of success.

For one Wilber teen and the group she represents, quitting smoking is a good resolution, but never starting to use tobacco in any form is even better.

Wilber-Clatonia sophomore Maria Basilio has been a member of the No Limits youth group in Nebraska for more

than a year.

According to its website, No Limits is a youth-led and youth-driven tobacco prevention movement aimed at minimizing the tobacco industry's influence in Nebraska.

"We're trying to get people to not start smoking," Basilio said. "It is really bad for you and the effects that go with it affect everyone around you, not just you."

The group was started in 2001 by a group of Nebraska teens and was first known as Teen FYI.

The No Limits Youth Board, of which Basilio is a member, is responsible for the group's

leadership.

The Youth Board sets goals, kicks off programs, plans activism events and hosts training sessions for Nebraska teens.

Teens wanting to become involved in No Limits are encouraged to use the group's website sources to begin a dialogue in their own schools and communities. The website is www.nolimitsnebraska.com.

No Limits gets its funding through Tobacco Free Nebraska, a program of the Nebraska Department of Health and Human Services.

According to the website, funding comes in part from the Master Settlement Agreement,

which ended a lawsuit filed by 46 states against the tobacco industry.

Basilio became involved in No Limits at the suggestion of a teacher, Janet Burger.

"Mrs. Burger thought I needed something extra-curricular to do," Basilio said.

Her interest in No Limits, however, was also very personal.

Basilio said her grandfather, in his 80s, is a smoker, and she's always trying to get him to quit.

"He's smoked since he was in seventh-grade," Basilio said. "He always says he can't stop (continued on page 2)



for a great state of health

Nebraska Department of Health and Human Services – Tobacco Free Nebraska

Time period of project | 2001 to present

Scheduled completion date | 2001 to present

Actual completion date | Campaign is currently running as scheduled

Scheduled budget | Averages \$400,000 per year

Actual budget | Averages \$400,000 per year

Prime contractor | Firespring (Snitily Carr through May 2015)

Subcontractor | Wiese Research Associates (WRA)

Reference | Jean Stillwell

Nebraska Department of Health and Human Services
Program Coordinator, Nebraska DHHS – Tobacco Free Nebraska
301 Centennial Mall South
Lincoln, NE 68509
Phone: 402.471.0777
Fax: 402.471.6446
Email: jean.stillwell@nebraska.gov

Since 2001, we have served the Nebraska Department of Health & Human Services to develop and implement a statewide awareness and education campaign to support the comprehensive efforts of the Tobacco Free Nebraska (TFN) program. Throughout the years, objectives have included eliminating exposure to secondhand smoke, helping people quit tobacco use, preventing youth from starting tobacco use and reaching underserved populations with the anti-tobacco message.

Strategy

The target audiences for the cessation campaign include adult tobacco users aged 25–54, young adult social smokers and tobacco users aged 18–24, employers of young adult tobacco users and health care providers. The demographic for the secondhand smoke campaign includes parents of young children, smokers and nonsmokers, and a generalized audience of those aged 19 and older. The youth prevention target audience is broken into two segments comprised of youth (those in grades 9–12 and those in grades 6–8) who are not current users of tobacco.

We provided a wide range of services for each of these campaigns including media planning and placement, market research and focus group testing, campaign development and production, media advocacy, earned media, public relations and communications support.

We also employed activities specific to minority and at-risk populations, implementing targeted media buys in niche publications and creating Hispanic materials for print, TV, radio and outdoor. We also facilitated interviews with TFN staff and coalition members on a variety of TV and radio programs and created monthly social media calendars.

Creative Approach

Our creative approach in developing a new TFN campaign is both collaborative and results-driven, while creating unique messages that resonate with the target audience.

TFN Branding – In connection with the TFN team, we established the program brand, including logo and tagline development and brand messaging that communicated a pro-health versus anti-smoker sentiment.

Cessation – Using smoking and chewing research as our foundation, we developed the Triggers TV campaign to promote the Quitline, followed by a series focused around the financial and social aspects of tobacco use. The What's Tobacco Costing You? social media campaign also was developed to remind young adult users of the financial and social drawbacks of using tobacco. The campaign included a website, video contest, Twitter profile and poster.

Two years ago, some of our marketing efforts focused on a newly defined target audience for TFN—employers. Businesses that employ young adults were targeted using print and online advertising, email campaign and website. We developed resources to assist these organizations in encouraging employees to become tobacco-free.

Other tactics used to promote tobacco cessation included social media advertising, a Facebook app, transit advertising and a text messaging campaign. We also created a campaign targeted at health care providers and their patients. The ads reminded providers to talk to their patients about quitting and encouraged patients to ask their doctors for information about how to quit.

Recently, we developed a new, consistent look for all of the Quitline materials. In addition to updating the graphics and layout, we also developed new messaging to stay current and relevant to our target audiences.

Secondhand Smoke – The first campaign, consisting of TV and radio spots, illustrated the danger of secondhand smoke by highlighting the dangerous chemicals and toxins contained in cigarette smoke. The second campaign took more of an “ick factor” approach to secondhand smoke, using cigarette ash in a graphic manner to convey exactly what parents are exposing their children to be smoking around them. In 2015, we created a new TV and radio campaign emphasizing the harmful effects of smoking in vehicles.

In addition to traditional secondhand smoke campaigns, we worked with TFN to launch a statewide smoke-free housing movement. The campaign provided landlords with the important benefits of making their rental properties smoke-free and encouraged them to create smoke-free policies.

Youth Prevention – The youth prevention campaign launched from research indicating youth are more receptive to non-preachy messages. With this in mind, a new youth marketing campaign was created that led with phrases like “You’re in control. Choose not to chew.” and “Take control.” as the primary messages. The peer-to-peer creative approach used in the campaign resonated well with the target audience.

Results

The TFN marketing efforts have proved extremely successful. With each campaign, we reached out to multicultural audiences across the state, and the various campaigns have received both high recognition and recall. In addition, extensive bonus weight and significant value-added opportunities from media outlets along with proper media planning and placement allowed us to get the right message to the right people.

Working in conjunction with the initiatives of the TFN program, these media efforts contributed to an increase in call volume to the Quitline, a decline in youth smoking and chewing tobacco and an increase of Nebraskans who believe secondhand smoke is harmful. These activities also helped pave the way for smoke-free ordinances in Lincoln, Omaha, Grand Island, and, ultimately, the entire state.



VEHICLE SECONDHAND SMOKE TV SPOT

You want to quit. We want to help.

Check out these resources and get the assistance you need to be successful.

Nebraska Tobacco Quitline
Call 1-800-QUIT-NOW (784-8669) for free, confidential counseling from a trained Quit Coach. In addition to telephone coaching, receive self-help materials and referrals to community programs. Quitline services are available 24/7 for all Nebraskans.

QuitNow.ne.gov
Go to the Nebraska Tobacco Quitline website for information, support, encouragement and helpful links in one handy spot.

QuitNow Mobile App
Get motivation and support wherever you go PLUS track the money saved since quitting and the days added back to your life. Find the app under "Tools for Quitting" at QuitNow.ne.gov.

Web Coach
Access motivational tools, social support and information about quitting tobacco. Web Coach is free for anyone enrolled in the Quitline program.

Smoke-Free Counter App on Facebook
See how much you've saved since quitting and take a look at what that money could buy. Log on to your Facebook account and search "SmokeFreeNE."

In-Person Support
Opt for face-to-face assistance through a local cessation class. Go to the "Tools for Quitting" page at QuitNow.ne.gov to get started. The Tobacco Cessation Programs list provides locations and contact information for classes throughout the state.

QuitNow.ne.gov | 1-800-QUIT-NOW (784-8669)
Quitline services are available 24/7 in 170 languages.

NEBRASKA TOBACCO QUITLINE

✓ Quitting Checklist

Quitting smoking is the smartest change you can make for your health and your heart. It might be the hardest too, but millions have quit already and you can be next.

Check off each one as you do it:

- Set a quit date about a month from now.
- Notice when you smoke, why you smoke, and how often you smoke, and
- Talk to friends who have quit and ask how they did it. Most people quit within 30 days, but the next time you smoke, become a happy forerunner.
- Make some plans for the time you will save as a non-smoker.
- Have low-calorie snacks when the urge hits—nuts, seeds in the shell, sugar-free carrot sticks, gum, or puffed rice. Keep toothpicks or cinnamon sticks with you to chew on.
- On your chosen quit date, throw out ash trays, lighters, and ashtrays. Wash your car, vacuum the car, wash your clothes, and enjoy your new life.
- Call the Nebraska Tobacco Quitline at 1-800-QUIT-NOW (784-8669) for free help to quit smoking.

3

Steps

2

Minutes

1

Life Changed Forever

The time you invest helping patients quit tobacco could add years to their lives.

The Nebraska Tobacco Quitline offers a fax referral program to assist you in supporting smoking cessation among your Nebraska Medicaid patients. It's easy to get started.

ASK patients about their tobacco use status and document.

ADVISE patients to quit and build their interest in the free and confidential Quitline phone counseling and other resources.

REFER patients to the Quitline. If they're ready to make a quit attempt, work with them to fill out the Medicaid Fax Referral form at QuitNow.ne.gov. Have them sign the consent section and fax the completed form to 1-800-483-3114. A Quitline coach will call the patient within 48 hours.

Pharmacotherapy

Pharmacotherapy can be prescribed if appropriate and is authorized after a patient registers with the Quitline and completes one counseling session with a Quit Coach.

Nebraska Medicaid allows one nicotine replacement medication (NRT) per patient a quit attempt with a maximum of two quit attempts annually. Patients must be 18 years or older and will be charged a co-pay (generally \$10 or less).

QuitNow.ne.gov | 1-800-QUIT-NOW (784-8669)

Quitline services are available 24/7 in 170 languages.



QUITLINE MATERIALS

© 2014 NEBRASKA TOBACCO QUITLINE. ALL RIGHTS RESERVED. NE-14-001-001-001



EMPLOYER CAMPAIGN LOGO



EMPLOYER CAMPAIGN PRINT AD



YOUNG ADULT CAMPAIGN LOGO



YOUNG ADULT CAMPAIGN WEBSITE



YOUNG ADULT CAMPAIGN POSTER



CHEWING TOBACCO AWARENESS PRINT ADS



COST OF TOBACCO TRANSIT



COST OF TOBACCO TV SPOTS



St. Baldrick's Foundation (SBF)

Time Period | 2007 to present

Scheduled completion date | 2007 to present

Actual completion date | Website initiatives currently running as scheduled

Scheduled budget | Averages \$2.69 million per year

Actual budget | Averages \$2.69 million per year

Prime contractor | Firespring

Subcontractor | N/A

Reference | Susan Mona

Integrated Marketing Manager
St. Baldrick's Foundation
1333 South Mayflower Avenue, Suite 400
Monrovia, CA 91016
Phone: 626.792.8247
Fax: 626.739.5733
Email: susan.mona@stbaldricks.org

The St. Baldrick's Foundation is a volunteer-powered charity committed to funding the most promising research to find cures for childhood cancers and give survivors long, healthy lives.

Marketing objectives are focused on increasing donations, the number of participants and volunteers at events and the effectiveness of current volunteers. We also continually seek to boost the organization's brand awareness as a nonprofit.

Strategy

To frame our creative approach, we recognized two areas of interest—internal (the SBF team) and external (the market). Externally, we researched relevant behaviors, attitudes, actions, etc. Internally, we did the same. While working closely with SBF throughout this discovery phase, we uncovered several useful insights.

Internal – Volunteers expect convenience. They are giving time and money to something they are passionate about, and they are happy to do so without an expectation of getting something tangible in return. What's more important to volunteers is convenience, making it as easy as possible to donate time and/or money.

The reason volunteers get involved is storytelling, not facts and figures. Though the numbers backing cancer research are impressive, statistics are forgettable and do not connect. Stories connect. People remember and emotionally engage with stories. And when it comes to volunteering, heart (emotion) trumps head (rationale) every time.

External – People (including donors) are mobile, and becoming even more mobile. In 2007, there were approximately 400 million mobile internet users worldwide. Today, there are more than 1.8 billion. In fact, in 2014, mobile internet traffic topped desktop traffic and still continues to climb.

People who have previously donated (time or money) are much more likely to donate compared to those who have not. We found that donating is contagious and full of peer-pressure. Once you do it or have a friend who does it, you're much more likely to continue.

Creative Approach

We quickly realized the necessity for compelling storytelling and solutions-oriented thinking. And from our strategic insights, we knew we needed to get SBF in the same conversation as its target—the digital conversation. Today, users on SBF’s website can:

- Donate to the SBF general fund.
- Donate to a specific participant, event, fundraiser or team.
- Opt for automatic recurring donations.
- Log in with a Facebook account.
- Read stories about SBF’s mission, types of childhood cancers, community involvement, grants, blogs, etc.
- Search for participants, events, fundraisers, etc.
- Sign up and/or honor a child.
- Submit a request to create a head-shaving event.
- Create a virtual event.
- Start a hero fund.
- Create a “Do What You Want” fundraiser.
- Manage events, participants, fundraisers, etc.
- Send/receive messages.
- View donations received and given.
- View and print donation receipts.
- Sign up to participate in events with specific roles or as a general volunteer.
- Access administrative pages (based on the role of the user).
- In the “Members” area, volunteers with administrative permissions can:
 - Edit event pages with text, video and photos.
 - Invite participants to fill key roles at the event.
 - Set up an event schedule.
 - Register shavees prior to and at the event.
 - Accept donations prior to and at the event.
 - Submit cash via a new “Submit Cash” function.
 - See fundraising progress and modify donation goals accordingly.
 - Share via Facebook and Twitter.
- Do any of the aforementioned on a desktop, tablet or smartphone.

Results

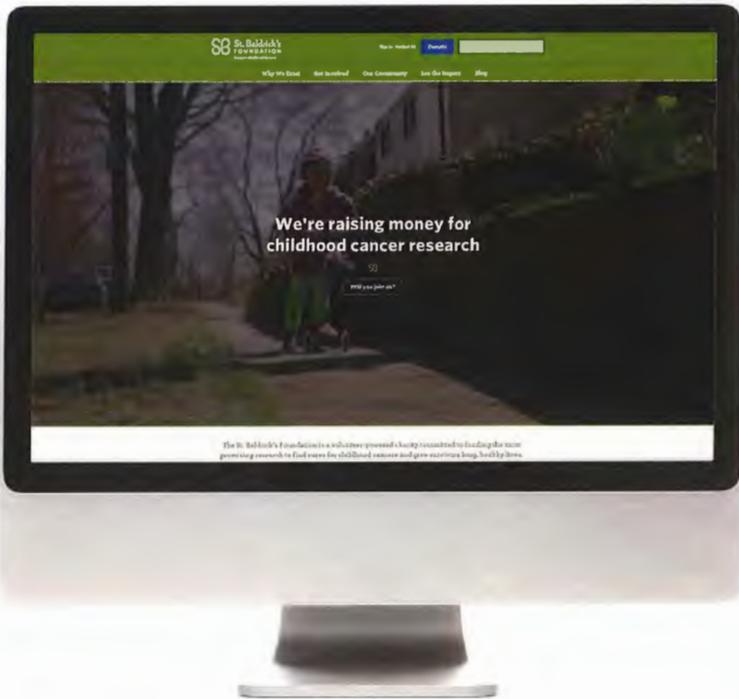
Increase donations – When SBF came to us in 2007, their yearly donation total was at \$12,953,339. Only a year later in 2008, their yearly total reached \$17,426,761 (35% increase). And last year, their yearly donations climbed to \$36,930,068 (185% increase).

Increase number of participants and volunteers at events – In 2007, SBF had a yearly total of 19,468 participants and volunteers. After a year's work with Firespring, that total jumped to 33,204 people (71% increase). In 2015, the yearly participants and volunteers included 69,018 people (255% increase).

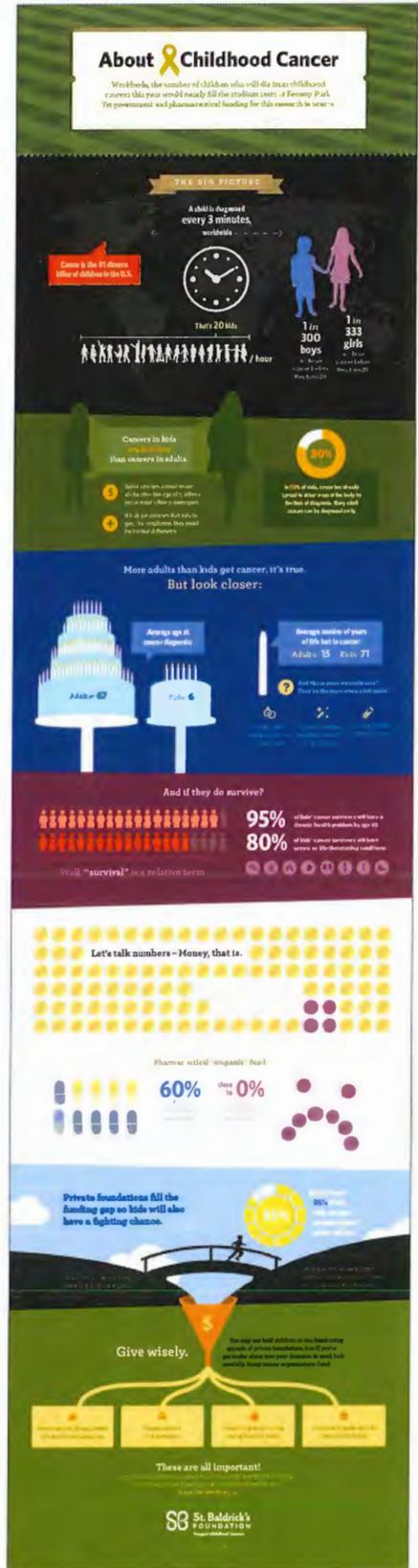
Increase effectiveness of current volunteers – There were 466 events under the SBF name in 2007. That number grew to 750 events (61% increase) in 2008. Last year, SBF hosted 1,504 events (223% increase) nationwide.

Increase brand awareness as a nonprofit – “Brand awareness” can be a soft science and sometimes difficult to measure. So we identified KPIs to ensure proper tracking, including new donor count and recurring donor count. In 2007, SBF claimed 214,299 new donors and 57,586 recurring donors. Last year, they boasted 351,660 new donors (64% increase) and 267,801 recurring donors (365% increase). This tells us that our marketing efforts have successfully gained new donors as well as, and even more importantly, created an ongoing relationship with those new donors, converting them into recurring donors.

In 2013, we introduced another brand awareness solutions – “Do What You Want” fundraisers. This concept invites people to create their own campaign (e.g., you could create a campaign where friends and family are encouraged to donate instead of giving presents for a birthday). One person gets his or her social media friends involved, then those friends get their followings involved, and so on. The first year, we had 84 different people create fundraisers. Last year, there were 665 (692% increase). And in 2016, there have already been 1,645.



WEBSITE



INFOGRAPHIC

Samples | St. Baldrick's Foundation

The St. Baldrick's Foundation is a volunteer-powered charity committed to funding the most promising research to find cures for childhood cancers and give survivors long, healthy lives.



Battle of the Bald

The ultimate college head-shaving tournament is back! Does your school have what it takes to raise the most money for childhood cancer research? [Sign up here.](#)



5 Reasons to Start an Event

St. Baldrick's head-shaving events are completely organized and run by volunteers! Want to start an event for your own community this year? Here are [5 reasons why that's a awesome idea!](#)



Summer Grants Are Here

Did you know that \$5,000 can change the lives of kids with cancer? It's true — and you helped make it happen! Say hello to your [2016 Summer Fellows!](#)

	TOTAL	RAISED	
2016	\$32,128,866		2015
		\$37,011,350	

What makes the St. Baldrick's Foundation unique?

We do one thing and we do it well: fund childhood cancer research. We take great care of the funds raised by our generous [volunteers and supporters](#) to direct every possible dollar to carefully selected research grants. Whether it's through our signature head-shaving events, partnerships or advocacy initiatives, our primary focus is to have the greatest impact for kids with cancer around the world.

Get Involved

574,388
participants

and

12,020
events & fundraisers

Thanks to our National Partner

SportClips
HAIRCUTS



\$178,498,174
in research grants

This has made possible

942
grants *at*

361
institutions *at*

26
countries



...but more than
300,000
kids are diagnosed
per year

We're proud of the success we've achieved but there's still a long way to go. In the U.S., more children die of **childhood cancer** than any other disease — more than AIDS, asthma, cystic fibrosis, congenital anomalies and diabetes combined. And yet, all types of childhood cancers combined receive only 4% of the U.S. federal funding for cancer research.

We exist to change these realities.

Get the Full Story



Sign In • Get Our Emails

TOP ↑

Why We Exist

Get Involved

Our Community

See the Impact

Blog

Shop FAQs Press Room Careers Contact Us

facebook

SB

St. Baldrick's Foundation
1333 South Mayflower Avenue, Suite 400
Monrovia, CA 91016 USA
(888) 899-2253 [sbinfo@stbaldricks.org](#)

The St. Baldrick's Foundation is a 501(c)(3) nonprofit organization. All proceeds from the sale of goods and services are used to fund research and support for children with cancer. For more information, please visit [www.stbaldricks.org](#). © 2016 St. Baldrick's Foundation. All rights reserved.

MOBILE PAGE FULL SCROLL



2016 CALENDAR



SHAVEE BROCHURE



i. Summary of Bidder's Proposed Personnel/Management Approach

We've noted our track record working with State of Nebraska entities including No Limits, the State of Nebraska's youth empowerment movement. This background, coupled with our expertise in youth empowerment and engagement, gives us the ability to hit the ground running and to build upon proven strategies.

Your account team will be comprised of veteran strategic, technical, creative and account management professionals, all of whom have direct experience serving the State of Nebraska and other public organizations.

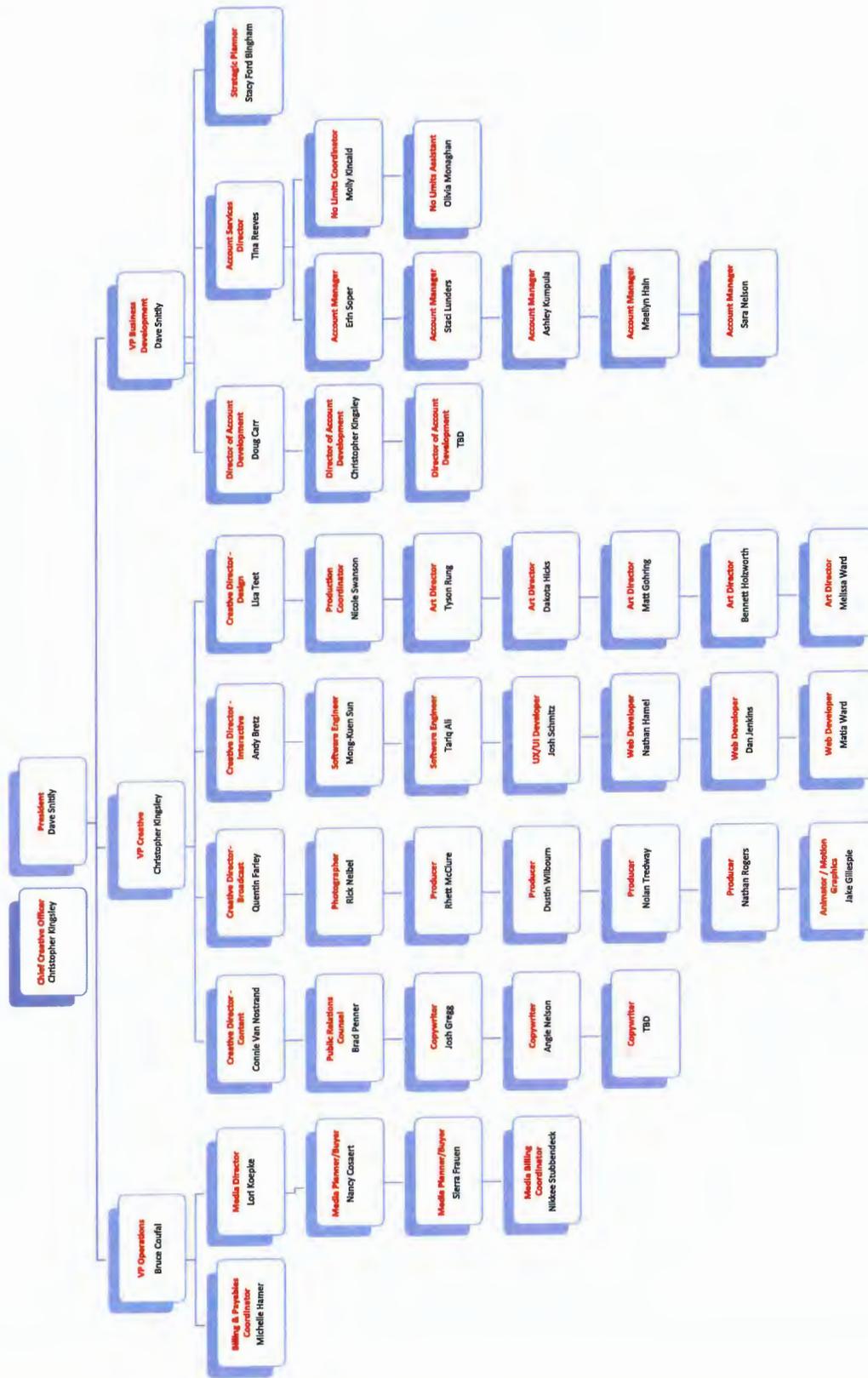
Core individuals who will provide proactive and day-to-day servicing of your account are Dave Snitily, president, Tina Reeves, account services director; Molly Kincaid, No Limits project coordinator; and Olivia Monaghan, No Limits project assistant.

Dave will assist with account strategy and provide consultation throughout all phases of the project. Tina will direct account management services, oversee team members and coordinate meetings, contracts and budgets. Molly and Olivia will conduct day-to-day tasks, including managing deadlines and event budgets and consulting with the Youth Advisory Board.

Your creative team will include Brad Penner, public relations council; Connie Van Nostrand, creative director, content; Lisa Teet, creative director, design; Andy Bretz, creative director, interactive; and Angie Nelson, copywriter. Additional team members may provide creative and technical support.

On the following page, we have included an accountability chart to illustrate our reporting relationships.

Firespring Creative Team Accountability Chart



Key Personnel

Dave Snitily | President

Education | University of Nebraska–Lincoln

As President of Firespring, Dave leads the Creative Team and facilitates the strategic planning process for all major clients. He has more than two decades of strategic marketing experience serving local, regional and national organizations including Valentino's, CHI Health, Nebraska Department of Economic Development, Bright Directions, NEBCO and Amigos.

Dave has over 20 years of experience working with various state entities and has been a featured speaker, presenter, panelist and regular attendee at conferences such as ESTO, Marketing Outlook Forum, TravelCom and the National Scenic Byways Conference.

References:

Robert R. Moline

President/Chief Operating Officer
HomeServices of America
333 South 7th Street, 27th Floor
Minneapolis, MN 55402
612.336.5500

Jay Steinacher

Senior Vice President, College
Savings Division
Union Bank & Trust Company
6801 South 27th Street
Lincoln, NE 68501
402.323.1529

Marsha Wilkerson

Director of Marketing
BD Construction, Inc.
209 East 6th Street
Kearney, NE 68848
308.234.1836

Tina Reeves | Account Services Director

Education | University of Nebraska–Lincoln, Bachelor of Journalism

Tina oversees all Account Managers, providing insight and strategic direction to her team. She will help ensure all projects are delivered on target, on time and on budget. Tina has more than 15 years of account management, marketing and public relations experience. Specifically Tina has overseen the No Limits account for the past seven years, working closely with staff and youth. While at Firespring, she has directed several accounts including Tobacco Free Nebraska, Safe Routes Nebraska, Nebraska Safety Council, Nebraska Department of Education and Lincoln Convention and Visitors Bureau.

References:

Jay Steinacher

Senior Vice President, College
Savings Division
Union Bank & Trust Company
6801 South 27th Street
Lincoln, NE 68501
402.323.1529

Brian Watchman

Executive Director
United Way of Lincoln
and Lancaster County
238 South 13th Street
Lincoln, NE 68508
402.441.7700

Marty Jarvis

Director of Marketing
B&R Stores
4554 W Street
Lincoln, NE 68503-2831
402.464.6297

Molly Kincaid | No Limits Project Coordinator

Education | University of Nebraska–Kearney, Bachelor of Business Administration

Molly has been a part of No Limits for more than a decade, the last three years of which have been spent directing the program’s daily operations and outreach to Nebraska youth (aged 12–17). Her experience as a former youth board member allows her to closely connect with the youth advisory board to foster an empowering environment where youth can make decisions and take action. In addition to developing strong relationships with youth tobacco prevention programs across the nation and staying up-to-date on the latest trends, Molly also has been extremely successful in collaborating with Tobacco Free Nebraska staff and regional tobacco coalitions across the state as a member of the Nebraska Tobacco Disparities Partnership and the Creating a Movement group.

References:

Erica Olmstead

Youth Advocacy Manager
Campaign for Tobacco Free Kids
1400 I Street NW, Suite 1200
Washington, D.C. 20005
202.481.9360

Tara Nettifee

SADD Sponsor
Grand Island Senior High School
2124 North Lafayette Avenue
Grand Island, NE 68803
308.391.3191

Madison Larimore

2014–2015 Co-Chair
Representative
No Limits Youth Advisory Board
1604 Leona Circle
Bellevue, NE 68123
402.705.7324

Olivia Monaghan | No Limits Project Assistant

Education | University of Nebraska–Lincoln, Bachelor of Family Science (Spring 2017)

Olivia supports the No Limits team by coordinating events, managing the program database and providing administrative support to the No Limits team. As a past youth board member, she contributes valuable insight into messaging and activism presentations to ensure they appeal to youth. Olivia has a deep passion for tobacco prevention and cessation programs and currently has a national presence as a Truth Initiative Fellow.

References:

Billy Rucker

Youth Activism Manager, CAYE
Truth Initiative
900 G Street NW, Fourth Floor
Washington, D.C. 20001
202.454.5568

Jackie Freeman

School Nurse/Group Sponsor
Crofton and Hartington-
Newcastle Schools
P.O. Box 395
Bloomfield, NE 68718
402.640.6195

Victoria Shum

2011–2012 Board Member
No Limits Youth Advisory Board
8055 SW 18th Street
Lincoln, NE 68523
402.499.2473

Brad Penner | Public Relations Counsel

Education | University of Nebraska–Lincoln, Bachelor of Journalism

Brad puts over 25 years of experience as a well-known journalist, news manager and public relations professional to work for our clients every day. His vast experience has provided him with the tools necessary to analyze objectives, develop a results-oriented public relations strategy incorporating both traditional and new media, write compelling copy and effectively pitch ideas and stories. Brad's background in journalism has helped him acquire a keen understanding of Nebraska. He has reported extensively about issues facing Nebraskans and covered all levels of state and local government. Brad has also developed a network of media contacts throughout the state. In his role at Firespring, Brad has worked with several clients including No Limits, Nebraska Soybean Board, Central Nebraska Public Power and Irrigation District, Lincoln Airport, B&R Stores, State Games of America, Tobacco Free Nebraska and CHI Health.

References:

Drew Guiney

Consumer Relations
Nebraska Soybean Board
3815 Touzalin Avenue, Suite 101
Lincoln, NE 68507
402.441.3240

Jon Vanderford

News Anchor
KOLN/KGIN
840 North 40th Street
Lincoln, NE 68503
402.467.4321

Jeff Buettner

Public Relations Coordinator
Central Nebraska Public Power
and Irrigation District
415 Lincoln Street
Holdrege, NE 68949
308.995.8601

Connie Van Nostrand | Creative Director, Content

Education | Brown College (Minneapolis, MN), Associate Degree

Connie directs concepting and content development for a variety of print, multimedia, television, film and radio campaigns as well as manages Firespring's public relations counsel and social media strategists. In this role, she works collaboratively with the design, interactive and broadcast teams to ensure our clients receive results-driven content and creative. Connie has more than 25 years of communications experience working for a variety of clients including Tobacco Free Nebraska, No Limits, Nebraska Department of Education, Gamblers Assistance Program, CHI Health, Nebraska Safety Council, Nebraska Department of Economic Development, Lincoln Airport and the Lincoln Saltdogs.

References:

Larry Elias

Vice President of Marketing
B&R Stores
4554 W Street
Lincoln, NE 68503
402.464.6297

Charlie Meyer

President
Lincoln Saltdogs
403 Line Drive Circle
Lincoln, NE 68508
402.441.4178

Dan Curran

Director – Business Development Division
Nebraska Department
of Economic Development
301 Centennial Mall South
Lincoln, NE 68509
402.471.6513

Lisa Teet | Creative Director, Design

Education | University of Nebraska–Kearney, Bachelor of Fine Arts

Lisa leads Firespring’s client branding initiatives and oversees print and interactive design for all projects. She also she ensures that every communication piece effectively reaches target audiences, meets graphics standards requirements and achieves strategic campaign goals. Her experience working with multiple state agencies allows her to expertly direct marketing efforts that meet clients’ needs and exceed expectations. Lisa has worked in marketing and advertising for over 20 years and has been involved in planning, branding and campaign management and creation for a wide range of clients including No Limits, Nebraska Department of Health & Human Services, CHI Health, Douglas County Health Department and Nebraska Department of Education.

References:

Terry Holt

Account Executive
LifeGuard MD
14503 Grover St, #103
Omaha, NE 68144
402.898.4141

Marsha Wilkerson

Director of Marketing
BD Construction, Inc.
209 East 6th Street
Kearney, NE 68848
308.234.1836

Jon Jonson

VP, Marketing and Business
Development
Prairie Health Ventures
The Apothecary Building,
140 N 8th St #290
Lincoln, NE 68508
402.476.7333

Andy Bretz | Creative Director, Interactive

Education | University of Nebraska–Lincoln, Bachelor of Science

Leading Firespring’s Interactive department, Andy manages deadlines and oversees projects as they move from creative development through production. He uses his unique combination of account management and interactive skills to ensure our finished products are high quality and on target. In addition, Andy directs the development of unique CMS-based websites, web applications and native mobile applications. With more 10 years at Firespring, Andy has served many clients including Diabetes Education Center of the Midlands, CHI Health, Floyd Valley Hospital, Colorado Wheat Board, Cornhusker Bank and UNICO.

References:

Larry Puntenev

Business Development Executive
Avantas
11128 John Galt Boulevard, Suite 400
Omaha, NE 68137
888.338.6148

Ann Cole-Nelson

Community Relations Manager
Floyd Valley Hospital
714 Lincoln Street Northeast
Le Mars, IA 51031
712.546.3495

Marsha Wilkerson

Director of Marketing
BD Construction, Inc.
209 East 6th Street
Kearney, NE 68848
308.234.1836

Angie Nelson | Copywriter

Education | University of Nebraska–Lincoln, Bachelor of Journalism in Advertising

A careful listener, Angie captures the essence of her client’s message and hones it meticulously until it speaks to the target audience with the appropriate tone. She is responsible for information gathering, creative development and copywriting for all formats including print, interactive and video. With nearly a decade’s experience in marketing and advertising, Angie has worked with companies such as No Limits, Nebraska Department of Health & Human Services, Douglas County Health Department, Floyd Valley Hospital, Prairie Health Ventures, Bright Directions College Savings Plan and Alabama College Savings Plan.

References:

Sarah Wischhof

Director of Marketing
and Special Events
United Way of Lincoln
and Lancaster County
238 South 13th Street
Lincoln, NE 68501
402.441.7760

Maya Chilese

Strategic Plan Manager
Office of Community Health
and Performance Management
Division of Public Health, DHHS
301 Centennial Mall South
Lincoln, NE 68209
402.437.2006

Nancy Rosenow

Executive Director
Dimensions Foundation,
Nature Explore Program
1010 Lincoln Mall, Suite 103
Lincoln, NE 68508
402.467.6112

j. Subcontractors

Firespring is not proposing any subcontractors for this project.

3. Technical Approach

a. Understanding of the Project Requirements

Firespring has thoroughly reviewed the RFP and understands all of the project requirements. Since 2005, our experienced team has partnered with the Tobacco Free Nebraska Youth Empowerment program, giving us firsthand knowledge of the requirements and a comprehensive understanding of all of the issues, challenges and opportunities associated with this program.

We are well prepared to provide communications, organization, training and leadership of the youth-led, adult-guided tobacco control program for Nebraska youth aged 12–17. We will utilize our experience in youth empowerment, our strong knowledge of the Nebraska youth market (including regional and ethnic variations) and our ability to motivate youth through creative, youth-generated best practice initiatives.

Project Description

We understand the youth empowerment initiative’s overarching goal is to prevent initial tobacco use among Nebraska youth. The project objectives include:

- Promote youth (aged 12–17) understanding about tobacco issues, including the targeting of youth by the tobacco industry.
- Build an infrastructure of training, support and youth-led decision making to enable youth to mobilize to meet tobacco prevention objectives of reduced tobacco use through implementation of best practices, programs and policies.
- Promote youth empowerment that enables youth to become agents of change with their peers, community and state regarding tobacco issues and policies.
- Increase the number of youth who are actively involved with tobacco prevention and policy in their communities and state, with a strong emphasis on engaging and increasing the number of minority, low socioeconomic and former/current smokers involved with tobacco prevention.
- Work collaboratively and efficiently with existing state tobacco prevention initiatives.

The measurable program objectives are:

- Reduce the prevalence of tobacco use among Nebraska youth from 16% to 11% by 2020.
- Increase the proportion of high school students who report that they have “never tried a tobacco product” from 56.4% to 65% in 2020.
- Increase the proportion of young people (from 67% to 72%) who think that tobacco companies are attempting to get young people to use tobacco.
- Decrease youth access to tobacco products and exposure to pro-tobacco messages and advertising through policy change.

Scope of Work

If selected, Firespring will work with the Tobacco Free Nebraska staff and Youth Advisory Board to plan, develop and implement a statewide youth empowerment movement intended to achieve all project objectives. Firespring will provide organization, communication, training and leadership to all aspects of this project and take responsibility for all contract deliverables. A specific approach to fulfilling the project description and scope of work is detailed in the following section, Proposed Development Approach.

b. Proposed Development Approach

Firespring offers a comprehensive solution for providing communications, organization, training and leadership for No Limits. Our approach includes utilizing a proven youth empowerment engagement process and sustainable infrastructure to successfully deliver upon all aspects of this project.

As noted earlier, this approach begins with a commitment to continuing the strong working relationship with the No Limits Youth Advisory Board and Tobacco Free Nebraska. Two things are vital to the success of this program: collaboration and making sure the program initiatives are led by the youth while adults serve a guiding role.

Given these considerations, we have identified five key steps for accomplishing the goals of the No Limits Youth Empowerment Movement.

1. Assemble an Experienced Team to Partner With No Limits and Tobacco Free Nebraska

Every member of the proposed team has an exceptional marketing and communications background coupled with solid experience in social marketing and tobacco prevention efforts. What's more, each team member also has experience working directly with No Limits and understands and embraces the youth empowerment model.

As noted in the Summary of Bidder's Proposed Personnel/Management Approach section on page 40, along with our support team we have two staff dedicated exclusively to implementing the No Limits program. Both the program coordinator and the assistant program coordinator have firsthand knowledge of what it takes to manage and sustain this program. More importantly, they have relationships with critical partners already in place. These connections go beyond the No Limits Youth Advisory Board to adult sponsors, teachers, community leaders, other youth-oriented organizations (such as FCCLA, DECA, and FFA), Tobacco Free Nebraska, tobacco prevention coalitions and other advocates.

We cannot understate the importance of having an experienced team that knows the people, resources and dynamics of the state. The firsthand knowledge of the program gives the youth the support they require to be successful. Ultimately, our team's knowledge, experience and relationships enable us to be efficient and maintain momentum.

2. Apply Proven Process

In serving the No Limits program for more than a decade, we have fine tuned a process and infrastructure that focuses on the program's goals. Our strategic process includes an overarching approach of engagement and empowerment. We realize that in order to be effective, No Limits must continue to be youth-led; however, youth aren't forever young. They graduate and move on, so the organization must be able to support a constant turnover of members. That's why our process is designed to be flexible and multifaceted, allowing it to evolve as new youth enter the program.

A budgetary model that strategically allocates funds to achieve maximum impact based on program objectives is also part of the process. As detailed in the Cost Proposal, the majority of the budget is dedicated to program implementation in the areas where it has maximum impact. These categories are:

- Assessment and Evaluation
- Planning
- Creation
- Implementation

Our youth empowerment and engagement process includes a framework to engage Nebraska youth and help guide them from exposure of the No Limits message to becoming active leaders who consider No Limits to be a part of their identity. The following elements make up this framework:

Engage and Recruit

Our continuous recruitment approach takes place on many fronts. Our experience shows that recruitment cannot be isolated to a single tactic or time period to be successful. Ongoing recruitment is critical to the success of the program. The more quality members No Limits engages, the stronger and more diverse the program will be. To grow membership, our plan includes continuous recruitment events and other outreach programs that energize current members and motivate youth to recruit their peers.

One of the most important deciding factors for youth in joining an organization is whether they will be able to spend time with friends and have fun (based on youth focus groups we conducted). Our peer-to-peer approach will help build youth ownership in the program and will lead to more successful recruiting.

Achieving diversity is a key program objective, and our plan gives special emphasis to recruiting minority groups, former and current tobacco users and underserved populations. To accomplish

this, we will continue to develop partnerships with diverse organizations and maintain a presence at multicultural events.

Recruitment of adult sponsors is another key factor to program success. Firespring has created a variety of marketing resources to help No Limits recruit adult sponsors, including a brochure and listserv. We will continue to use these tools and materials to leverage outreach efforts to adult sponsors.

Educate

As with recruitment, the educational process must be fluid, flexible and multifaceted. The right messaging, exposure and timing are important to resonate with and educate youth.

With this in mind, Firespring works with No Limits to be in as many strategic places as possible to meet youth where they are. This allows them to identify with the program and make it a part of who they are. The places include families, peer groups, extracurricular activity groups, social networks, clothes, music and belief structures. Sponsoring existing youth-oriented events; developing strong relationships with schools, community groups and faith-based organizations; creating a presence in malls and other youth hangouts; generating an online presence on popular social networks; and participating in cultural events are all viable approaches to obtaining exposure. Ultimately, tactics will be determined by the No Limits Youth Advisory Board.

Our approach frequently includes combining education with other activism activities. Our team provides a variety of opportunities to expose youth to the tactics of the tobacco industry, and we will continue to do so with input from the advisory board.

In the end, being flexible and keeping it fun are key elements to educating youth. Providing information via social media, the web and face-to-face events such as state youth organizational meetings have been effective educational and outreach tactics. In addition, presentations to schools and organizations help educate, engage and motivate youth. Firespring also facilitates the production and distribution of customized No Limits gear. As students wear the gear around their peers, a tremendous branding and educational opportunity is presented.

Involve

Once youth are exposed to the No Limits message, we seek to inspire activism. Outreach and training also are part of this process, and the approach includes many different tactics determined with input from the youth.

Utilizing social media, email blasts and e-newsletters are all tactics the youth have endorsed. Because No Limits is a dynamic group, we recommend continuing to provide training opportunities on a variety of levels. Small-scale, localized workshops allow participants to be more involved in the discussion and can be tailored to address the needs of individual communities. Advanced training sessions for long-term members will help take them to the next level by establishing them as advocates. Large-scale group conferences (Activism Summits) have proved successful. We suggest continuing these conferences as one way to bring the youth together and provide needed tools to develop and maintain their local programs.

Recruitment and training of adult sponsors also are integral components of the program. When adequate tools and training are provided, sponsors stay involved and engaged. To accomplish this, Firespring uses Direct Action Organizing (DAO), which provides a framework for guiding youth-led activities to win real improvements in people's lives, make youth aware of their own power to effect change and alter the relations of power between youth and the people who can give them what they want. The DAO framework can also be used effectively by No Limits staff and Youth Advisory Board members. DAO is comprised of the following steps:

Identify goals – What are your short- and long-term objectives? What constitutes success?

Evaluate your group – What resources do you have? How do you want your group to grow and be strengthened from this experience? What are some roadblocks you may need to overcome?

Identify allies and opponents – Who is going to help and be supportive or receptive to your message? Who is going to try and stop you, and what might they do?

Identify your target – Who is the primary target for your message? Are there others who can benefit from your message? Who influences these groups?

Establish your tactics – What are you going to do to address the steps above? Will your tactics allow you to meet your goals, strengthen your group, gain help from your allies and reach your target audience?

Media advocacy training efforts also are recommended, as youth need to learn how to interact with and engage the media in the fight against Big Tobacco. Training sessions are held as part of larger events that teach youth a variety of skills, such as how to develop messaging and talking points, plan press conferences and events and write and distribute media alerts. We conduct interview role playing exercises, develop press and public relations toolkits, write feature stories and pitches and talk about media relations.

Media advocacy is about creating opportunities to get in front of the media to further the message and the movement. Therefore, frequent and strategic media opportunities are critical to successfully counter messages shared as part of the tobacco industry's billion dollar marketing budget. Because these media messages are developed and delivered by program youth, a genuine presence is created for No Limits that resonates with media representatives and our target audience. Firespring will continue to work with No Limits members to develop youth-created messaging and opportunities and assist with research and evaluation of the messaging to ensure it resonates with youth audiences across the state.

Activate

Our approach to activating youth includes building upon the success of current activities by offering a variety of ways for them to be involved and propose their own activism recommendations. The cornerstone of this process includes the mini-grant program developed by Firespring and the Youth Advisory Board several years ago.

The mini-grant program offers youth the opportunity to apply for No Limits funding to hold activism events in their home communities. Mini-grant applications are simple to complete and provide youth with a customizable menu of activism activities from which to choose, or they can propose their own activities. The youth spearhead the mini-grant process and are responsible for filling out the application and completing the final report. Once the funds are allocated, the youth have a specified time period to complete their proposed events.

Another way to leverage resources and time is to include an activism-related activity during No Limits events (board meetings, summits, presentations, etc.) when time allows. This makes the meetings and events more interesting and appealing to youth, as they do not enjoy simply sitting and watching a presentation.

These youth-initiated events are a perfect forum for promoting activism and delivering the No Limits message. Youth want to be involved in something that is truly theirs. And having an event created by youth for youth further enhances the genuine presence of the program. Because of the success of these types of events, we will continue to encourage youth to think of new activities they can plan and facilitate. To enhance this process, Firespring worked with the youth to create an “Activism to Go” kit, which is available in print and online to help extend the reach and ease of activism events.

Develop Leadership

As noted, our approach includes moving youth from initial awareness and engagement to becoming strong leaders. Quite simply, developing strong leaders within No Limits is paramount to the program’s success. We’ve continued to improve the process by leveraging the statewide Youth Advisory Board to increase their involvement and use their diverse backgrounds to make the program work for all audiences.

Having both traditional and nontraditional youth leaders creates a well-rounded board, representative of Nebraska’s youth. As leaders are identified, training is provided to help them start and grow their local programs. The training model has evolved from mainly large events to now include small sessions where individual group leaders can provide support in developing and customizing each community program. This type of training provides yet another way to foster youth program ownership.

Evaluate

It’s important to constantly assess and evaluate our activities to ensure we are reaching out to and resonating with the youth. We will continue to seek input from the No Limits Youth Advisory Board and members to ensure that tactics and messaging are on target and reflect their vision.

3. Leverage and Build Upon Established Infrastructure

As the No Limits contractor since 2005, we have helped build the current infrastructure for the program. This structure has allowed us to conduct sustainability activities such as ongoing recruiting of a diverse group of Youth Advisory Board members and adult sponsors, providing training and education and guiding members in the planning and execution of activism events and communications.

The infrastructure is designed to continually support all aspects of the program, ensuring that it remains youth-led and adult-guided even as existing members graduate and new members come on board. It also accounts for the development of youth leaders and enables them to bring new ideas and energy to the program.

While the current infrastructure is solid and sustainable, communication trends—particularly among youth—evolve quickly. Therefore, we must be adaptable to change. We have consistently improved upon the foundation and structure and will continue to do so with input from the youth.

The youth empowerment infrastructure includes the No Limits Youth Advisory Board, which serves as the guiding body of the movement. The No Limits youth members, the No Limits project coordinator and assistant project coordinator and the Firespring support team also serve as the foundation. Please refer to the organizational chart on page 41.

In addition, we have built a network of partners. These adults and other youth and community organizations help support and facilitate the youth empowerment activities and are among the most important assets to the program. Relationships with people and organizations you can rely on to help support the mission do not come overnight, and we value the support they give to help the youth carry out their mission.

A myriad of tools and proven processes also make up a key part of the infrastructure. Some of these assets include the No Limits website, social media networks, a database of sponsors, organizations, and partners, the youth board application process and training materials. These tools all help support and sustain the program.

4. Maximize Resources and Value

We've noted how Firespring's unique structure, qualified staff and implementation of multiple strategies allow us to maximize the budget. Working with the No Limits Youth Advisory Board, Tobacco Free Nebraska, its stakeholders and other partners, we will maximize and leverage opportunities and resources to positively impact the program. Strategies include:

Providing production savings – With our extensive in-house production capabilities, we are efficient in producing tools and strategies to help educate, promote and activate youth. We are able to dedicate the budget to action-orientated activities and strategies that have the most impact, such as youth activism, education, leadership development and exposure.

Offering research value – We will develop and implement messages and activities strategically and efficiently by utilizing existing knowledge and data, incorporating new research and applying proven strategies. This knowledge will prevent a costly trial-and-error approach and will maximize use of funds.

Leveraging relationships – Having existing relationships with the No Limits Youth Advisory Board and No Limits members, Tobacco Free Nebraska and many other organizations across the state and nation helps us to be efficient and effective. This strong network of partners and resources allows us to economically facilitate communications, recruitment, events and activities. Firespring’s relationship with Nebraska’s statewide media and our thorough knowledge of the state also helps us achieve exposure and support for No Limits.

5. Serve as a Partner

We have emphasized that the program’s goals may only be achieved with true partnership. Quite simply, success is dependent upon collaboration. Firespring has a longstanding relationship with Tobacco Free Nebraska and many organizations and individuals across the state of Nebraska. We fully leverage each other’s strengths to help youth stand up against the tobacco industry.

c. Technical Considerations

Firespring offers a complete spectrum of services all under one roof to effectively and efficiently support all areas of the Tobacco Free Nebraska Youth Empowerment Movement. More importantly, we have firsthand experience with the concept of youth empowerment—one in which youth lead and adults provide guidance. Because the issues and youth members will be in constant flux, having a solid infrastructure and proven process in place is necessary for the program’s success.

d. Detailed Project Work Plan

The proposed project work plan is designed to be adaptable to input and approval from Tobacco Free Nebraska and the No Limits Youth Advisory Board. In addition, a flexible work plan allows us to accommodate opportunities that occur on a local and statewide basis.

Evaluation and Assessment

Throughout the contract period, Firespring will assess and evaluate implementation and creative messaging effectiveness to ensure we’re meeting the program’s goals and objectives. We want to be certain that No Limits is effective in reaching Nebraska youth and reducing tobacco use among this diverse demographic.

Evaluation of the No Limits programming and messaging will build upon what we have learned during the past 11 years. Firespring has solicited and analyzed feedback from youth in both rural and urban locations; met with traditional and nontraditional student leaders to better understand what keeps them engaged; consulted with adult sponsors; and identified partner organization opportunities. Individual meetings with these groups have allowed us to better understand what is needed to be effective.

Assessment of current strategies and messaging will be done on a quarterly basis. The entire No Limits team will meet and review all tactics. Notes and feedback will be created at the conclusion of each meeting and included in the narrative summary of program progress.

Implementation

Public Relations

Public relations is an effective, low-cost way to effectively increase program awareness among youth and promote youth-initiated events. To utilize this valuable resource, we will provide media advocacy training, initiate media relationships and track media reporting. Program awareness and education are vital for getting youth to make wise decisions regarding tobacco use. During the contract period, Firespring will work closely with the youth to reach out to new at-risk audiences. Education and awareness will be heightened by encouraging attendance at youth-led events, proactively engaging the media and establishing strong relationships with key media outlets across the state.

Media relations are vital for reaching not only youth, but also sponsors and interested adults who can assist community youth organizations and leaders. Press coverage of youth activism, program goals and stories about how the organization has made a difference will add legitimacy to No Limits and its mission. In addition, media outlets can also assist with the promotion of upcoming events such as smoke-free park implementations, Kick Butts Day, World No Tobacco Day and Summit youth activism. And post-event coverage will provide further opportunities to build interest, provide information and establish credibility. Youth tend to pay more attention to the opinions of their peers than to messages delivered by an adult. By training youth leaders to engage the media and effectively convey their message, we can draw the attention of youth and get them to listen. Media advocacy training will be offered to members of the Youth Advisory Board during their June board retreat and to community youth leaders at the Activism Summit.

Tactics

The following work plan has been developed to help No Limits reach the objectives detailed in the RFP. Because the movement is a youth-led program, all initiatives are tentative and awaiting input from and approval by the Youth Advisory Board and Tobacco Free Nebraska. Youth input is critical; therefore, many of the proposed events have been taken directly from the current Youth Advisory Board's action plan. Youth trends can change quickly, however, so the work plan must be a work in progress—allowing us to take advantage of unforeseen opportunities, respond to changes in tobacco

industry marketing and incorporate youth-oriented technology and trends. While it is important to provide some direction for No Limits, the details for many activities, especially those later in the contract period, will be determined by the youth themselves.

Planning and Development

Assessment and Evaluation – No Limits staff, in conjunction with Firespring, will work throughout the contract period to assess and evaluate implementation and creative messaging effectiveness to ensure current tactics are meeting the program’s goals and objectives as outlined. In addition, creative messaging and methods of delivery will be continually updated based on what we learn from youth who have participated in various events and activism activities. There is no budget line item for these tasks as they are handled by staff whose budget is accounted for elsewhere.

Tobacco Free Nebraska Conferences – Quarterly, No Limits staff will attend Tobacco Free Nebraska Conferences across the state to represent No Limits and meet with state coalition representatives. Occasionally, No Limits youth will be asked to speak at a Tobacco Free Nebraska conference regarding their activism efforts.

Promotional Materials – Following the June Youth Advisory Board meeting, Firespring will work with the youth to create promotional materials that support their theme and goals for the upcoming year.

Philip Morris USA – In May, our project coordinator and a mix of youth advisory board members and other Nebraska youth will travel to Richmond, Virginia, to attend the Philip Morris USA (Altria) Shareholders Meeting. Some of the youth will use proxies to go inside the meeting and pose a question to the board, while others will stay outside the meeting and hold a rally. This event is a great opportunity to partner with other state’s youth-led tobacco prevention movements, learn new activism tactics and, most importantly, come face-to-face with Big Tobacco. In addition to the meeting and rally, all youth who attend will receive point-of-sale training from Counter Tools, which will allow them to perform assessments of the tobacco retail environment in their communities.

Youth Advisory Board

Board Member Selection – Youth Advisory Board applications will be made available in April of each year. All youth must apply, including current members. Applications are reviewed in May, followed by interviews and notification to the youth. The new board will begin with the June Board Retreat. Also in June, a press release will be distributed in each of the communities represented by a Youth Advisory Board member announcing his or her selection.

Meetings – The Youth Advisory Board will meet in person at three board retreats throughout the year. These will take place in January, June (when the new board is introduced) and September. No Limits staff will work with the co-chairs to establish the meeting agendas. Often, meetings

will focus on planning for upcoming events such as the Activism Summit and Kick Butts Day rally. Topics will likely include reviewing past events, discussing what did and didn't work and gathering ideas for how to improve future events. Activism and recruitment ideas for the remainder of the year will also be discussed.

New Member Training – The June Youth Advisory Board retreat will be held to train new members. During this meeting, current tobacco control issues and trends will be discussed and leadership and media advocacy training will be provided. A review of the program events will also take place at this time as youth leaders and No Limits staff look back at what was accomplished over the past year and what was learned. Goals and areas of focus will be set for the upcoming year.

Conference Calls – Youth Advisory Board conference calls will be held on the second Sunday of each month. Led by the Youth Advisory Board co-chairs, these calls will serve as an opportunity for the youth to stay in contact with one another and for work to continue and decisions to be made when they cannot meet face-to-face. The Board also uses a Facebook group, as well as Google Hangouts and other Google products to share files and approve materials.

Committees – Within the Youth Advisory Board, members have the opportunity to form committees to address specific components of the movement. Past committees have included Activism, Outreach, Technology and Membership. These groups work together by conducting their own conference calls, web chats and meetings.

Recruitment and Outreach

Groups – No Limits has set a recruiting goal of four new active groups from the following targeted areas: Omaha, Lincoln, north central Nebraska (O'Neill, Ewing, Columbus) and the Nebraska panhandle. In addition, the group has set a goal to reactivate five inactive No Limits groups. Firespring will continually look for opportunities to reach out to youth and the organizations they are currently involved in, with particular attention being paid to the targeted areas. The staff continually evaluate involvement in targeted areas and will adjust recruiting goals accordingly on a yearly basis.

Partnerships – Firespring maintains a database of potential organizations with similar missions that could partner with No Limits to reach Nebraska youth. This list is used as a resource during our continual efforts to build solid partnerships and recruit new members.

Coalition Outreach – Along with recruitment events, we will conduct presentations to local coalitions across the state. The goal of these presentations is to educate coalition members about the importance of getting youth involved with policy change and tobacco-related issues, as well as highlight how the youth can support these coalitions. In addition to presentations, No Limits also focuses on building and maintaining relationships with local coalitions. One way we will continue to do this is by partnering with coalitions on events such as Tobacco-Free Parks

Training in Columbus, Tobacco Free Sarpy's Tobacco-Free Day at the Bay, and MOTAC's Good Life in My Moccasins event.

National Anti-Tobacco Partnerships – The No Limits staff is very passionate about growing the program's national presence. To do this, the group will continue to participate in national movements such as the Campaign for Tobacco Free Kids and Truth Initiative. No Limits staff will either nominate Nebraska youth to be fellows or youth advocates or serve as one themselves. As in the past, No Limits staff will also plan and partner with other state's youth-led tobacco prevention movements for events including the Philip Morris USA Shareholders Meeting. In addition, the group will continue to mentor other states, such as Kansas, that are trying to start their own statewide youth-led tobacco prevention movement.

Regional Recruitment Events – Throughout the year, the No Limits staff actively conducts recruitment events with groups across the state. These sessions are small events that provide a platform for supporting local coalitions, developing relationships with youth and communities and spreading the No Limits message. Events typically focus on educating youth about the No Limits program and tobacco issues and empowering them by providing information, tools and hands-on experiences for activism. In the past year, these training sessions have educated youth about policy change and implementation of all-inclusive tobacco-free policies on school campuses as well as promoted Tobacco Free Nebraska's Tobacco Free Schools Toolkit. Because recruitment is vital to the sustainability and growth of the No Limits program, we foresee continuing these types of activities. However, the details of how recruitment events will be implemented in the future may vary depending on the opinions of the Youth Advisory Board during the June Board Retreat.

Recruitment Challenge – To encourage youth to become active in recruiting new No Limits members, we recommend developing a Recruitment Challenge. For every five new members a current member recruits, that youth will receive a premium No Limits gear item. In order to receive the gear item, recruited new members must attend a No Limits event and participate in activism in their community. No Limits gear will also be provided to new members in their new member packet. The challenge will be promoted through the No Limits website and Facebook, Twitter and Instagram pages as well as via promoted posts, email blasts and e-newsletters.

Sponsors – Establishing new youth groups is difficult without sound sponsor support. Therefore, No Limits will be looking for four new sponsors to work with the newly recruited youth groups. No Limits will also work to find sponsors to support those inactive groups that have been identified for reactivation. As the No Limits staff is out in communities talking with people, attending community meetings and working with coalitions, they will identify individuals who are good candidates for group sponsors. In addition, No Limits staff will work to reach out to coordinators of other organizations with similar missions (i.e. 4-H, Boys and Girls Club, FCCLA, etc.) to discuss their sponsor-recruiting methods and possibly find similar sponsors to fulfill the need.

Activism

Youth Updates – There are several effective methods to involve youth in activism opportunities on a regular basis. These include:

Email Alerts – Short email blasts will keep youth up-to-date on the latest in the fight against Big Tobacco, informing them about opportunities that will require their action.

E-Newsletter – Communication with youth members is vital in today's constantly changing environment. We will provide monthly youth-submitted content and current information about tobacco prevention opportunities as well as expose Big Tobacco's latest tricks. A mini online activism toolkit is available with easy-to-execute activities for each day of the week.

World No Tobacco Day – World No Tobacco Day, a world awareness day for tobacco usage, is held in May. This day is a great activism opportunity for the youth to fight against Big Tobacco. If funds remain in the budget toward the end of the fiscal year, the Youth Advisory Board and the No Limits staff will work to arrange activism across the state for World No Tobacco Day.

Firespring and Youth Advisory Board Brainstorming – Knowing we need to be where the youth are and think outside the box to make an impact and break through the clutter, the Firespring Creative Team and newly appointed Youth Advisory Board will conduct annual brainstorming meetings. Once the advisory board has the opportunity to determine its focus and initiative for the year, we can begin to discuss tactics that will reach the youth.

Mini-Grants

Group Opportunity – No Limits mini-grants are available to youth groups on an annual basis to support youth-led activism. Groups work with their sponsors to apply for mini-grant funds throughout the year.

Social Media Status Updates – If we want to be where youth are right now, we need to be involved in social networking sites such as Facebook, Twitter and Instagram. These online communities are a great place to reach out to youth and allow them opportunities to make No Limits a part of their identity. By keeping the No Limits social media pages active with new content, the youth are able to stay connected. In the ever-changing world of social media, we will continue to evaluate which channels are the best fit. A new method that could be evaluated at this time is Snapchat.

Web Updates – The No Limits website serves as a portal of information, which means it must be kept fresh by posting pictures and updated content and promoting events and activities via home page spotlight opportunities.

Community Activism Highlight – No Limits will post a group highlight to reward and celebrate groups that have been awarded mini-grants and have successfully completed an activism activity. The highlight will feature photos as well as a brief description of the group and event. This will help show No Limits’ appreciation for groups using mini-grants to stand up to Big Tobacco. The highlights will be posted on all No Limits social media accounts, as well as published in the quarterly e-newsletter—the No Limits Beat.

Public Relations – Throughout the year, Firespring will assist in promoting youth activism through the writing and distribution of press releases, pitching stories, developing media relations and performing media training with youth.

Social Media Promotion – We recommend encouraging No Limits members and their friends to simultaneously post the same status message to their Facebook accounts. To achieve this, a message will be sent out to all No Limits members asking them to change their status at a specific time to say something such as “No Limits Activist” or “Kicking Big Tobacco’s Butt.” This new status will be displayed in their friends’ news feeds, creating broader awareness of the program and its overall message. This idea also can be used to promote/celebrate Through With Chew Week, Kick Butts Day, World No Tobacco Day, Great American Smokeout and Nebraska’s Smoke-Free Birthday. This year, the youth used Snapchat as a way to spread their activism message. They created several Snapchat filters for youth to use when posting photos to their stories. Because they can track filter usage, the youth and staff were able to see the number of impressions these filters created. Two of the filters, utilized during select times and locations at the summit, were used 166 times and viewed by nearly 8,000 youth.

Policy Change – Youth can spread awareness about policy changes in Nebraska and throughout the nation simply by staying current with actions in the Legislature. However, we also recommend conducting a Legislative Day event (if budget allows) to further boost awareness of policy change and teach youth about the legislative process and how they can have their voice heard. This could be followed up with a session discussing tobacco-related issues.

Smokeless Tobacco Prevention – The Youth Advisory Board wants to actively address the issue of smokeless tobacco prevention. It is also important to the board to actively reach out to the rural youth audience because this demographic is at a higher risk for using smokeless tobacco products. During outreach events, such as the annual Start Smart Retreat, the No Limits staff will tailor the presentations to include smokeless and spitless tobacco products. No Limits staff will also initiate a community activism training, possibly in O’Neill or Burwell, to kick off Through With Chew Week.

Individual Youth Opportunity – There is an increasing number of youth wanting to participate in the No Limits program who are unable to find a sponsor in their community. Because of this, we recommend developing an additional component to the mini-grant funding.

This component will provide these youth with an opportunity to engage in activism within their community when funding is not otherwise available. This group will be provided with a limited number of activism options (possibly beginning with three packages in varying levels of complexity and cost). The youth will apply for the package they want to implement in their community. After reviewing the application, No Limits staff will provide the youth with the supplies to conduct the selected activism. Staff will also serve as a resource, providing ongoing communication during implementation. Following completion of the community activism, the youth will submit similar reporting on overall results as well as share photos and any media placement they may have received.

Event: Kick Butts Day Rally

Description – The Kick Butts Day rally is held in Lincoln in mid-March. The event brings youth groups from around the state together to speak out against Big Tobacco. Due to its popularity, the event has been expanded to a day and a half in recent years. Youth arrive the night before the rally to attend training on the tobacco-related issues and prepare for meeting with State Legislature the next day. The morning of the event youth meet with their representatives to discuss key tobacco issues that affect youth. Activists then participate in a march through downtown Lincoln, concluding the day with a rally on the steps of the Nebraska State Capitol.

Planning and Development – Planning for the event begins at the January Youth Advisory Board meeting. The Youth Advisory Board provides insight into the tobacco-related issues participants are concerned about. Applications to attend the event are available in late January or early February. The Youth Advisory Board meets two days before the rally to finalize details and prepare activism activities.

Promotion – Press releases are written to announce the release of applications, promote the upcoming day of activism and provide a follow-up description of the day's events. Prior to the activity, interviews are set up to further promote the event. The media is invited to attend the rally on the steps of the State Capitol. This year the release of applications was also communicated using two Facebook promoted posts. The "Be A Leader" section of the No Limits recruitment video that Firespring created was edited and used for both promoted posts. The two-day post reached 3,294 people, and the one-day post reached 2,332 people.

Event: Activism Summit

Description – Summit is a time when youth groups from throughout the state gather together for activism training and to learn about the latest tactics of the deadly tobacco industry. Groups work with their sponsors to apply for mini-grant funds. Youth also have the opportunity to get out and spread their message about Big Tobacco through activism activities. Applications are available to allow for transportation and overnight accommodations for the event.

Planning and Development – At the June Youth Advisory Board meeting, the youth and No Limits staff will begin coordinating the Activism Summit, determining the date and possible location. Planning items include logistics, session and script development and recruitment (via outreach to youth organizations, the existing No Limits database, social media and press releases).

Promotion – Recruitment for the Activism Summit is done via outreach to youth organizations, the existing No Limits database, social media and press releases. Public relations is also conducted to promote the community activism event to local media and provide a follow-up description of the event. In addition, Firespring works with the Youth Advisory Board to create theme-based promotional materials and gear for the Activism Summit.

e. Deliverables and Due Dates

Assessment and Evaluation | August 1, 2016 - June 30, 2018

Because of the fluid nature of this program, we will provide assessment and evaluation of our approach, programs and methods throughout the contract period. The assessment tools that we will apply include event evaluations, board meetings and conference calls. We will provide formal assessment on a quarterly basis, with the first assessment summary in October of 2016. We will also conduct ongoing assessment of events and activities throughout the campaign.

Planning | August 1, 2016 - June 30, 2018

Although preliminary planning for the program has already been conducted, we will verify the plan and strategies with Tobacco Free Nebraska, providing a formalized document as the deliverable. It is especially important to include the Youth Advisory Board in finalizing the plan, because it is the youth who will ultimately embrace and execute the initiatives that are outlined. We will begin the planning phase the first day of contract award in collaboration with Tobacco Free Nebraska. Upon receiving input and confirmation, the initial planning phase should be complete within one to two weeks. Ongoing adjustments and planning will be conducted throughout the program.

Creation | August 1, 2016 - June 30, 2018

The creation of gear, materials and messages are an important part of the program. Recruitment materials and messaging will be developed during the first quarter of the program with input from the Youth Advisory Board based on their focus for the upcoming program year. Gear has proved to be a great incentive to the youth, so we will solicit their input on what type of gear to develop. We will create and order gear as needed throughout the campaign. Any additional materials and messages will be developed throughout the program as dictated by events and activities.

Implementation | August 1, 2016 - June 30, 2018

The bulk of the budget is dedicated to the implementation of the program. The No Limits project coordinator and assistant project coordinator salaries, account direction, website management and event and travel expenses are all part of the implementation budget. Public relations to promote events, ongoing media relations, media training and a monthly retainer to assist No Limits with grassroots and public relations awareness and press are included within the implementation budget as well. Implementation activities will begin the first month and will be conducted throughout the contract period.



PAYMENT SCHEDULE

C. PAYMENT SCHEDULE

Firespring will submit an itemized monthly invoice and provide a quarterly report including a narrative description of the project activities that have occurred in the previous quarter. Invoices will be submitted no later than the 20th of the month following the month in which the work is performed and completed. Quarterly reporting will be provided no later than the 30th of the month following the quarter in which the work is performed.



APPENDICES

APPENDICES | 1. Form A Bidder Contact Sheet

Request for Proposal Number 5317 Z1

Form A should be completed and submitted with each response to this Request for Proposal. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

Preparation of Response Contact Information	
Bidder Name:	Firespring
Bidder Address:	1201 Infinity Court Lincoln, NE 68512
Contact Person & Title:	Dave Snitily, President, Creative
Email Address:	dave.snitily@firespring.com
Telephone Number (Office):	402.437.0000
Telephone Number (Cellular):	402.540.7648
Fax Number:	402.437.0101

Each bidder shall also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

Preparation of Response Contact Information	
Bidder Name:	Firespring
Bidder Address:	1201 Infinity Court Lincoln, NE 68512
Contact Person & Title:	Dave Snitily, President, Creative
Email Address:	dave.snitily@firespring.com
Telephone Number (Office):	402.437.0000
Telephone Number (Cellular):	402.540.7648
Fax Number:	402.437.0101

APPENDICES | 4. Terms and Conditions

III. TERMS AND CONDITIONS

By signing the "Request for Proposal for Contractual Services" form, the bidder guarantees compliance with the provisions stated in this Request for Proposal, agrees to the Terms and Conditions unless otherwise agreed to, and certifies bidder maintains a drug free work place environment.

Bidders are expected to closely read the Terms and Conditions and provide a binding signature of intent to comply with the Terms and Conditions; provided, however, a bidder may indicate any exceptions to the Terms and Conditions by (1) clearly identifying the term or condition by subsection, and (2) including an explanation for the bidder's inability to comply with such term or condition which includes a statement recommending terms and conditions the bidder would find acceptable. Rejection in whole or in part of the Terms and Conditions may be cause for rejection of a bidder's proposal. **Bidders must include completed Section III with their proposal response.**

The State of Nebraska is soliciting bids in response to the RFP. The State of Nebraska will not consider proposals that propose the substitution of the bidder's contract, agreements, or terms for those of the State of Nebraska's. Any License, Service Agreement, Customer Agreement, User Agreement, Bidder Terms and Conditions, Document, or Clause purported or offered to be included as a part of this RFP must be submitted as individual clauses, as either a counter-offer or additional language, and each clause must be acknowledged and accepted in writing by the State. If the Bidder's clause is later found to be in conflict with the RFP or resulting contract the Bidder's clause shall be subordinate to the RFP or resulting contract.

A. GENERAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The contract resulting from this Request for Proposal shall incorporate the following documents:

1. Amendment to Contract Award with the most recent dated amendment having the highest priority;
2. Contract Award and any attached Addenda;
3. The Request for Proposal form and the Contractor's Proposal, signed in ink
4. Amendments to RFP and any Questions and Answers; and
5. The original RFP document and any Addenda.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) Amendment to Contract Award with the most recent dated amendment having the highest priority, 2) Contract Award and any attached Addenda, 3) the signed Request for Proposal form and the Contractor's Proposal, 4) Amendments to RFP and any Questions and Answers, 5) the original RFP document and any Addenda.

Any ambiguity in any provision of this contract which shall be discovered after its execution shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

Once proposals are opened they become the property of the State of Nebraska and will not be returned.

B. AWARD

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

All purchases, leases, or contracts which are based on competitive proposals will be awarded according to the provisions in the Request for Proposal. The State reserves the right to reject any or all proposals, in whole or in part, or to award to multiple bidders in whole or in part, and at its discretion, may withdraw or amend the Request for Proposal at any time. The State reserves the right to waive any deviations or errors that are not material, do not invalidate the legitimacy of the proposal, and do not improve the bidder's competitive position. All awards will be made in a manner deemed in the best interest of the State. The Request for Proposal does not commit the State to award a contract. If, in the opinion of the State, revisions or amendments will require substantive changes in proposals, the due date may be extended.

By submitting a proposal in response to this Request for Proposal, the bidder grants to the State the right to contact or arrange a visit in person with any or all of the bidder's clients.

Once intent to award decision has been determined, it will be posted to the Internet at:
<http://das.nebraska.gov/materiel/purchasing.html>

Grievance and protest procedure is available on the Internet at:
http://das.nebraska.gov/materiel/purchase_bureau/docs/vendors/protest/ProtestGrievanceProcedureForVendors.pdf

Any protests must be filed by a vendor within ten (10) business days after the intent to award decision is posted to the Internet.

C. COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor shall comply with all applicable local, state, and federal statutes and regulations regarding civil rights laws and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits Contractors of the State of Nebraska, and their Subcontractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions, compensation, or privileges of employment because of race, color, religion, sex, disability, marital status, or national origin (Neb. Rev. Stat. §§ 48-1101 to 48-1125). The Contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The Contractor shall insert a similar provision in all Subcontracts for services to be covered by any contract resulting from this Request for Proposal.

D. PERMITS, REGULATIONS, LAWS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor shall procure and pay for all permits, licenses, and approvals necessary for the execution of the contract. The Contractor shall comply with all applicable local, state, and federal laws, ordinances, rules, orders, and regulations.

E. OWNERSHIP OF INFORMATION AND DATA

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State of Nebraska shall have the unlimited right to publish, duplicate, use, and disclose all information and data developed or derived by the Contractor pursuant to this contract.

The Contractor must guarantee that it has the full legal right to the materials, supplies, equipment, and other rights or titles (e.g. rights to licenses transfer or assign deliverables) necessary to execute this contract. The contract price shall, without exception, include compensation for all royalties and costs arising from patents, trademarks, and copyrights that are in any way involved in the contract. It shall be the responsibility of the Contractor to pay for all royalties and costs, and the State must be held harmless from any such claims.

F. INSURANCE REQUIREMENTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor shall not commence work under this contract until all the insurance required hereunder has been obtained and such insurance has been approved by the State. The Contractor shall maintain all required insurance for the life of this contract and shall ensure that the State Purchasing Bureau has the most current certificate of insurance throughout the life of this contract. If Contractor will be utilizing any Subcontractors, the Contractor is responsible for obtaining the certificate(s) of insurance required herein under from any and all Subcontractor(s). The Contractor is also responsible for ensuring Subcontractor(s) maintain the insurance required until completion of the contract requirements. The Contractor shall not allow any Subcontractor to commence work on any Subcontract until all similar insurance required of the Subcontractor has been obtained and approved by the Contractor. Approval of the insurance by the State shall not limit, relieve, or decrease the liability of the Contractor hereunder.

If by the terms of any insurance a mandatory deductible is required, or if the Contractor elects to increase the mandatory deductible amount, the Contractor shall be responsible for payment of the amount of the deductible in the event of a paid claim.

Insurance coverages shall function independent of all other clauses in the contract, and in no instance shall the limits of recovery from the insurance be reduced below the limits required by this section.

1. WORKERS' COMPENSATION INSURANCE

The Contractor shall take out and maintain during the life of this contract the statutory Workers' Compensation and Employer's Liability Insurance for all of the contractors' employees to be engaged in work on the project under this contract and, in case any such work is sublet, the Contractor shall require the Subcontractor similarly to provide Worker's Compensation and Employer's Liability Insurance for all of the Subcontractor's employees to be engaged in such work. This policy shall be written to meet the statutory requirements for the state in which the work is to be performed, including Occupational Disease. This policy shall include a waiver of subrogation in favor of the State. The amounts of such insurance shall not be less than the limits stated hereinafter.

2. COMMERCIAL GENERAL LIABILITY INSURANCE AND COMMERCIAL AUTOMOBILE LIABILITY INSURANCE

The Contractor shall take out and maintain during the life of this contract such Commercial General Liability Insurance and Commercial Automobile Liability Insurance as shall protect Contractor and any Subcontractor performing work covered by this contract from claims for damages for bodily injury, including death, as well as from claims for property damage, which may arise from operations under this contract, whether such operation be by the Contractor or by any Subcontractor or by anyone directly or indirectly employed by either of them, and the amounts of such insurance shall not be less than limits stated hereinafter.

The Commercial General Liability Insurance shall be written on an occurrence basis, and provide Premises/Operations, Products/Completed Operations, Independent Contractors, Personal Injury, and Contractual Liability coverage. The policy shall include the State, and others as required by the contract documents, as Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered excess and non-contributory. The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles.

3. INSURANCE COVERAGE AMOUNTS REQUIRED

COMMERCIAL GENERAL LIABILITY	
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000
Personal/Advertising Injury	\$1,000,000 per occurrence
Bodily Injury/Property Damage	\$1,000,000 per occurrence
Medical Payments	\$10,000 any one person
Damage to Rented Premises	\$50,000 each occurrence
Abuse & Molestation	Included
WORKER'S COMPENSATION	
Employers Liability Limits	\$500K/\$500K/\$500K
Statutory Limits- All States	Statutory - State of Nebraska
USL&H Endorsement	Statutory
Voluntary Compensation	Statutory
COMMERCIAL AUTOMOBILE LIABILITY	
Bodily Injury/Property Damage	\$1,000,000 combined single limit
Include All Owned, Hired & Non-Owned Automobile liability	Included
Motor Carrier Act Endorsement	Where Applicable
UMBRELLA/EXCESS LIABILITY	
Over Primary Insurance	\$1,000,000
SUBROGATION WAIVER	
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."	
LIABILITY WAIVER	
"Commercial General Liability & Commercial Automobile Liability policies shall be primary and any insurance or self-insurance carried by the State shall be considered excess and non-contributory."	

4. EVIDENCE OF COVERAGE

The Contractor should furnish the State, with their proposal response, a certificate of insurance coverage complying with the above requirements to the attention of the Buyer at 402-471-2089 (fax)

Administrative Services
 State Purchasing Bureau
 1526 K Street, Suite 130
 Lincoln, NE 68508

These certificates or the cover sheet shall reference the RFP number, and the certificates shall include the name of the company, policy numbers, effective dates, dates of expiration, and amounts and types of coverage afforded. If the State is damaged by the failure of the Contractor to maintain such insurance, then the Contractor shall be responsible for all reasonable costs properly attributable thereto.

Notice of cancellation of any required insurance policy must be submitted to Administrative Services State Purchasing Bureau when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

G. COOPERATION WITH OTHER CONTRACTORS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State may already have in place or choose to award supplemental contracts for work related to this Request for Proposal, or any portion thereof.

1. The State reserves the right to award the contract jointly between two or more potential Contractors, if such an arrangement is in the best interest of the State.
2. The Contractor shall agree to cooperate with such other Contractors, and shall not commit or permit any act which may interfere with the performance of work by any other Contractor.

H. INDEPENDENT CONTRACTOR

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

It is agreed that nothing contained herein is intended or should be construed in any manner as creating or establishing the relationship of partners between the parties hereto. The Contractor represents that it has, or will secure at its own expense, all personnel required to perform the services under the contract. The Contractor's employees and other persons engaged in work or services required by the contractor under the contract shall have no contractual relationship with the State; they shall not be considered employees of the State.

All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination against the Contractor, its officers, or its agents) shall in no way be the responsibility of the State. The Contractor will hold the State harmless from any and all such claims. Such personnel or other persons shall not require nor be entitled to any compensation, rights, or benefits from the State including without limit, tenure rights, medical and hospital care, sick and vacation leave, severance pay, or retirement benefits.

I. CONTRACTOR RESPONSIBILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor is solely responsible for fulfilling the contract, with responsibility for all services offered and products to be delivered as stated in the Request for Proposal, the Contractor's proposal, and the resulting contract. The Contractor shall be the sole point of contact regarding all contractual matters.

If the Contractor intends to utilize any Subcontractor's services, the Subcontractor's level of effort, tasks, and time allocation must be clearly defined in the Contractor's proposal. The Contractor shall agree that it will not utilize any Subcontractors not specifically included in its proposal in the performance of the contract without the prior written authorization of the State. Following execution of the contract, the Contractor shall proceed diligently with all services and shall perform such services with qualified personnel in accordance with the contract.

J. CONTRACTOR PERSONNEL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor warrants that all persons assigned to the project shall be employees of the Contractor or specified Subcontractors, and shall be fully qualified to perform the work required herein. Personnel employed by the Contractor to fulfill the terms of the contract shall remain under the sole direction and control of the Contractor. The Contractor shall include a similar provision in any contract with any Subcontractor selected to perform work on the project.

Personnel commitments made in the Contractor's proposal shall not be changed without the prior written approval of the State. Replacement of key personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

The State reserves the right to require the Contractor to reassign or remove from the project any Contractor or Subcontractor employee.

In respect to its employees, the Contractor agrees to be responsible for the following:

1. any and all employment taxes and/or other payroll withholding;
2. any and all vehicles used by the Contractor's employees, including all insurance required by state law;
3. damages incurred by Contractor's employees within the scope of their duties under the contract;
4. maintaining workers' compensation and health insurance and submitting any reports on such insurance to the extent required by governing State law; and
5. determining the hours to be worked and the duties to be performed by the Contractor's employees.

K. CONTRACT CONFLICTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Contractor shall insure that contracts or agreements with sub-contractors and agents, and the performance of services in relation to this contract by sub-contractors and agents, does not conflict with this contract.

L. STATE OF NEBRASKA PERSONNEL RECRUITMENT PROHIBITION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor shall not, at any time, recruit or employ any State employee or agent who has worked on the Request for Proposal or project, or who had any influence on decisions affecting the Request for Proposal or project.

M. CONFLICT OF INTEREST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

By submitting a proposal, bidder certifies that there does not now exist any relationship between the bidder and any person or entity which is or gives the appearance of a conflict of interest related to this Request for Proposal or project.

The bidder certifies that it shall not take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its services hereunder or which creates an actual or appearance of conflict of interest.

The bidder certifies that it will not employ any individual known by bidder to have a conflict of interest.

N. PROPOSAL PREPARATION COSTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State shall not incur any liability for any costs incurred by bidders in replying to this Request for Proposal, in the demonstrations and/or oral presentations, or in any other activity related to bidding on this Request for Proposal.

O. ERRORS AND OMISSIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The bidder shall not take advantage of any errors and/or omissions in this Request for Proposal or resulting contract. The bidder must promptly notify the State of any errors and/or omissions that are discovered.

P. BEGINNING OF WORK

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the successful Contractor. The Contractor will be notified in writing when work may begin.

Q. ASSIGNMENT BY THE STATE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State shall have the right to assign or transfer the contract or any of its interests herein to any agency, board, commission, or political subdivision of the State of Nebraska. There shall be no charge to the State for any assignment hereunder.

R. ASSIGNMENT BY THE CONTRACTOR

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor may not assign, voluntarily or involuntarily, the contract or any of its rights or obligations hereunder (including without limitation rights and duties of performance) to any third party, without the prior written consent of the State, which will not be unreasonably withheld.

S. DEVIATIONS FROM THE REQUEST FOR PROPOSAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The requirements contained in the Request for Proposal become a part of the terms and conditions of the contract resulting from this Request for Proposal. Any deviations from the Request for Proposal must be clearly defined by the bidder in its proposal and, if accepted by the State, will become part of the contract. Any specifically defined deviations must not be in conflict with the basic nature of the Request for Proposal, mandatory requirements, or applicable state or federal laws or statutes. "Deviation", for the purposes of this RFP, means any proposed changes or alterations to either the contractual language or deliverables within the scope of this RFP. The State discourages deviations and reserves the right to reject proposed deviations.

T. GOVERNING LAW

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The contract shall be governed in all respects by the laws and statutes of the State of Nebraska. Any legal proceedings against the State of Nebraska regarding this Request for Proposal or any resultant contract shall be brought in the State of Nebraska administrative or judicial forums as defined by State law. The Contractor must be in compliance with all Nebraska statutory and regulatory law.

U. ATTORNEY'S FEES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

In the event of any litigation, appeal, or other legal action to enforce any provision of the contract, the Contractor agrees to pay all expenses of such action, as permitted by law, including attorney's fees and costs, if the State is the prevailing party.

V. ADVERTISING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor agrees not to refer to the contract award in advertising in such a manner as to state or imply that the company or its services are endorsed or preferred by the State. News releases pertaining to the project shall not be issued without prior written approval from the State.

W. STATE PROPERTY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor shall be responsible for the proper care and custody of any State-owned property which is furnished for the Contractor's use during the performance of the contract. The Contractor shall reimburse the State for any loss or damage of such property; normal wear and tear is expected.

X. SITE RULES AND REGULATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor shall use its best efforts to ensure that its employees, agents, and Subcontractors comply with site rules and regulations while on State premises. If the Contractor must perform on-site work outside of the daily operational hours set forth by the State, it must make arrangements with the State to ensure access to the facility and the equipment has been arranged. No additional payment will be made by the State on the basis of lack of access, unless the State fails to provide access as agreed to between the State and the Contractor.

Y. NOTIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

During the bid process, all communication between the State and a bidder shall be between the bidder's representative clearly noted in its proposal and the buyer noted in Section II. A. Procuring Office and Contact Person, of this RFP. After the award of the contract, all notices under the contract shall be deemed duly given upon delivery to the staff designated as the point of contact for this Request for Proposal, in person, or upon delivery by U.S. Mail, facsimile, or e-mail. Each bidder should provide in its proposal the name, title, and complete address of its designee to receive notices.

1. Except as otherwise expressly specified herein, all notices, requests, or other communications shall be in writing and shall be deemed to have been given if delivered personally or mailed, by U.S. Mail, postage prepaid, return receipt requested, to the parties at their respective addresses set forth above, or at such other addresses as may be specified in writing by either of the parties. All notices, requests, or communications shall be deemed effective upon personal delivery or three (3) calendar days following deposit in the mail.
2. Whenever the Contractor encounters any difficulty which is delaying or threatens to delay its timely performance under the contract, the Contractor shall immediately give notice thereof in writing to the State reciting all relevant information with respect thereto. Such notice shall not in any way constitute a basis for an extension of the delivery schedule or be construed as a waiver by the State of any of its rights or remedies to which it is entitled by law or equity or pursuant to the provisions of the contract. Failure to give such notice, however, may be grounds for denial of any request for an extension of the delivery schedule because of such delay.

SPB RFP Revised: 01/29/2016

Either party may change its address for notification purposes by giving notice of the change, and setting forth the new address and an effective date.

For the duration of the contract, all communication between Contractor and the State regarding the contract shall take place between the Contractor and individuals specified by the State in writing. Communication about the contract between Contractor and individuals not designated as points of contact by the State is strictly forbidden.

Z. EARLY TERMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The contract may be terminated as follows:

1. The State and the Contractor, by mutual written agreement, may terminate the contract at any time.
2. The State, in its sole discretion, may terminate the contract for any reason upon thirty (30) calendar day's written notice to the Contractor. Such termination shall not relieve the Contractor of warranty or other service obligations incurred under the terms of the contract. In the event of termination the Contractor shall be entitled to payment, determined on a pro rata basis, for products or services satisfactorily performed or provided.
3. The State may terminate the contract immediately for the following reasons:
 - a. if directed to do so by statute;
 - b. Contractor has made an assignment for the benefit of creditors, has admitted in writing its inability to pay debts as they mature, or has ceased operating in the normal course of business;
 - c. a trustee or receiver of the Contractor or of any substantial part of the Contractor's assets has been appointed by a court;
 - d. fraud, misappropriation, embezzlement, malfeasance, misfeasance, or illegal conduct pertaining to performance under the contract by its Contractor, its employees, officers, directors, or shareholders;
 - e. an involuntary proceeding has been commenced by any party against the Contractor under any one of the chapters of Title 11 of the United States Code and (i) the proceeding has been pending for at least sixty (60) calendar days; or (ii) the Contractor has consented, either expressly or by operation of law, to the entry of an order for relief; or (iii) the Contractor has been decreed or adjudged a debtor;
 - f. a voluntary petition has been filed by the Contractor under any of the chapters of Title 11 of the United States Code;
 - g. Contractor intentionally discloses confidential information;
 - h. Contractor has or announces it will discontinue support of the deliverable;
 - i. second or subsequent documented "vendor performance report" form deemed acceptable by the State Purchasing Bureau; or
 - j. Contractor engaged in collusion or actions which could have provided Contractor an unfair advantage in obtaining this contract.

AA. FUNDING OUT CLAUSE OR LOSS OF APPROPRIATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State may terminate the contract, in whole or in part, in the event funding is no longer available. The State's obligation to pay amounts due for fiscal years following the current fiscal year is contingent upon legislative

SPB RFP Revised: 01/29/2016

appropriation of funds for the contract. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal years for which such funds are not appropriated. The State will give the Contractor written notice thirty (30) calendar days prior to the effective date of any termination, and advise the Contractor of the location (address and room number) of any related equipment. All obligations of the State to make payments after the termination date will cease and all interest of the State in any related equipment will terminate. The Contractor shall be entitled to receive just and equitable compensation for any authorized work which has been satisfactorily completed as of the termination date. In no event shall the Contractor be paid for a loss of anticipated profit.

BB. BREACH BY CONTRACTOR

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State may terminate the contract, in whole or in part, if the Contractor fails to perform its obligations under the contract in a timely and proper manner. The State may, by providing a written notice of default to the Contractor, allow the Contractor to cure a failure or breach of contract within a period of thirty (30) calendar days (or longer at State's discretion considering the gravity and nature of the default). Said notice shall be delivered by Certified Mail, Return Receipt Requested, or in person with proof of delivery. Allowing the Contractor time to cure a failure or breach of contract does not waive the State's right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the Contractor, the State may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby.

CC. ASSURANCES BEFORE BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

If any document or deliverable required pursuant to the contract does not fulfill the requirements of the Request for Proposal/resulting contract, upon written notice from the State, the Contractor shall deliver assurances in the form of additional Contractor resources at no additional cost to the project in order to complete the deliverable, and to ensure that other project schedules will not be adversely affected.

DD. ADMINISTRATION – CONTRACT TERMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

1. Contractor must provide confirmation that upon contract termination all deliverables prepared in accordance with this agreement shall become the property of the State of Nebraska; subject to the ownership provision (section E) contained herein, and is provided to the State of Nebraska at no additional cost to the State.
2. Contractor must provide confirmation that in the event of contract termination, all records that are the property of the State will be returned to the State within thirty (30) calendar days. Notwithstanding the above, Contractor may retain one copy of any information as required to comply with applicable work

SPB RFP Revised: 01/29/2016

product documentation standards or as are automatically retained in the course of Contractor's routine back up procedures.

EE. PENALTY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

In the event that the Contractor fails to perform any substantial obligation under the contract, the State may withhold all monies due and payable to the Contractor, without penalty, until such failure is cured or otherwise adjudicated.

FF. RETAINAGE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State may withhold five percent (5%) of each payment due as retainage. The entire retainage amount will be payable upon successful completion of the project. Upon completion of the project, the Contractor will invoice the State for any outstanding work and for the retainage. The State may reject the final invoice by identifying the specific reasons for such rejection in writing to the Contractor within forty-five (45) calendar days of receipt of the final invoice. Otherwise, the project will be deemed accepted and the State will release the final payment and retainage in accordance with the contract payment terms.

GG. FORCE MAJEURE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Neither party shall be liable for any costs or damages resulting from its inability to perform any of its obligations under the contract due to a natural disaster, or other similar event outside the control and not the fault of the affected party ("Force Majeure Event"). A Force Majeure Event shall not constitute a breach of the contract. The party so affected shall immediately give notice to the other party of the Force Majeure Event. The State may grant relief from performance of the contract if the Contractor is prevented from performance by a Force Majeure Event. The burden of proof for the need for such relief shall rest upon the Contractor. To obtain release based on a Force Majeure Event, the Contractor shall file a written request for such relief with the State Purchasing Bureau. Labor disputes with the impacted party's own employees will not be considered a Force Majeure Event and will not suspend performance requirements under the contract.

HH. PROHIBITION AGAINST ADVANCE PAYMENT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Payments shall not be made until contractual deliverable(s) are received and accepted by the State.

II. PAYMENT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

State will render payment to Contractor when the terms and conditions of the contract and specifications have been satisfactorily completed on the part of the Contractor as solely determined by the State. Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §§ 81-2401 through 81-2408). The State may require the Contractor to accept payment by electronic means such as ACH deposit. In no event shall the State be responsible or liable to pay for any services provided by the Contractor prior to the Effective Date, and the Contractor hereby waives any claim or cause of action for any such services.

JJ. INVOICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Contractor will be required to submit an itemized monthly invoice and a quarterly report to include a narrative description of the project activities that have occurred in the previous quarter.

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment. Invoices and reports are to be submitted to TFN no later than 30 days after the end of each month in which the work is performed and completed. No invoice will be approved unless the associated deliverables have been approved.

Invoices and reports are to be sent to: Tobacco Free Nebraska, Attn: Program Manager, PO Box 95026, Lincoln, NE 68509. Upon agreement between the State and the Contractor, invoices may be emailed. The terms and conditions included in the Contractor's invoice shall be deemed to be solely for the convenience of the parties. No terms or conditions of any such invoice shall be binding upon the State, and no action by the State, including without limitation the payment of any such invoice in whole or in part, shall be construed as binding or estopping the State with respect to any such term or condition, unless the invoice term or condition has been previously agreed to by the State as an amendment to the contract.

KK. RIGHT TO AUDIT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Contractor shall establish and maintain a reasonable accounting system that enables the State to readily audit contract. The State and its authorized representatives shall have the right to audit, to examine, and to make copies of or extracts from all financial and related records (in whatever form they may be kept, whether written, electronic, or other) relating to or pertaining to this contract kept by or under the control of the Contractor, including, but not limited to those kept by the Contractor, its employees, agents, assigns, successors, and Subcontractors. Such records shall include, but not be limited to, accounting records, written policies and procedures; all paid vouchers including those for out-of-pocket expenses; other reimbursement supported by invoices; ledgers; cancelled checks; deposit slips; bank statements; journals; original estimates; estimating work sheets; contract amendments and change order files; back charge logs and supporting documentation; insurance documents; payroll documents; timesheets; memoranda; and correspondence.

Contractor shall, at all times during the term of this contract and for a period of five (5) years after the completion of this contract, maintain such records, together with such supporting or underlying documents and materials. The Contractor shall at any time requested by the State, whether during or after completion of this contract and at Contractor's own expense make such records available for inspection and audit (including copies and extracts of records as required) by the State. Such records shall be made available to the State during normal business hours at the Contractor's office or place of business. In the event that no such location is available, then the financial records, together with the supporting or underlying documents and records, shall be made available for audit at a time and location that is convenient for the State. Contractor shall ensure the State has these rights with Contractor's assigns, successors, and Subcontractors, and the obligations of these rights shall be explicitly included in any subcontracts or agreements formed between the Contractor and any Subcontractors to the extent that those Subcontracts or agreements relate to fulfillment of the Contractor's obligations to the State.

Costs of any audits conducted under the authority of this right to audit and not addressed elsewhere will be borne by the State unless certain exemption criteria are met. If the audit identifies overpricing or overcharges (of any nature) by the Contractor to the State in excess of one-half of one percent (.5%) of the total contract billings, the Contractor shall reimburse the State for the total costs of the audit. If the audit discovers substantive findings related to fraud, misrepresentation, or non-performance, the Contractor shall reimburse the State for total costs of audit. Any adjustments and/or payments that must be made as a result of any such audit or inspection of the Contractor's invoices and/or records shall be made within a reasonable amount of time (not to exceed 90 days) from presentation of the State's findings to Contractor.

LL. TAXES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State is not required to pay taxes of any kind and assumes no such liability as a result of this solicitation. Any property tax payable on the Contractor's equipment which may be installed in a state-owned facility is the responsibility of the Contractor.

MM. INSPECTION AND APPROVAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Final inspection and approval of all work required under the contract shall be performed by the designated State officials. The State and/or its authorized representatives shall have the right to enter any premises where the Contractor or Subcontractor duties under the contract are being performed, and to inspect, monitor or otherwise evaluate the work being performed. All inspections and evaluations shall be at reasonable times and in a manner that will not unreasonably delay work.

NN. CHANGES IN SCOPE/CHANGE ORDERS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State may, upon the written agreement of Contractor, make changes to the contract within the general scope of the RFP. The State may, at any time work is in progress, by written agreement, make alterations in the terms of work as shown in the specifications, require the Contractor to make corrections, decrease the quantity of work, or make such other changes as the State may find necessary or desirable. The Contractor shall not claim forfeiture of contract by reasons of such changes by the State. Changes in work and the amount of compensation to be paid to the Contractor shall be determined in accordance with applicable unit prices if any, or a pro-rated value.

Corrections of any deliverable, service or performance of work required pursuant to the contract shall not be deemed a modification. Changes or additions to the contract beyond the scope of the RFP are not permitted.

OO. SEVERABILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

If any term or condition of the contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and conditions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the particular provision held to be invalid.

PP. CONFIDENTIALITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

All materials and information provided by the State or acquired by the Contractor on behalf of the State shall be regarded as confidential information. All materials and information provided by the State or acquired by the Contractor on behalf of the State shall be handled in accordance with federal and state law, and ethical standards. The Contractor must ensure the confidentiality of such materials or information. Should said confidentiality be breached by a Contractor, Contractor shall notify the State immediately of said breach and take immediate corrective action.

It is incumbent upon the Contractor to inform its officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1), which is made applicable to Contractors by 5 U.S.C. 552a (m)(1), provides that any officer or employee of a Contractor, who by virtue of his/her employment or official position has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established thereunder, and who knowing that disclosure of the specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$5,000.

QQ. PROPRIETARY INFORMATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Data contained in the proposal and all documentation provided therein, become the property of the State of Nebraska and the data becomes public information upon opening the proposal. If the bidder wishes to have any information withheld from the public, such information must fall within the definition of proprietary information contained within Nebraska's public record statutes. **All proprietary information the bidder wishes the State to withhold must be submitted in a sealed package, which is separate from the remainder of the proposal, and provide supporting documents showing why such documents should be marked proprietary.** The separate package must be clearly marked PROPRIETARY on the outside of the package. **Bidders may not mark their entire Request for Proposal as proprietary.** Bidder's cost proposals may not be marked as proprietary information. Failure of the bidder to follow the instructions for submitting proprietary and copyrighted information may result in the information being viewed by other bidders and the public. Proprietary information is defined as trade secrets, academic and scientific research work which is in progress and unpublished, and other information which if released would give advantage to business competitors and serve no public purpose (see Neb. Rev. Stat. § 84-712.05(3)). In accordance with Attorney General Opinions 92068 and 97033, bidders submitting information as proprietary may be required to prove specific, named competitor(s) who would be advantaged by release of the information and the specific advantage the competitor(s) would receive. Although every effort will be made to withhold information that is properly submitted as proprietary and meets the State's definition of proprietary information, the State is under no obligation to maintain the confidentiality of proprietary information and accepts no liability for the release of such information.

RR. CERTIFICATION OF INDEPENDENT PRICE DETERMINATION/COLLUSIVE BIDDING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

By submission of this proposal, the bidder certifies that it is the party making the foregoing proposal and that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the bidder has not directly or indirectly induced or solicited any other bidder to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any bidder or anyone else to put in a sham proposal, or that anyone shall refrain from bidding; that the bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the proposal are true; and further that the bidder has not, directly or indirectly, submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, proposal depository, or to any member or agent thereof to effectuate a collusive or sham proposal.

SS. STATEMENT OF NON-COLLUSION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The proposal shall be arrived at by the bidder independently and be submitted without collusion with, and without any direct or indirect agreement, understanding or planned common course of action with, any person; firm; corporation; bidder; Contractor of materials, supplies, equipment or services described in this RFP. Bidder shall not collude with, or attempt to collude with, any state officials, employees or agents; or evaluators or any person involved in this RFP. The bidder shall not take any action in the restraint of free competition or designed to limit independent bidding or to create an unfair advantage.

Should it be determined that collusion occurred, the State reserves the right to reject a bid or terminate the contract and impose further administrative sanctions.

TT. PRICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

All prices, costs, and terms and conditions outlined in the proposal shall remain fixed and valid commencing on the opening date of the proposal until an award is made or the Request for Proposal is cancelled.

Prices quoted on the Cost Proposal form shall remain fixed from the date of award through June 30, 2018. Any request for a price increase subsequent to the first year shall not exceed five percent (5%) of the previous Contract period and must be submitted in writing to the State Purchasing Bureau a minimum of 120 days prior to the end of the current contract period, and be accompanied by documentation justifying the price increase. Further documentation may be required by the State to justify the increase. The State reserves the right to deny any

SPB RFP Revised: 01/29/2016

requested price increase. No price increases are to be billed to any State Agencies prior to written amendment of the contract by the parties.

The State will be given full proportionate benefit of any price decrease during the term of the contract. Contractor represents and warrants that all prices for services, now or subsequently specified, are as low as and no higher than prices which the Contractor has charged or intends to charge customers other than the State for the same or similar products and services of the same or equivalent quantity and quality for delivery or performance during the same periods of time. If, during the term of the contract, the Contractor shall reduce any and/or all prices charged to any customers other than the State for the same or similar products or services specified herein, the Contractor shall make an equal or equivalent reduction in corresponding prices for said specified products or services.

Contractor also represents and warrants that all prices set forth in the contract and all prices in addition, which the Contractor may charge under the terms of the contract, do not and will not violate any existing federal, state, or municipal law or regulations concerning price discrimination and/or price fixing. Contractor agrees to hold the State harmless from any such violation. Prices quoted shall not be subject to increase throughout the contract period unless specifically allowed by these specifications.

UU. BEST AND FINAL OFFER

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The State will compile the final scores for all parts of each proposal. The award may be granted to the highest scoring responsive and responsible bidder. Alternatively, the highest scoring bidder or bidders may be requested to submit best and final offers. If best and final offers are requested by the State and submitted by the bidder, they will be evaluated (using the stated criteria), scored, and ranked by the Evaluation Committee. The award will then be granted to the highest scoring bidder. However, a bidder should provide its best offer in its original proposal. Bidders should not expect that the State will request a best and final offer.

VV. ETHICS IN PUBLIC CONTRACTING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

No bidder shall pay or offer to pay, either directly or indirectly, any fee, commission compensation, gift, gratuity, or anything of value to any State officer, legislator, employee or evaluator based on the understanding that the receiving person's vote, actions, or judgment will be influenced thereby. No bidder shall give any item of value to any employee of the State Purchasing Bureau or any evaluator.

Bidders shall be prohibited from utilizing the services of lobbyists, attorneys, political activists, or consultants to secure the contract. It is the intent of this provision to assure that the prohibition of state contact during the procurement process is not subverted through the use of lobbyists, attorneys, political activists, or consultants. It is the intent of the State that the process of evaluation of proposals and award of the contract be completed without external influence. It is not the intent of this section to prohibit bidders from seeking professional advice, for example consulting legal counsel, regarding terms and conditions of this Request for Proposal or the format or content of their proposal.

If the bidder is found to be in non-compliance with this section of the Request for Proposal, they may forfeit the contract if awarded to them or be disqualified from the selection process.

WW. INDEMNIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

1. GENERAL

The Contractor agrees to defend, indemnify, hold, and save harmless the State and its employees, volunteers, agents, and its elected and appointed officials (“the indemnified parties”) from and against any and all claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses (“the claims”), sustained or asserted against the State, arising out of, resulting from, or attributable to the willful misconduct, negligence, error, or omission of the Contractor, its employees, Subcontractors, consultants, representatives, and agents, except to the extent such Contractor liability is attenuated by any action of the State which directly and proximately contributed to the claims.

2. INTELLECTUAL PROPERTY

The Contractor agrees it will, at its sole cost and expense, defend, indemnify, and hold harmless the indemnified parties from and against any and all claims, to the extent such claims arise out of, result from, or are attributable to, the actual or alleged infringement or misappropriation of any patent, copyright, trade secret, trademark, or confidential information of any third party by the Contractor or its employees, Subcontractors, consultants, representatives, and agents; provided, however, the State gives the Contractor prompt notice in writing of the claim. The Contractor may not settle any infringement claim that will affect the State’s use of the Licensed Software without the State’s prior written consent, which consent may be withheld for any reason.

If a judgment or settlement is obtained or reasonably anticipated against the State’s use of any intellectual property for which the Contractor has indemnified the State, the Contractor shall, at the Contractor’s sole cost and expense, promptly modify the item or items which were determined to be infringing, acquire a license or licenses on the State’s behalf to provide the necessary rights to the State to eliminate the infringement, or provide the State with a non-infringing substitute that provides the State the same functionality. At the State’s election, the actual or anticipated judgment may be treated as a breach of warranty by the Contractor, and the State may receive the remedies provided under this RFP.

3. PERSONNEL

The Contractor shall, at its expense, indemnify and hold harmless the indemnified parties from and against any claim with respect to withholding taxes, worker’s compensation, employee benefits, or any other claim, demand, liability, damage, or loss of any nature relating to any of the personnel provided by the Contractor.

4. SELF-INSURANCE

The State of Nebraska is self-insured for any loss and purchases excess insurance coverage pursuant to Neb. Rev. Stat. § 81-8,239.01 (Reissue 2008). If there is a presumed loss under the provisions of this agreement, Contractor may file a claim with the Office of Risk Management pursuant to Neb. Rev. Stat. §§ 81-8,829 – 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (Section 81-8,294), Tort (Section 81-8,209), and Contract Claim Acts (Section 81-8,302), as outlined in Neb. Rev. Stat. § 81-8,209 *et seq.* and under any other provisions of law and accepts liability under this agreement to the extent provided by law.

XX. NEBRASKA TECHNOLOGY ACCESS STANDARDS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Contractor shall review the Nebraska Technology Access Standards, found at <http://nitc.nebraska.gov/standards/2-201.html> and ensure that products and/or services provided under the contract are in compliance or will comply with the applicable standards to the greatest degree possible. In the event such standards change during the Contractor's performance, the State may create an amendment to the contract to request the contract comply with the changed standard at a cost mutually acceptable to the parties.

YY. ANTITRUST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor hereby assigns to the State any and all claims for overcharges as to goods and/or services provided in connection with this contract resulting from antitrust violations which arise under antitrust laws of the United States and the antitrust laws of the State.

ZZ. DISASTER RECOVERY/BACK UP PLAN

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor shall have a disaster recovery and back-up plan, of which a copy should be provided to the State, which includes, but is not limited to equipment, personnel, facilities, and transportation, in order to continue services as specified under the specifications in the contract in the event of a disaster.

AAA. TIME IS OF THE ESSENCE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Time is of the essence in this contract. The acceptance of late performance with or without objection or reservation by the State shall not waive any rights of the State nor constitute a waiver of the requirement of timely performance of any obligations on the part of the Contractor remaining to be performed.

BBB. RECYCLING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Preference will be given to items which are manufactured or produced from recycled material or which can be readily reused or recycled after their normal use as per Neb. Rev. Stat. § 81-15,159.

CCC. DRUG POLICY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Contractor certifies it maintains a drug free work place environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the State.

DDD. EMPLOYEE WORK ELIGIBILITY STATUS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of an employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at <http://das.nebraska.gov/materiel/purchasing.html>
The completed United States Attestation Form should be submitted with the Request for Proposal response.
2. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.
3. The Contractor understands and agrees that lawful presence in the United States is required and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. § 4-108.

EEE. CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND INELIGIBILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor, by signature to this RFP, certifies that the Contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any federal department or agency from participating in transactions (debarred). The Contractor also agrees to include the above requirements in any and all Subcontracts into which it enters. The Contractor shall immediately notify the Department if, during the term of this contract, Contractor becomes debarred. The Department may immediately terminate this contract by providing Contractor written notice if Contractor becomes debarred during the term of this contract.

Contractor, by signature to this RFP, certifies that Contractor has not had a contract with the State of Nebraska terminated early by the State of Nebraska. If Contractor has had a contract terminated early by the State of Nebraska, Contractor must provide the contract number, along with an explanation of why the contract was terminated early. Prior early termination may be cause for rejecting the proposal.

FFF. POLITICAL SUB-DIVISIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

The Contractor may extend the contract to political sub-divisions conditioned upon the honoring of the prices charged to the State. Terms and conditions of the Contract must be met by political sub-divisions. Under no circumstances shall the State be contractually obligated or liable for any purchases by political sub-divisions or other public entities not authorized by Neb. Rev. Stat. § 81-145, listed as "all officers of the state, departments, bureaus, boards, commissions, councils, and institutions receiving legislative appropriations." A listing of Nebraska political subdivisions may be found at the website of the Nebraska Auditor of Public Accounts.

GGG. OFFICE OF PUBLIC COUNSEL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

If it provides, under the terms of this contract and on behalf of the State of Nebraska, health and human services to individuals; service delivery; service coordination; or case management, Contractor shall submit to the jurisdiction of the Office of Public Counsel, pursuant to Neb. Rev. Stat. §§ 81-8,240 et seq. This section shall survive the termination of this contract and shall not apply if Contractor is a long-term care facility subject to the Long-Term Care Ombudsman Act, Neb. Rev. Stat. §§ 81-2237 et seq.

HHH. LONG-TERM CARE OMBUDSMAN

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

If it is a long-term care facility subject to the Long-Term Care Ombudsman Act, Neb. Rev. Stat. §§ 81-2237 et seq., Contractor shall comply with the Act. This section shall survive the termination of this contract.

III. TOBACCO COMPANY AFFILIATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DS			

Contractor shall not have a current, or within the past five (5) years, contract or affiliation with a tobacco company. In addition, the contractor, or any proposed subcontractors, shall not conduct any business with any entity either wholly or partially owned, controlled, and/or managed by a company manufacturing, making, or marketing tobacco or tobacco-related products. Contractor certifies that it will not accept funding from nor have an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, parent company, or any other organizations funded by tobacco companies during the term of the contract from the Nebraska Department of Health and Human Services/Tobacco Free Nebraska Program.

APPENDICES | 5. Evidence of Insurance Coverage



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
6/14/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER UNICO Group, Inc. 1128 Lincoln Mall Suite 200 Lincoln NE 68508	CONTACT NAME: Nadine Rohan
	PHONE (A/C, No, Ext): (402) 434-7200 FAX (A/C, No): (402) 434-7272 E-MAIL ADDRESS: nrohan@unicogroup.com
INSURER(S) AFFORDING COVERAGE	
INSURER A: Lemars Insurance Co.	NAIC #
INSURED Firespring Creative, Inc. 1201 Infinity Ct. Lincoln NE 68512-9340	INSURER B: Axis Insurance Co.
	INSURER C: Accident Fund Insurance Co.
	INSURER D:
	INSURER E:
	INSURER F:

COVERAGES CERTIFICATE NUMBER: **16-17 All Lines** REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			BOR8873010	4/1/2016	4/1/2017	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 50,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ N/A GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS <input checked="" type="checkbox"/>			CLR8873010	4/1/2016	4/1/2017	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			CXR8873010	4/1/2016	4/1/2017	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000 \$
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	WCV6113982-0	7/1/2015	7/1/2016	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
B	Multimedia Liability Claims-Made Form			MCN000163401601	4/17/2016	4/17/2017	Personal & Advertising Injury \$1,000,000 Self-Insured Retention \$15,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Tobacco Free Nebraska
Youth Empowerment Movement - No Limits

CERTIFICATE HOLDER The State of Nebraska	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Shane Ideus/AE
---	---

© 1988-2014 ACORD CORPORATION. All rights reserved.

ACORD 25 (2014/01)

The ACORD name and logo are registered marks of ACORD

