

EVALUATION CRITERIA

RFP NUMBER 120550-03, for the purpose of selecting a qualified Bidder to provide services necessary to carry out a state marketing campaign, for the purpose of promoting Nebraska as a place to live, work, and play.

Opening Date: December 18, 2024 at 2:00 PM.

Mandatory Requirements

The proposals will first be examined to determine if all mandatory requirements listed below have been addressed to warrant further evaluation. Proposals not meeting mandatory requirements will be excluded from further evaluation. The mandatory requirement items are as follows:

1. Request for Proposal For Contractual Services form, signed manually in ink or by DocuSign;
2. Corporate Overview;
3. Technical Approach; and
4. Cost Proposal.

Evaluation Criteria

All responses to this Request for Proposal, which fulfill all mandatory requirements, will be evaluated. Each category will have a maximum possible point potential. Areas that will be addressed and scored during the evaluation include:

Evaluation Criteria	Possible Points
Part 1 — Corporate Overview/Strategic and Tactical Plan	40
Part 2 — Technical Approach	40
Part 3 — Cost Proposal Points	20
Total Points without Oral Interviews	100
Oral Interviews, (if required)	20
Total Points with Oral Interviews	120

Part 4 – Cost Proposal Points

Cost points should be calculated as follows:

1. Establish lowest cost submitted – lowest cost submitted receives the maximum points.
2. To assign points to all others, the following formula should be followed:
Lowest Cost Submitted ÷ Cost Submitted x Maximum Possible Cost Points = Cost Points to Award (see samples below)

Formula	Sample	Sample	Sample
Lowest Cost Submitted	\$100,000	\$100,000	\$100,000
÷ Cost Submitted	\$100,000	\$200,000	\$150,000
x Maximum Possible Cost Points	20	20	20
= Points To Award	20	10	13.33