

**RFP NUMBER 2052 Z1**

**To provide a Marketing Plan to promote Nebraska as a place to do business**

**Opening Date: July 22, 2020**

**Evaluation Criteria**

**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. signed in ink Request for Proposal for Contractual Services form;
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	55
Part 2 — Technical Approach	95
Part 3 — Cost Proposal Points	50
Total Points without Oral Interviews	200
Oral Interviews, (if required)	50
Total Points with Oral Interviews	250

**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	50	50	50
=	Points To Award	50	25	33.3